

# INFINUM

Mobile and tablet apps  
in a business environment

TOMISLAV

CAR

CEO, Infinum



# INFINUM

Software design and development

Android

iPhone

iPad

HTML5

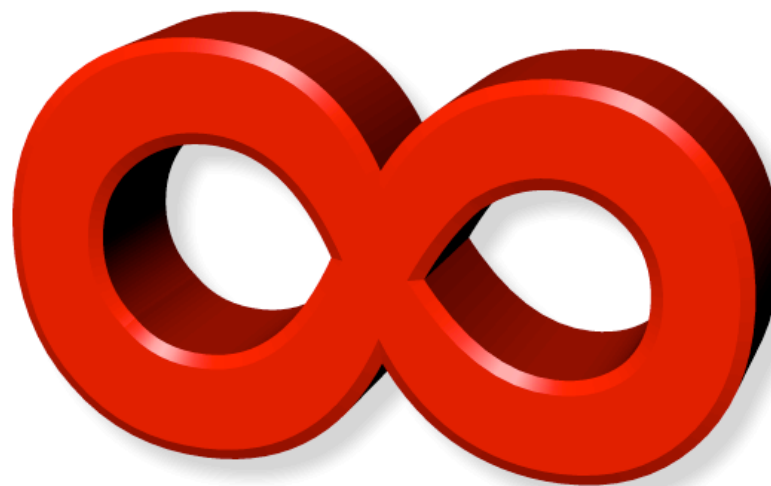
Ruby on Rails

Sencha Touch

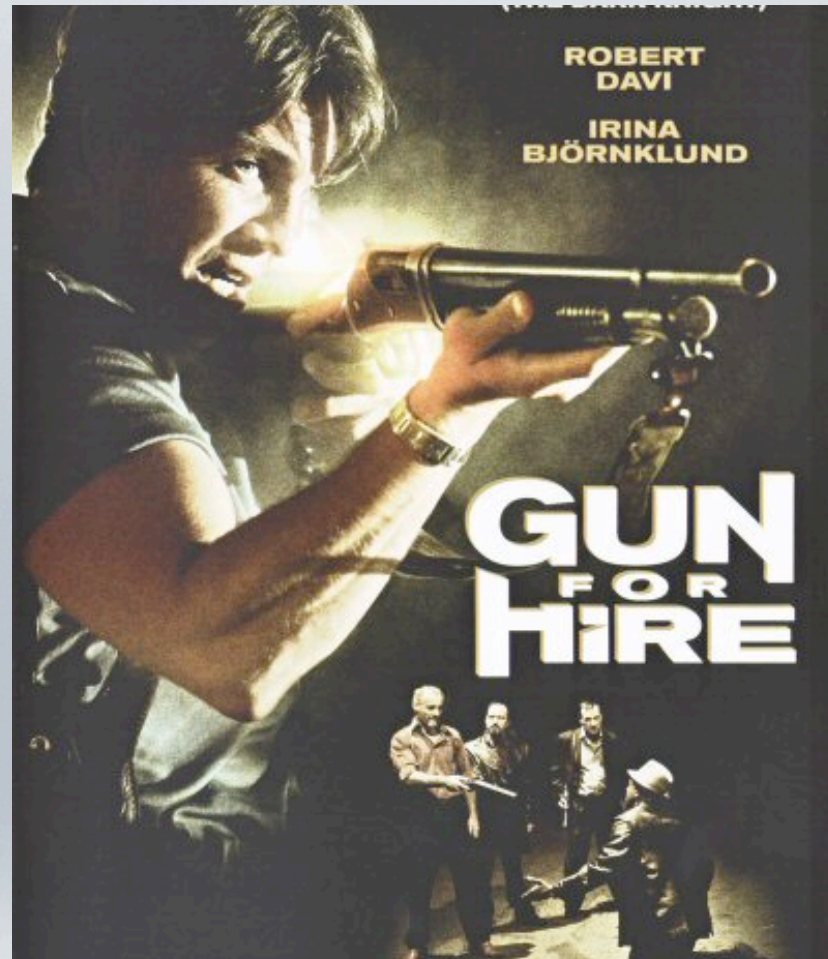
Node.js

....

[www.infinum.hr](http://www.infinum.hr)







# GUN FOR HIRE

software development mercenaries





# CLIENTS

banks, brands, carriers, media publishers...

A promotional graphic for the Samsung Global Developer Challenge. On the left, a Samsung smartphone is shown with a colorful, celebratory scene on its screen. The scene includes a sailboat on water, a globe, and various geometric shapes. A green circular badge with the text "Little sailor" is positioned at the bottom of the phone. The background is white with colorful streamers and confetti. On the right, the text reads: "Global Developer Challenge", "Announcing the Global Developer Challenge Winners", "We proudly present the winner of bada Champion", "The bada Champion takes \$300,000 as the prize!", "The winning applications are available for a one month free download at Samsung Apps [www.samsungapps.com](http://www.samsungapps.com)."

