Apexon

EVENT MANAGEMENT FIRM STREAMLINES CUSTOM APPS FOR CLIENTS

Apexon development platform accelerates app delivery and adoption, cuts costs

This leading provider of global event marketing solutions delivers custom event management and marketing capabilities to Fortune 500 software, OEM, financial services, retailers, education and government organizations.

The company was challenged by the need to develop and deliver high quality, custom mobile applications. Its clients expected the apps to be highly engaging and customized for their specific brand and event goals. At the same time, each app was only going to be used for a single event, so the development time and cost had to be managed.

Headquartered in Westport, CT

Founded in 1988 as a promotional travel guide company

2.6+ billion downloads of its mobile apps

Apexon started working with the company in 2015 to help address the problem. The solution included the development of a flexible and scalable architecture that could support the company's multiple native mobile and mobile web platforms and enable faster development of customer apps and services.

The end result was an easy-to-use platform that provided the flexibility needed for each client's unique event while also ensuring robust application functionality, performance and user experience.

THE CUSTOMER JOURNEY

2015

2016

2017

2020

- Security testing

- Test automation

- Mobile app dashboard changes

- Community brands development

KEY OUTCOMES

REDUCED CYCLE TIME

The new platform cut new app development time from 2 to 3 weeks to less than 8 hours without sacrificing app functionality

INCREASED USER SATISFACTION

Average app rating went up from 1.2 out of 5 to 4.5 out of 5

REDUCED OPERATING COSTS

The company saw a 55% reduction in operating costs by leveraging a hybrid offshore-onshore development model

THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.

GO DIGITAL

LAUNCH & EXPERIMENT

BE DIGITAL

AUTOMATE & ACCELERATE

EVOLVE DIGITAL

BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner

Build digital infrastructure and foundation for enterprises to scale

Leverage data engineering to make strategic decisions and get digital right every time

With a clear understanding of the company's challenge, Apexon developed a solution that addressed both its short and long term needs.

Apexon delivered a fully customizable solution with a rich UI, enabling end users to create their own version with specific branding and style.

Apexon built a robust architecture that supported the event management platform's many features, functionality and regional requirements.

Apexon also designed a usage tracking and monitoring system by integrating it with Google Analytics to enable more informed, data-driven decisions.

TO OVERCOME OBSTACLES

The company's clients' and their end-users' (event attendees) needs were shifting rapidly towards mobile. Each client had unique requirements and expectations.

It was essential to understand these specific requirements and the custom applications that needed to be developed to address them.

Robust Architecture

The platform required a robust architecture to support a variety of features, functions, operations systems and geographies.

Lead Time & Shelf Life

Lead time to create the applications was more than 3 weeks and the shelf life of these apps were quite short – lasting only through the duration of the event.

Heavy Customization

The development process was highly error prone due to the heavy customization. As a result, the company's app store rating was low and constantly receiving poor reviews.

Differentiation & Customization

Due to the lack of differentiation and customization, lower-cost event solution providers were taking market share away from the company.

A FLEXIBLE PLATFORM

The company engaged Apexon to build a development platform flexible enough to address each of their client's unique needs and robust enough to scale to the size of Fortune 500 scale events.

The engagement included:

Flexible Architecture

Apexon proposed and developed a flexible and highly scalable architecture to support the multiple native mobile and mobile web platforms. The multi-tiered structure offered role-based access, faster app configuration, and comprehensive data management.

Reduced Development Time

The new platform reduced standard app development time from 2-3 weeks to less than 8 hours. It offered full customization with a rich UI that gave the company's clients the ability to apply their own branding and style.

Google Analytics

Apexon also designed a usage tracking and monitoring system by integrating it with Google Analytics to provide feedback on app usage and performance.

Customer Database Access

Apexon also enabled extensibility by providing customer database access via API.

The flexible, highly scalable platform cut app development lead time by 94%. It also fueled an 80% increase in sales and led to a 3x app rating improvement.

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Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

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FEELING SOCIAL?