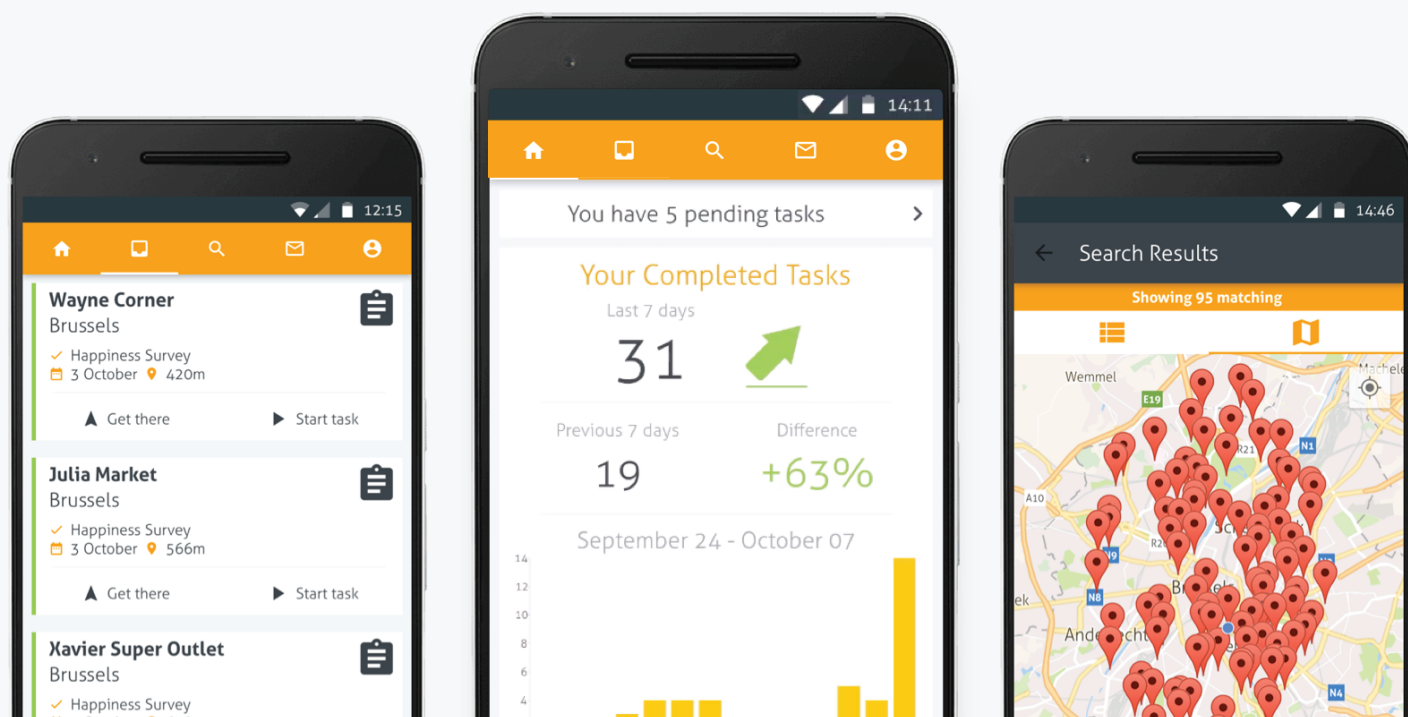




# SUCCESS STORY

Telecom operators in emerging countries have reported a high adoption rate for their mobile app; this has helped them to collect high-quality data and gain new insights into their operations.

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## mi8 expertize

- ✓ Mission-Critical apps
- ✓ Xamarin
- ✓ Cloud
- ✓ Analytics
- ✓ Devops

**Project start :** 2015  
**Client :** RIAKTR  
**Location :** Worldwide (remote / cloud-based)  
**Challenge :** Deliver a reliable and secure mobile productivity app to workers around the world  
**Results :** High adoption rate of the app  
 Reliable and secure data collection  
 New insights into business operations

RIAKTR is a fast-growing Belgian data science company, working for the biggest global Telecom operators. Recently, RIAKTR designed a commercial excellence platform for their clients in Africa, the Middle-East and South America.

In partnership with mi8, the company set up a hybrid team to build a best-in-class data collection mobile app for Telecom field agents. mi8 contributed its expertise in Xamarin mobile development, application security, user experience, MS Azure Cloud and DevOps practices.

**Objective: To deliver a mobile app to connect field agents with their office-based operational managers.**

The field agents must perform a number of tasks:

1. Locate and visit Points of Sales
2. Check the product placement of their brand and of the competition
3. Collect stock data and perform surveys

Before adopting the app, the field agents were using a mix of paper notes and Excel files to do their job; this was highly inefficient. The new app equips the agents with a more modern and productive tool that helps them collect and send data to headquarters much faster and with fewer errors than before. The high-quality data are then analyzed within a Big Data platform to gain new insights into the business's operational performance.



“MI8 PARTNERED WITH US TO DEVELOP OUR MOBILE APPLICATION. THEY HAVE A DEEP MASTERY OF THE XAMARIN FRAMEWORK AND STRONG ARCHITECTURAL KNOW-HOW. MORE IMPORTANTLY, THEY ARE REAL PARTNERS IN DEVELOPMENT AND GO THE EXTRA MILE TO MAKE THINGS WORK.”

SIMON VANDEMOORTELE, CTO AT RIAKTR

## CENTRALIZED BIG DATA ANALYSIS PROVIDES:

### To Telecom operators :

- Access to all the Points of Sales' KPIs
- Relevant and timely calls-to-action to field managers
- Agent performance tracking

### To RIAKTR :

- Statistics showing the field managers' adoption of the app
- ROI for the marketing department

## TECHNICAL DETAILS

### Devices :

- Android smartphones (100\$ baseline)

### Data :

- Encrypted data with PIN code
- Offline optimized + 2G sync
- MixPanel API integration

### App :

- Android app developed using Xamarin
- Translated into 5 languages: French, English, Arabic, Russian and Portuguese

## RESULTS

App monthly updated since 2015

### Users :

- 14+ countries in Africa, the Middle East and Latin America
- 700+ distinct monthly active users
- 1 million+ user sessions in 2016

### Data :

- 155 Gb of monthly data transfer
- 600k Points of Sales created in three years (2015 - 2017)
- 470k tasks completed in 2016

### Thanks to the app, RIAKTR and its clients :

- Gained new commercial opportunities.
- Reduced the cost of the processes thanks to automation.
- Improved their brand perception through the app's field agents' adoption.



“THE XAMARIN TECHNOLOGY ALLOWED US TO REMAIN VERY PRODUCTIVE THROUGHOUT THE DEVELOPMENT PROCESS, AND THE MICROSOFT AZURE CLOUD PLATFORM ALLOWED EFFICIENT REMOTE DEPLOYMENTS TO USERS AROUND THE WORLD. STATISTICS AND FEEDBACK SHOWED THAT THE APP WAS GAINING RAPID TRACTION AMONG FIELD AGENTS, WHICH BROUGHT SATISFACTION TO THE WHOLE TEAM. THIS IS A GREAT EXAMPLE OF HOW WE AT MI8 LIKE TO ENGAGE IN A REAL PARTNERSHIP WITH OUR CLIENTS.”

STEVE DEGOSSERIES, CEO AT MI8



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Looking for a partner to boost your digital  
transformation ? We'd love to help.

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