\$100.000

Samsung Global Developer Challenge  
badaSports app





**T** · · · Mobile · · ·

# AWARDS

Mobicel, VIPnet and T-Mobile developers contests

## **Some of the industries we do work for.**

**Banking and financial**

**Telecom**

**News and media**

**Digital marketing**

**Traffic and  
transportation**

**Cruise line industry**

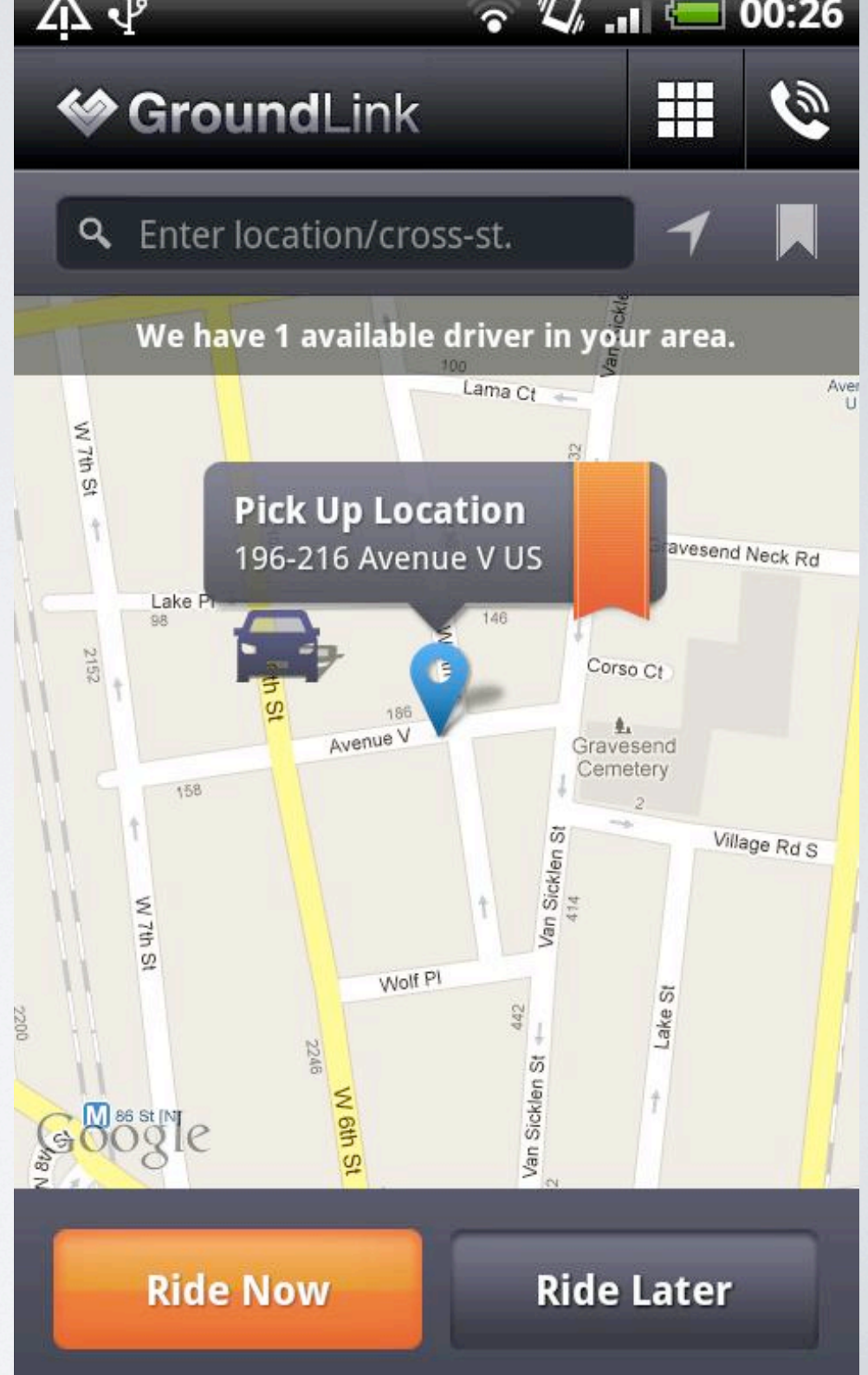
**Tobacco industry**

**Pharmaceutical**



# NY CAR SERVICE

Groundlink





# NY CAR SERVICE

Groundlink

The screenshot shows a mobile application interface for car rental services. At the top, there is a status bar with signal strength, battery level, and the time 10:08 AM. Below this is a dark header with the text "Select Car Type" and a white telephone handset icon. The main content is divided into two sections: "SEDANS" and "SUV'S". Under "SEDANS", there are three options: "Economy" with a price of \$50.01, "Luxury" with a price of \$55.06, and "VIP" with a price of \$68.94. The "VIP" option is highlighted with an orange starburst containing the price "\$60". Under "SUV'S", there is one option: "SUV-6" with a price of \$86.60. Each car option is accompanied by a side-view image of the vehicle.

Category	Car Type	Price
SEDANS	Economy	\$50.01
	Luxury	\$55.06
	VIP	\$68.94 (Special Offer: \$60)
SUV'S	SUV-6	\$86.60




# NY CAR SERVICE

Groundlink

10:08 AM

## Confirm Order




**Pick Up** >  
📍 111 Broadway Ave. New York, NY 10001

**Destination** >  
📍 266 12th St. Brooklyn, NY 11215

**Date/Time** >  
2/15/03 @ 4pm

**Car Type** >  
Luxury

**Promo Code** ✓  
JFKFST

**Total** >  
\$59.29 

**Billing Account** >  
Personal


**Place Order**

# NY CAR SERVICE

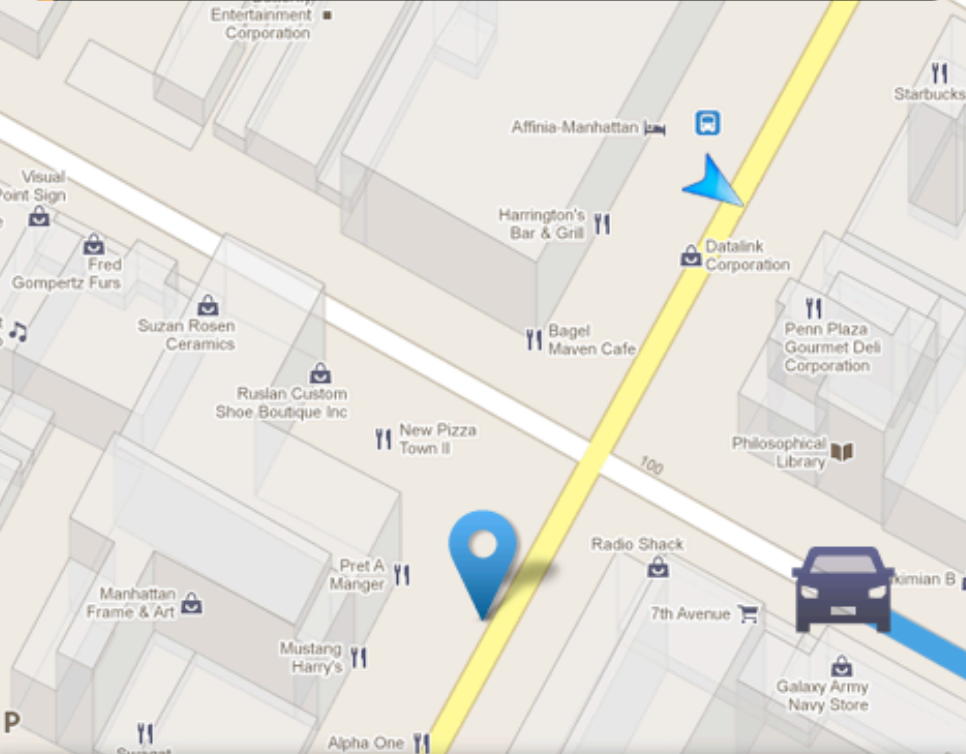
Groundlink

10:08 AM

## Driver is in Route

	<b>Anthony Armendariz</b> Chevy Suburban ID #TL-00232 Plate #TXA-0021	<b>Driver ETA</b> <b>24</b> mins
---	--	--

