



Case Study

Integrating the Mobile Lifestyle into Communications-GREENFLY

Business Challenge

Social media requirements today require proficiency in many applications and tools and many people just don't get it. Our Client GreenFly America wanted to build an social media interface for people with different technology capabilities, communication preferences, to interoperate and share information, have ubiquitous access, pre-built informatics structures (information containers that are aware and can communicate with their members), smart applications and automation that operates simply, effective and intuitive.

JIVA's Solution

JIVA created an application that creates an inter-network routing service and exchange. We created the application which can integrate People, Organizations, Computers, Mobile devices and the internet including Web-2.0 applications (Facebook, Twitter, email). We are currently working towards providing an enhanced and simplified user experience by providing intelligent information routing & conversion, behavior, location and mobility triggers, and network and service provider independence.

The application enables the end users can send any messages using SMS, MMS or E-mails. We have developed a Rule Engine to process authenticated messages to be sent to for further process by a message queue. An Ad manager has been developed to insert Ads for every outgoing message. Third party API's(Twitter API, Facebook API, Flickr API SMS/MMS API) have been integrated to the application to publish the message to third party social media networks. If the user of a group has updated an event in the application then the same is published in all the third party social media networks and a message sent out as an E-mail/SMS and/or MMS

Business Result

An Ad Juggler needs to be integrated to the application to have dynamic ads being published each time a message is published in the third party social media networks or messages being sent out as an E-mail/SMS and/or MMS. Communication among the members in the network is done using roles and permissions and priority. The application is now successfully able to manage ad hoc groups of people (volunteers, incident management) with full privacy and authentication. JIVA created the application to see that each person to have their own personal and private communication preference.

The screenshot displays the 'Football Association' web application interface. At the top, a green header features the site title and a user welcome message: 'Welcome jiva infotech jiva!'. Below the header, the main content area is organized into several functional modules:

- Sign In:** A module indicating the user is signed in as 'jiva infotech jiva'.
- Photo Bucket:** A module for managing images, showing a table with columns for 'Folder', '# of Folders', and '# of Images'. It lists a folder named 'Football Images' with 0 folders and 0 images.
- Communities:** A module for managing groups, with tabs for 'Communities I Own', 'Communities I Have Joined', and 'Available Communities'. It includes a search bar and an 'Add Community' button.
- Events:** A module for viewing a calendar for 'Wednesday, November 4, 2009'. It shows a calendar grid and a table with columns for 'Time', 'Title', and 'Type', currently displaying 'There are no events on this day'.
- Documents Container:** A module for managing documents, showing a table with columns for 'Folder', '# of Folders', and '# of Documents'. It lists a folder named 'Football Documents' with 0 folders and 4 documents.
- Activities:** A module displaying a list of recent activities, such as 'jiva uploaded a new document, sampledoc2' on various dates.
- Message Container:** A module for messages, currently showing 'SMS from Server'.
- Twitter:** A module for social media integration, displaying the user's Twitter screen name as 'jivapro'.



Sign In

You are signed in as [jiva infotech jiva](#).

Photo Bucket

Folders My Images Recent Images

Search Search Folders

Add Folder Permissions

Folder	# of Folders	# of Images	Actions
musicphotos	0	3	

Showing 1 result.

[Access from my desktop.](#)

Document Container

Folders My Documents Recent Documents

Search Search Folders

Add Folder Permissions

Folder	# of Folders	# of Documents	Actions
musicdocs	0	3	

Showing 1 result.

[Access from my desktop.](#)

Activities

November 2

- jiva uploaded a new document, [sampledoc20](#).
2:05 PM [View Document](#) [Go to Folder](#)
- jiva uploaded a new document, [sampledoc](#).
1:23 PM [View Document](#) [Go to Folder](#)
- jiva uploaded a new document, [sampledoc3](#).
10:03 AM [View Document](#) [Go to Folder](#)

[Subscribe to Music-Community's activities.](#)

Communities

Communities I Own Communities I Have Joined Available Communities

Search

Add Community

Events

Summary Day Week Month Year Events Export / Import

Wednesday November 4, 2009

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Add Event Permissions

Time	Title	Type
There are no events on this day.		

Showing 0 results.

Message Container

Categories My Posts My Subscriptions Recent Posts Statistics Banned Users

Add Category Permissions

Category	Categories	Threads	Posts
----------	------------	---------	-------

Showing 0 results.

Message Container

SMS from Server