



# 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