**"I'll be there in about 15 minutes."** - 1 min ago >



**Call Your Driver**

**Your Total \$154.25**



# MOBILE BANKING

ErsteBank



# MOBILE INSURANCE

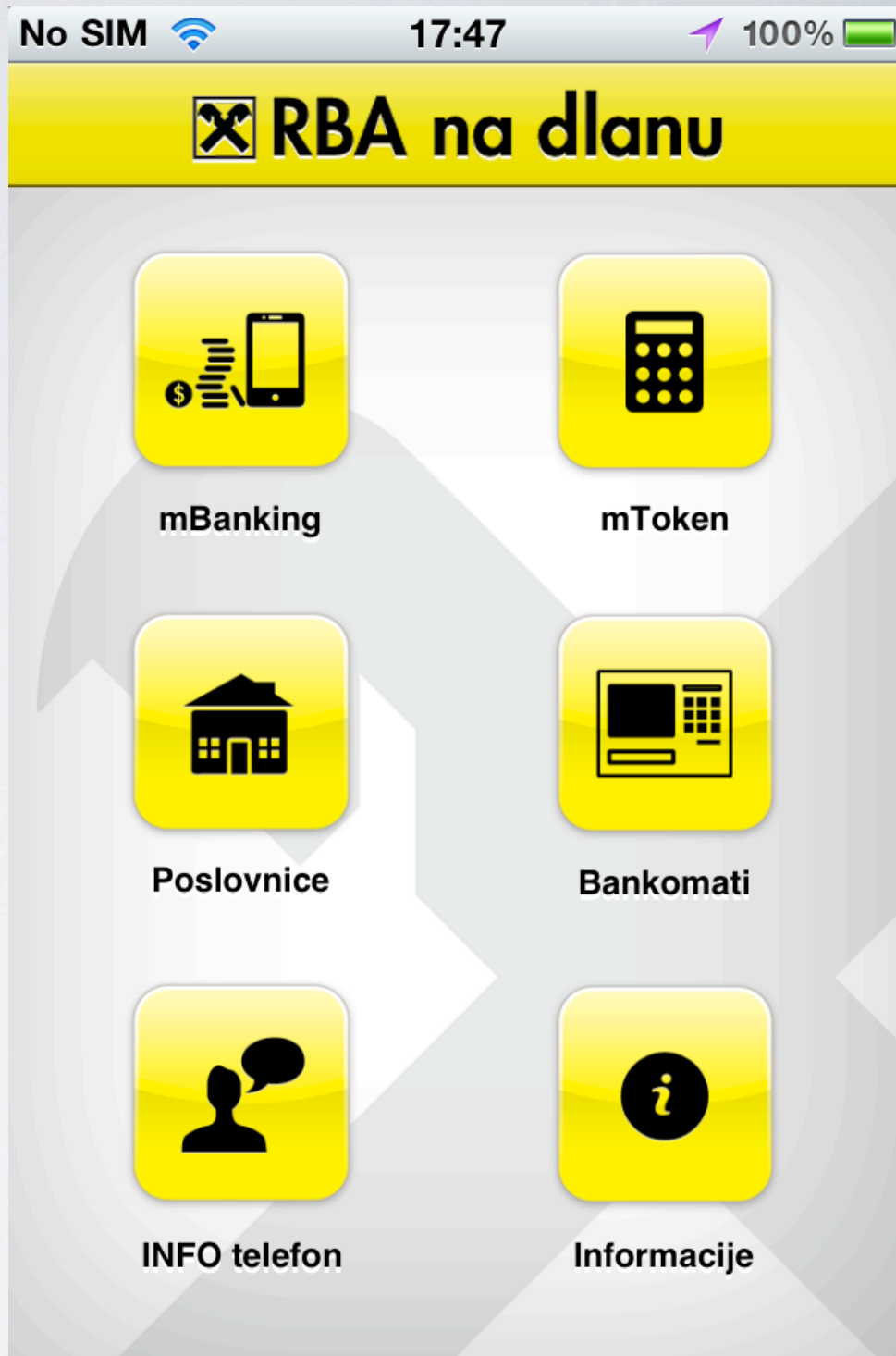
Tilia





# MOBILE BANKING

Raiffeisen Bank



# MARKETING & PROMOTION

Papaya



The graphic features a dark purple background with a star-shaped logo in a circle at the top left. In the top right corner, there are icons for information ('i') and close ('x'). The word 'PAPAYA' is written in large, white, glowing letters. Below this, there are four rounded square buttons arranged in a 2x2 grid, each with a different icon and text: 'Festivals & Events' (festive icons), 'Benefit book' (notepad and pen), 'News & Video' (film strip and newspaper), and 'Novalja info' (map and umbrella). A central star logo is positioned between the four buttons. At the bottom, the text 'PAPAYA SUMMER 2011' is displayed in white and yellow, flanked by two star logos.

**PAPAYA**

**Festivals & Events**

**Benefit book**

**News & Video**

**Novalja info**

**PAPAYA SUMMER 2011**



# NEWS & MEDIA

24sata.hr

No SIM  22:15 6% 

 HOME 



**'UŽIVAM U TRUDNOĆI'**

**Severina je trudna tri mjeseca, s Milanom očekuje prvo dijete**



**Krcat stadion za 'play-off' LP:  
Fatos Beqiraj pogodio stativu**

03.08.2011 17:24:00



**Muž ju tjera da se šminka prije  
doručka i bira joj svu odjeću**

03.08.2011 19:00:00



**Ispovijed Nemeša, Marijane i  
obitelji: Naš pakao nakon BB-a**

03.08.2011 19:00:00



# TRAVEL & WEATHER

HAK - Croatian Car Club





# NEWS & MEDIA

IPTV

MAX  
tv

## TV vodič

Upravo 18.04 - 09:58



Vijesti iz kulture (R)

18.04 09:49 - 10:00



Prijenos sjednice Hrvatskog sabora

18.04 09:30 - 13:33



Cobra 11

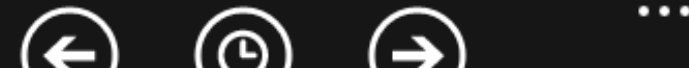
18.04 09:15 - 10:10



Izgubljena čast, serija

18.04 09:30 - 10:10

Duom barom



# Pay As You Go phones

Filter phones by brand, feature and colour ▾

## Most popular phones



**Sony Ericsson  
Xperia Play**  
€99.99

MORE COLOURS: ■ ■ □



**HTC Wildfire S**  
€99.99

MORE COLOURS: ■ ■ ■ ■ ■



**Nokia C1-01**  
€99.99



**SIM Cards**  
**FREE**



## Under €100



**Samsung Cobble**  
€24.99



**Nokia 1616**  
€99.99




**Nokia 2220**  
€99.99

SAVE €10 ONLINE



**Nokia C1-01**  
€109.99

### Why buy online?

- Great value plans 
- Huge range of phones
- Free delivery

### Payment methods

We accept:



We also accept Visa debit cards. Laser is only accepted on Pay As You Go purchases.

Already have a phone?

