



Case Study

Mobile application for displaying in-house dental products and information to the customers

Healthcare



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Company Information:

Implant Direct has a significant global presence in the implant industry in the US, Canada, Switzerland and Israel. They specialize in prosthetic components, implant systems and tissue regeneration materials. Implant Direct provides experienced implant dentists with high-quality, safe and innovative products.

Business Needs:

The goal of Implant Direct was the creation of suitable platform to share product related data and company information among all the users, worldwide. The medium was required for knowledge sharing and displaying the insights of the organization to their customers. Contrary to their existing site which provided the basic information and company brief to the users, it was necessary to have an easily manageable and expandable mobile app solution for a very professional and balanced structure of the information architecture so that all the required information are accessible at finger tips.

Solutions:

After a thorough discussion with Implant Direct's requirements, team Hidden Brains proposed more comprehensive and vital technological solutions for smart phones and tablets. It can help to demonstrate information and facts about the company, show case their products and services, share knowledge related to the field and much more.

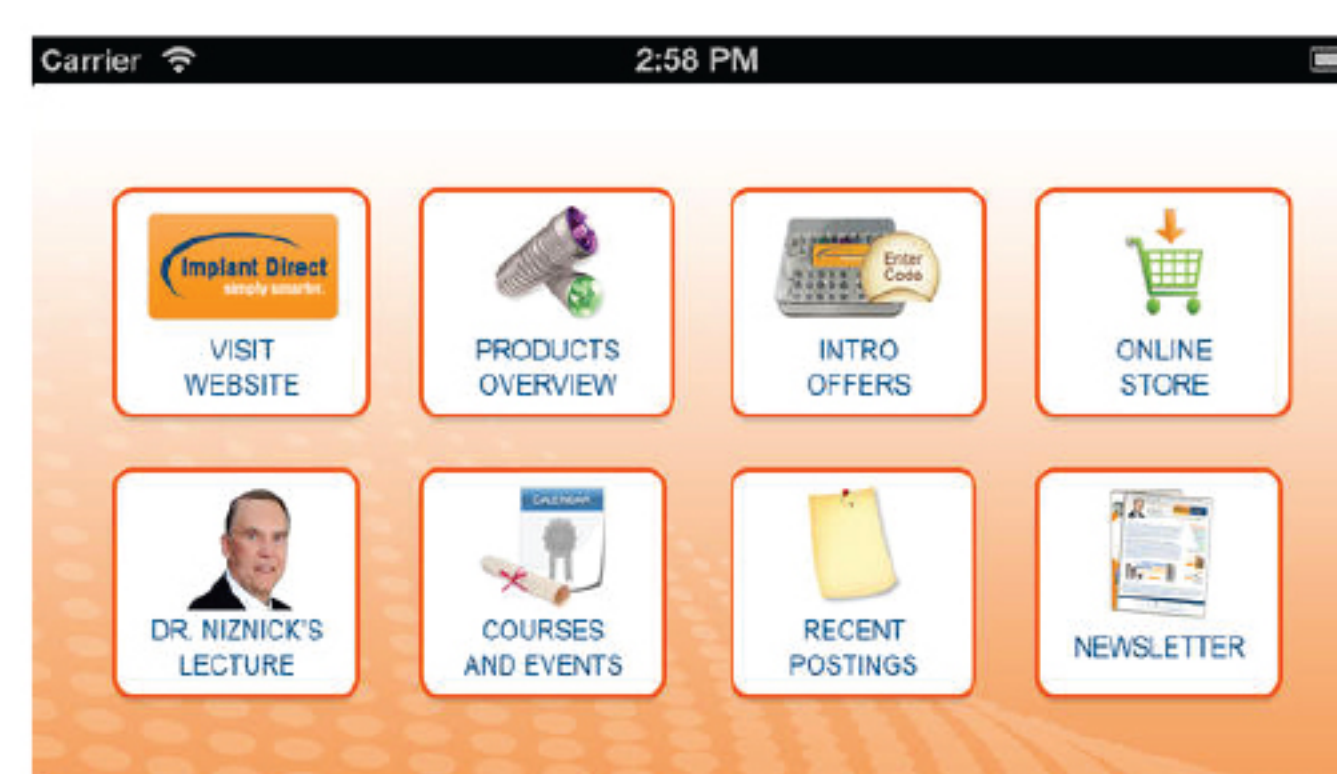
To avoid a feeling of landing at the same old place each time, we created an informative platform that will hold the users' attention as they surf the application. It was concluded after several meetings among Implant Direct and Hidden Brains' System Architects, Project Managers, Designers and Developers. Structuring the key contents and defining its accessibility at right places to maintain required visibility of the relevant content was also a key factor.

Technical Details:

- PhoneGap

Features:

- Mobile optimized information about Implant Direct's products
- Compare products' benefits and features with others
- Displaying information about Product overview of respective product category/type
- Industry news, offers, events and postings





Outcome:

"My name is Fawad Rashidi and I am the Web Services Manager for Implant Direct. Our company is located in Southern California. We manufacture dental implants with the necessary abutments, and surgical tools. After researching for a potential vendor I came across HB website and asked to help us develop our first mobile app project.

I initially hired Hidden Brains for a mobile project for a very specific project to develop our mobile app for iPad, iPod, iPhone, Android Xoom and Android phones. Initially, I worked with the Business Department to get the estimate for the project and moving after I worked directly with the PM throughout the project life cycle. Hidden Brains team was able to complete our project within the deadline and budget we set for this project. Since our experience was positive, I hired Hidden Brains team again for the 2nd version and now focusing on the 3rd version.

In addition to the mobile app project, I hired Hidden Brains for Drupal and Magento application development and several other report and custom development on the side. Hidden Brains team has been able to address our needs.

The process was easy for us since we knew exactly what we were looking for and Hidden Brains team was able to provide answers to our key questions.

The developers skill set is superb. They understand the project easily and plan accordingly. We usually set the availability and responsibility of the team and our resources very clearly at the beginning within Basecamp portal. So, everyone is very clear about their role and responsibilities. What I really like about Hidden Brains is their commitment and flexibility. In our organization deadlines often shift and I have to redirect our resources to some other hot priorities. Hidden Brains team has no issue meeting my urgent deadlines.

I do have a good feeling with Hidden Brains team's commitment, background, skill set, and experience friends and family would benefit having Hidden Brains team for their technology related projects.

Account Managers are included in every conversation throughout the project lifecycle. They make sure my questions are answered on time, deadlines are met, the project is moving towards the right direction, etc. So, my experience with the Account Manager has been very positive."

-Fawad Rashidi

Web Services Manager, Implant Direct, USA



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