

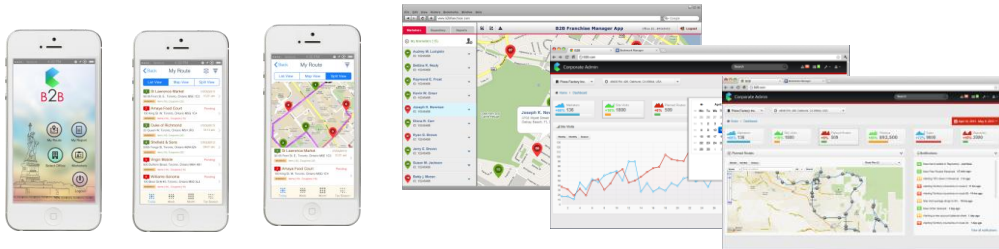
# Field Operations & Route Planner

The client is a leading tax preparation firm specializing in tax preparation services for individuals and small businesses in the US and Canada.

To track and manage promotional campaigns more effectively, this client wanted to develop a mobile application to ensure employees promptly delivered promotional material to the client's business customers. Our client also wanted a web application for its tool, Franchise Manager, to track customer visits and material delivery status.

## Business Benefits:

- This app enabled complete accountability for promotional material delivery in the 2013 tax season. This was the first year our client could bring total accountability to their promotional campaign delivery efforts.
- The client derived comprehensive reports that helped effective decision-making and forecasting for the next year's promotions.



## Key Highlights

- OFS created an interactive, intuitive and user-friendly mobile application for marketers to deliver products to the businesses.
- We implemented GPS-based navigation using a Google API.
- Globalization/internationalization concepts were applied to support multiple languages, mainly Spanish.
- We used ABBY iOS and Android Kit for scanning business cards.

## Technologies

- iOS, Android, HTML5/CSS3 and JavaScript