[Order a SIM card >](#)

Find your [nearest store](#)

### Top questions

- › How fast do you deliver?
- › How much does delivery cost?
- › What payments do you take?
- › Can I keep my number?
- › How do I return my phone?

more in [support...](#)

### 99% coverage

We now have a  
whatever 99% coverage

# METEOR ONLINE

Telecom / Ireland





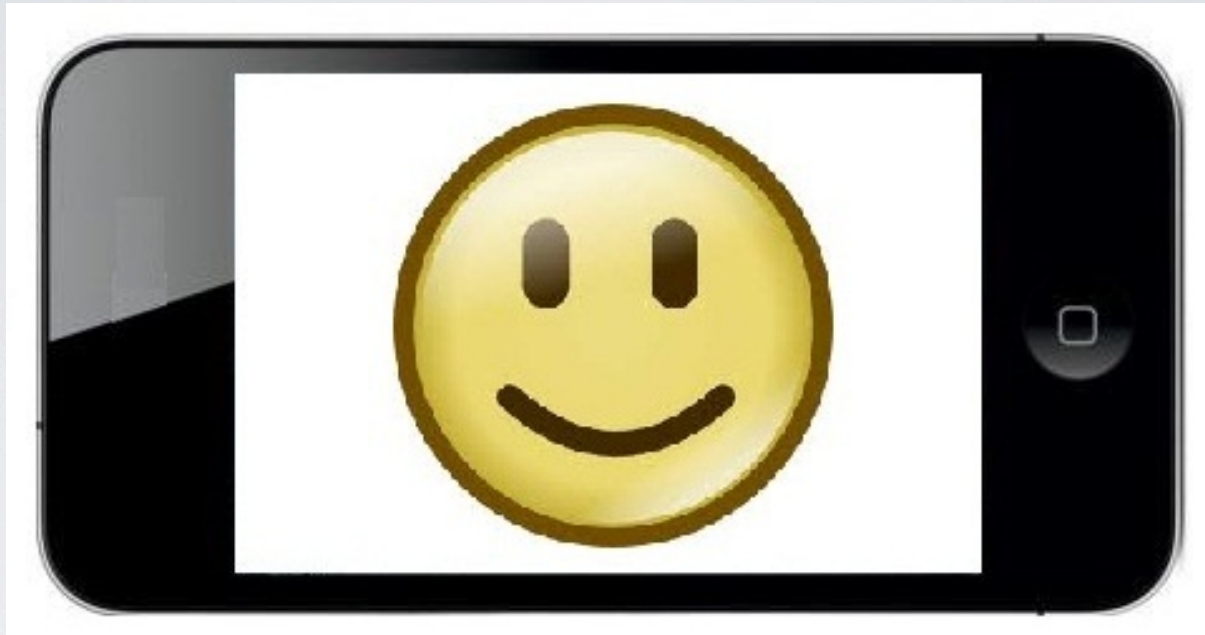
# 60+ APPS

Concept, development, design, testing, publishing



# MOBILE AND TABLET APPS





KNOWN FACT

Smartphones are great



