



CLIENT SUCCESS: **E-BIZ APPS**

Turnkey implementation of various financial services mobile applications

Industry: Web Hosting **Location:** Phoenix, AZ **Project duration:** 16Months

› **Overview of IntraEdge**

IntraEdge is a focused and experienced IT consulting partner for industry leaders. Our core competencies include e-Business solutions, enterprise applications, business intelligence, application development, Quality services, system integration and mobility computing. IntraEdge consultants have in-depth knowledge and experience on Oracle and SAP ERP implementation.

› **Client Summary**

American Express is a financial services company. With the onset of the mobile world, American Express needed to define a strategy and vision for the various financial products.

Business Need

- Have a strategy for its mobility computing group
- Support the various mobile devices
- Best in class for financial services on the go.

Challenge

- Mobile devices have been changing at a very fast pace.
- Mobile Service Providers are always difficult to deal with when it comes to standardizing and delivering various services.
- Finding a standard way to connect to legacy back-end applications.

Solution

IntraEdge provided consultants who were proficient in all mobile devices such as iPhone, BlackBerry, Nokia, etc. They were very accustomed to J2ME along with Cocoa and other device dependent programming.

Initial implementations of front end applications showed the business community the possibilities and potential of mobile applications.

Finally these front-end applications were integrated into legacy and back-end processes to provide an end to end delivery of financial applications.

Impact

- Provided various options of delivering applications for American Express.
- Provided a standardized way of delivering applications over the hand-held.
- Help American Express improve customer experience and accessibility.