1,000,000,000

1 BILLION

1 billion smartphones

In 16 years, predicted next billion in 3 years





# IPHONE & IPAD



ANDROID



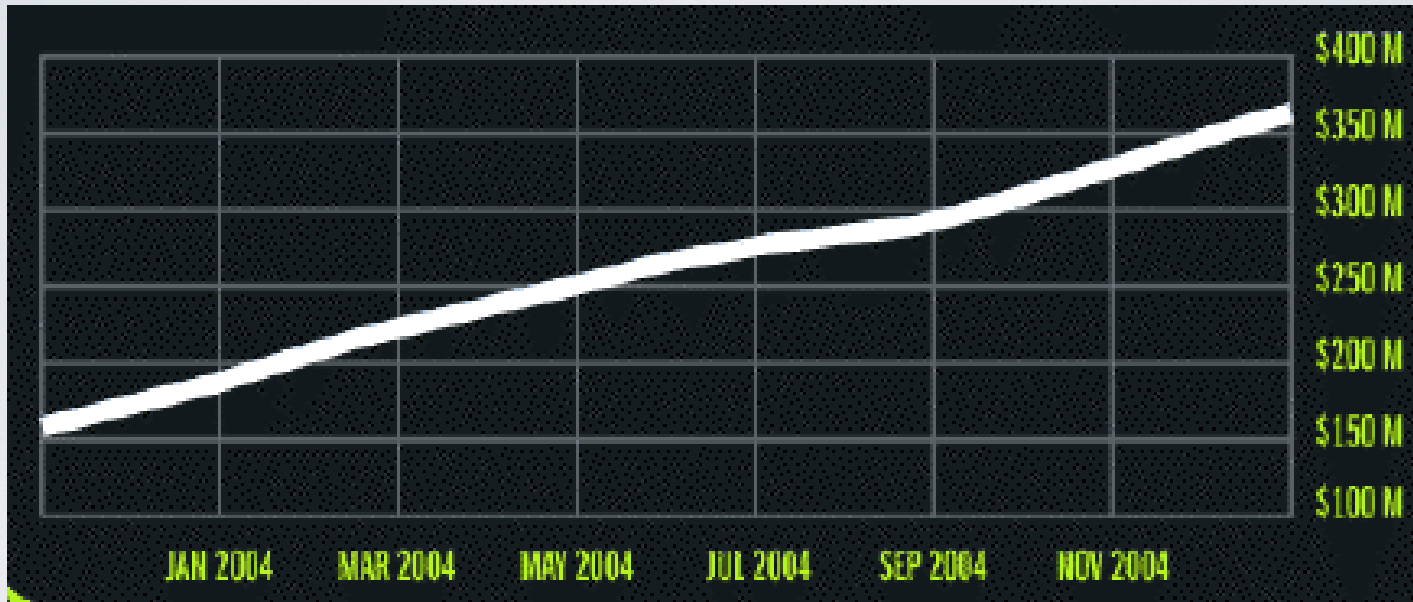


# WINDOWS PHONE 7

Gaining ground

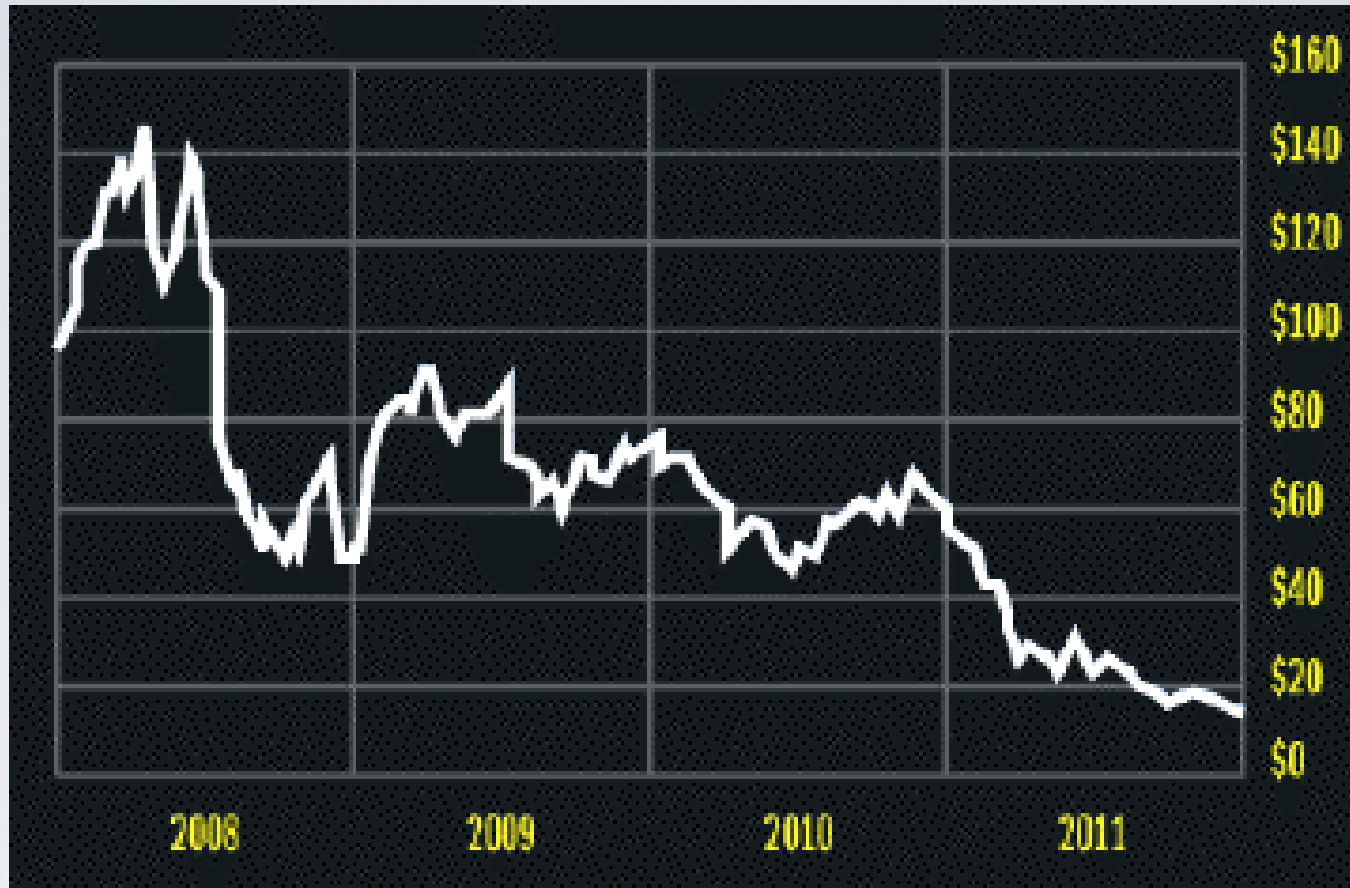
WHAT ABOUT BLACKBERRY?





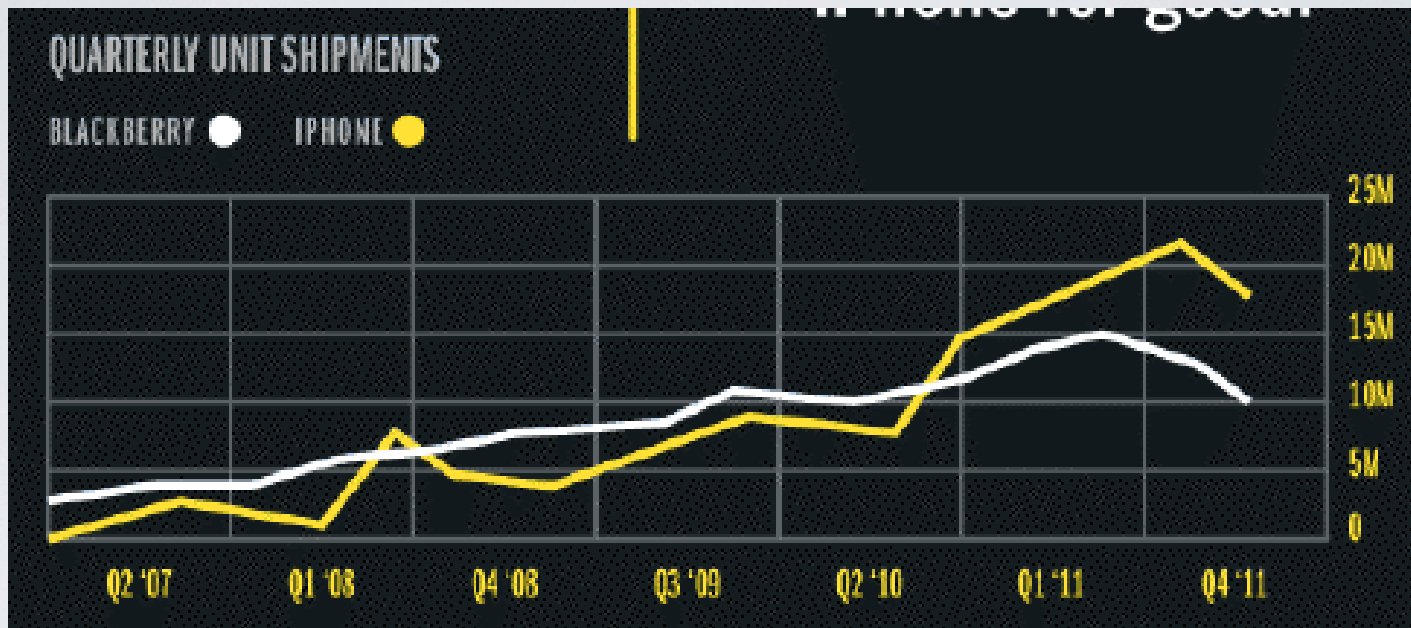
# ONCE UPON A TIME

Blackberry sales figures



TODAY  
RIM stock price





# QUARTERLY UNIT SHIPMENTS

Blackberry

RIM's Stock Value:

2008: **\$150** per share.

Today: **\$15** per share.

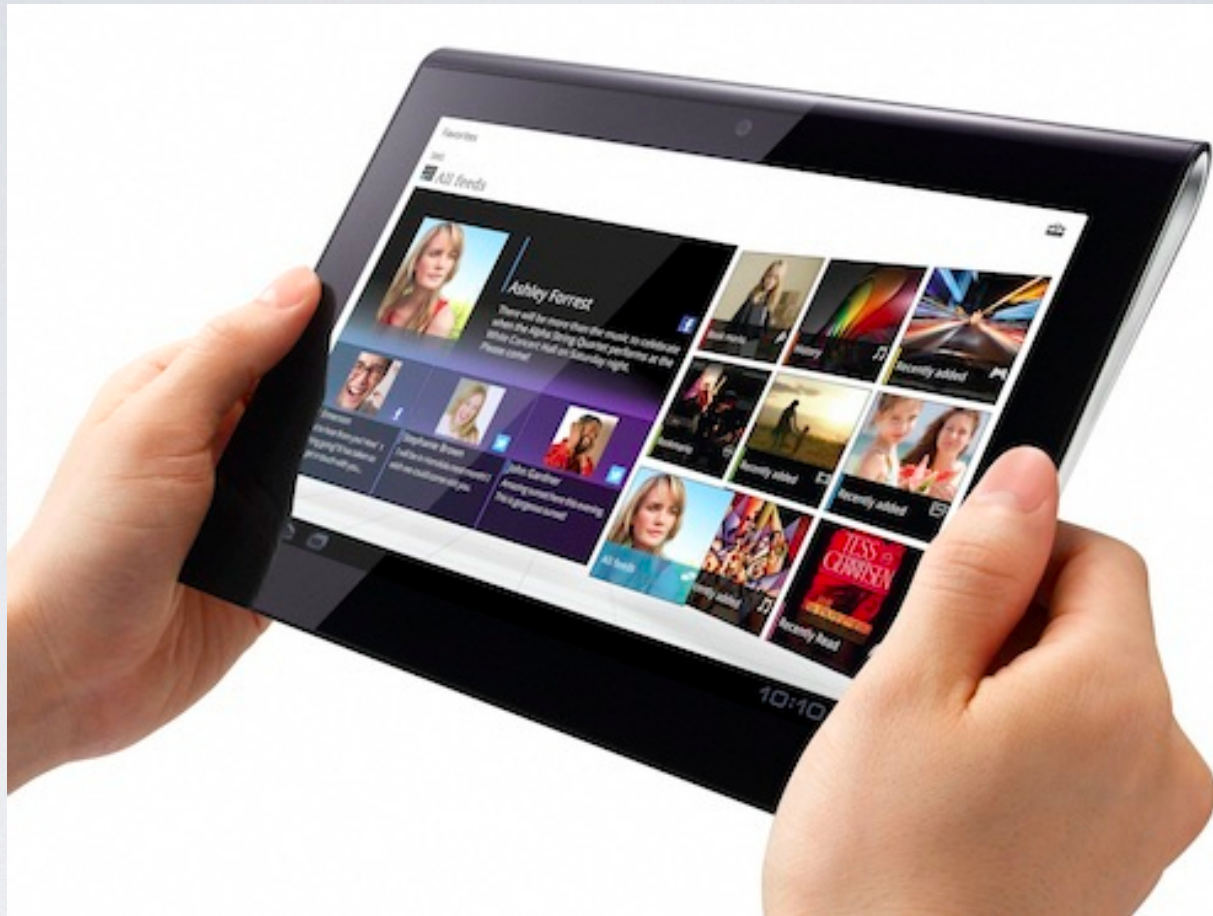


They failed to innovate, and now  
RIM is fading out of the picture.

BLACKBERRY

R.I.P.





# TABLETS

generally work better in business environment





# TABLETS

been around for a long time, iOS is the first quality OS in terms of user experience - capacitive screen





IPAD

Big iPhone



# IPAD

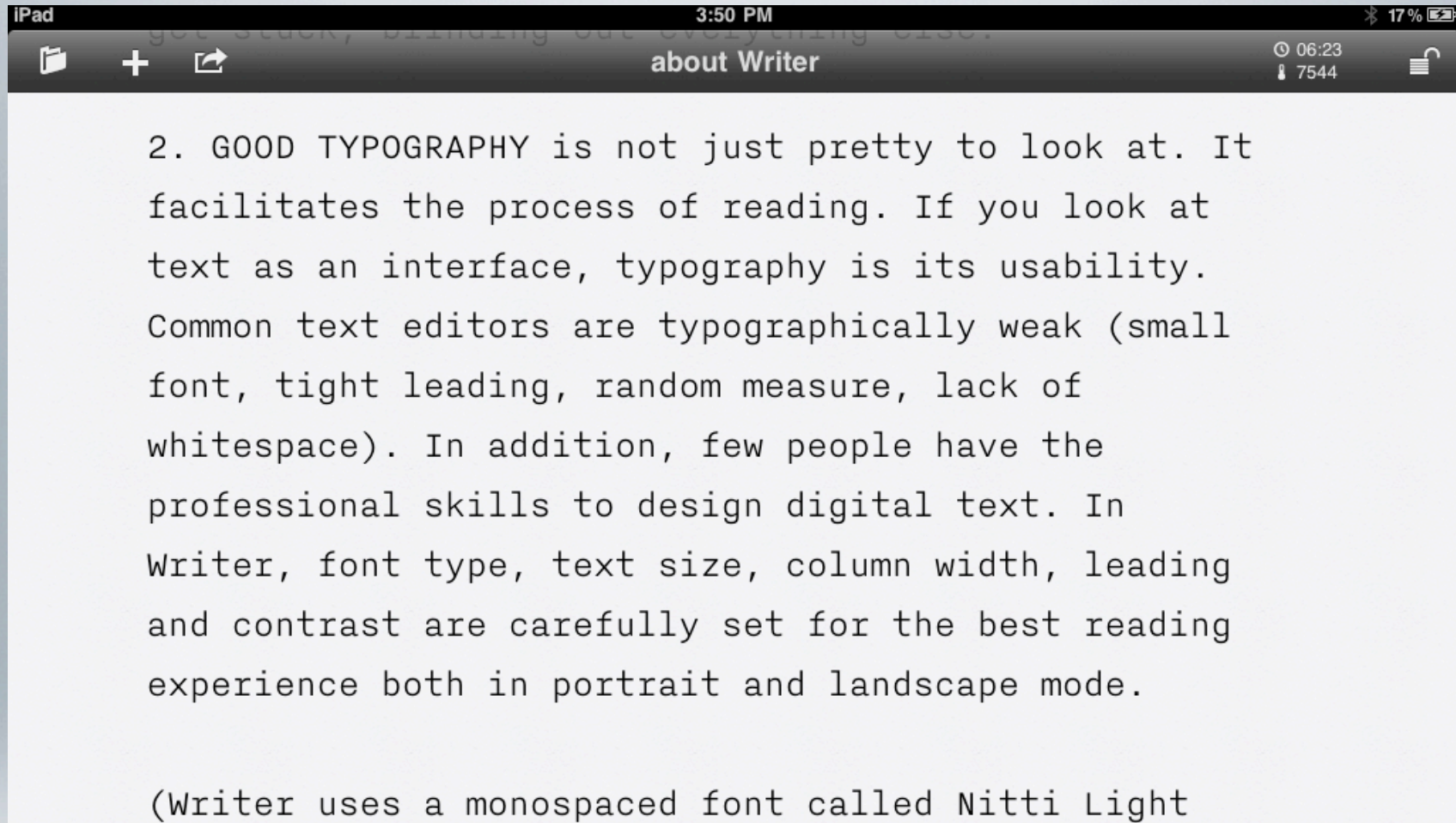
“But what’s it good for?”





# COUCH DEVICE

above all



# PRODUCTIVITY DEVICE

also useful  
email - primary





# IPHONE / IPAD

development tech overlapping 95%



# ANDROID TABLETS

generally bad, low sales figures and market globally  
potential to rise



DEVELOPMENT

# MOBILE ONLY

location (GPS)

camera

accelerometer

ability to make phone calls

always on

always with you

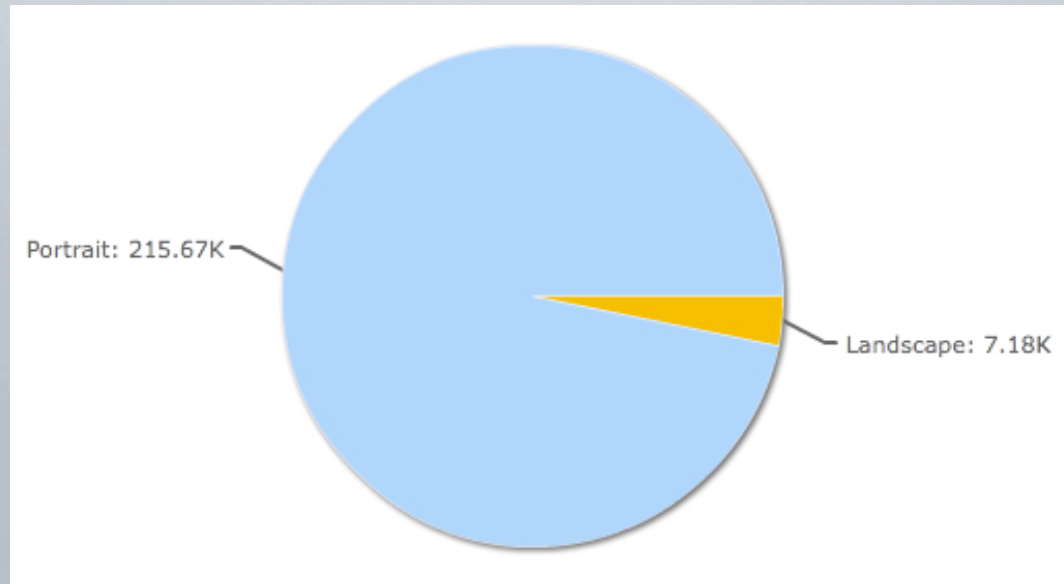




# CREATIVE FREEDOM

tablets have larger screen size

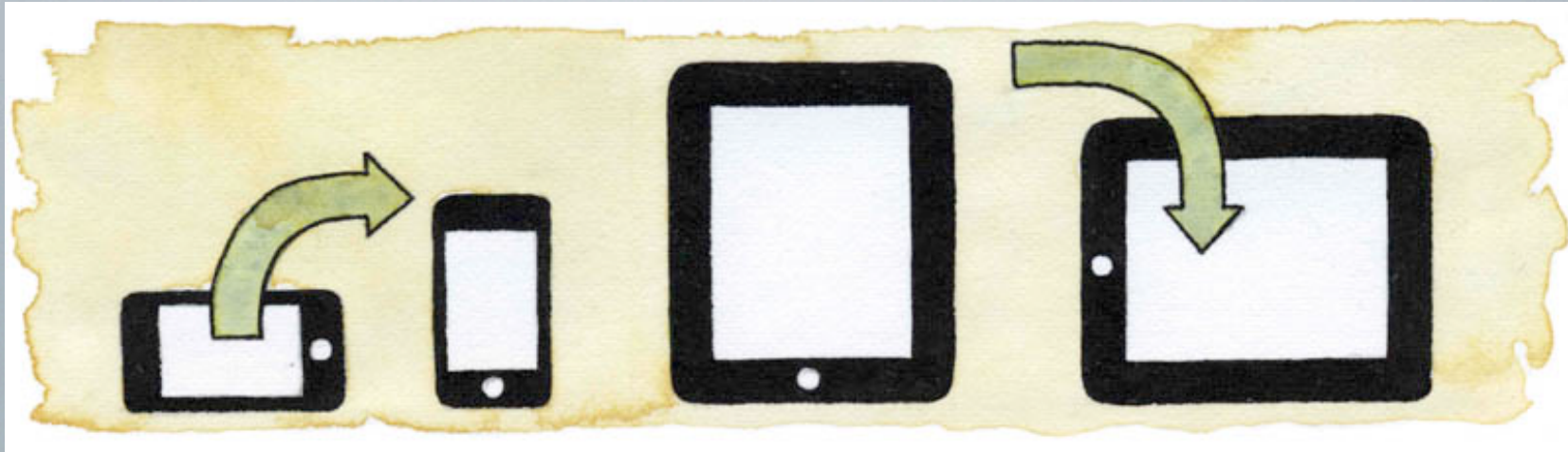




# SCREEN ORIENTATION

less important for mobile phones





# SCREEN ORIENTATION

additional development factor



# MOBILE DATA RISING

iPad mostly WiFi  
60:40% in favor of mobile data





# DEPLOYMENT

AppStore i Google play for end users

**Enterprise** license

LET'S TALK BUSINESS





# BUSINESS ENVIRONMENT?

What's a business environment?

# **BUSINESS ENVIRONMENT**

**End user market**

**Skype  
Angry Birds  
Facebook  
Dropbox**

**Erste mBanking  
24sata  
HAK**

**Business user market**

**Field sales  
Agent support  
Field promotions  
Inventory  
Restaurant ordering**

**Skype  
Dropbox**



[TOUR](#)[USE CASES](#)[PRICING](#)[CLIENTS](#)[PARTNERS](#)[ABOUT US](#)[Tips & Tricks](#) [Contact us](#) [Blog](#)[CUSTOMER LOGIN](#)

# A swiss army knife for your mobile workforce

It's a unique, comprehensive, field sales & services automation solution available for smart phones and tablets.

**Try it for free**

No credit card. No commitment.

Or learn more  
**Take a tour** >



# FIELD SALES



# FIELD PROMOTIONS

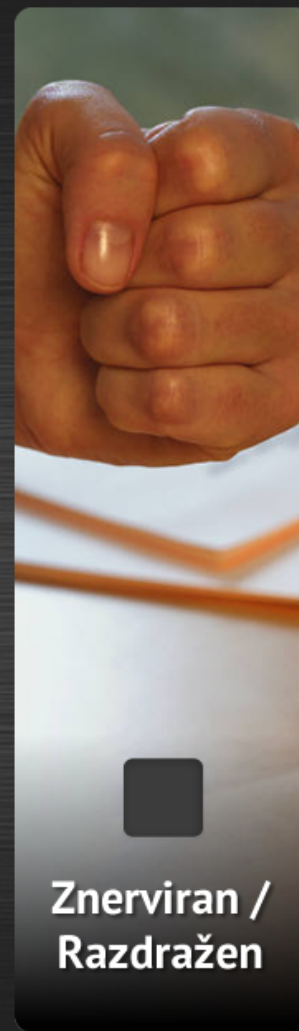
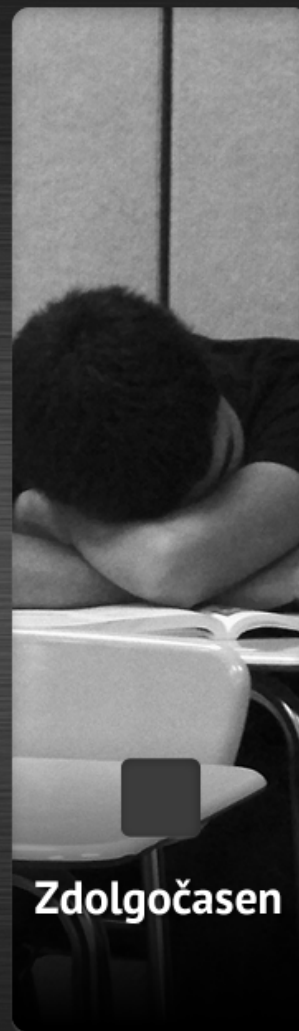
Hostesses





Zanima me, kaj si misliš o današnjem dogajanju. Katera od naslednjih fotografij najbolje opiše tvoje današnje razpoloženje?

Next



# POLLS

Send directly to the database

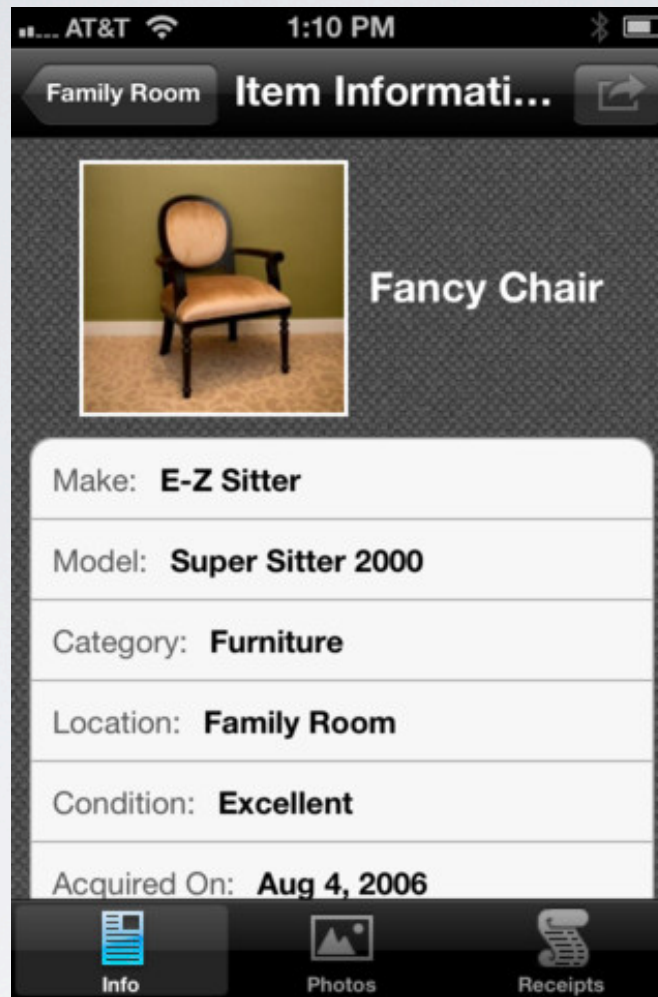


# INSURANCE AGENTS

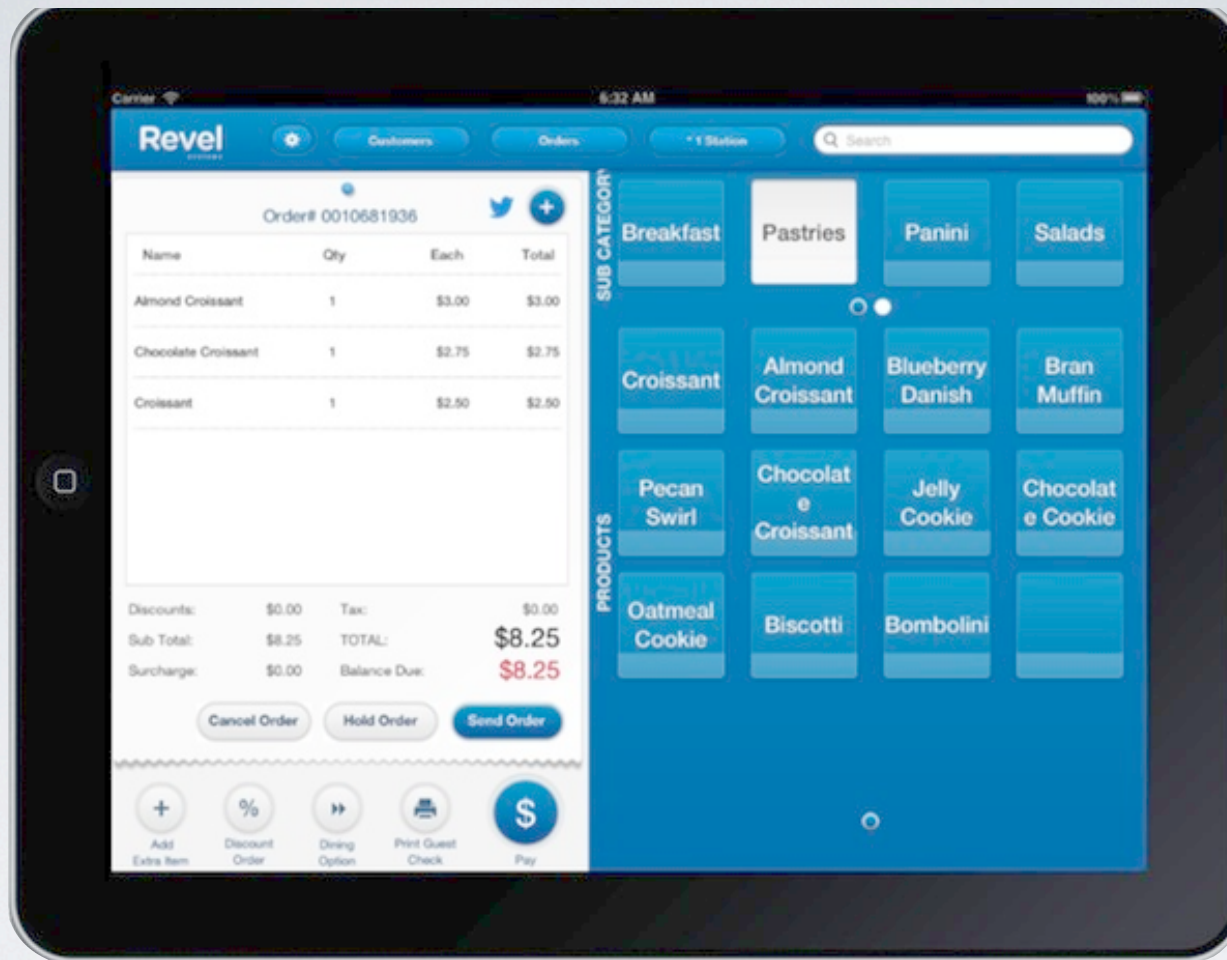
Single app support







# INVENTORY



# MOBILE POINT OF SALE





SUPERVISION



# INTERACTIVE CATALOG

Sales tool





TAXI DISPATCHING

THANKS

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[www.infinum.hr](http://www.infinum.hr)

