



## CASE STUDY

# Creating an Online Developer Community

*DefinedLogic creates an engaging and highly functional online community for developers.*

### The Client

Broadbeam is the leading provider of solutions that provide mobile personnel the capability to exchange real-time information with an enterprise securely and reliably resulting in increased productivity and greater business efficiencies. The company offers highly specialized professional services and the Mobile Solutions System™ (MSS), a mobile framework, to enterprises, ISVs and other partners to create measurable value for real-time enterprises. MSS provides adaptive, proven, and scalable products across a broad range of devices to extend existing applications into a mobile environment and to develop and deliver new mobile solutions.

### The Business Challenge

Developers and technical resources are an integral part of Broadbeam's audience. Providing this group with an industry-leading support portal would enable Broadbeam to not only facilitate development on their wireless network platform, but to target information and gather feedback from the individuals closest to their technology, as well.

In essence, Broadbeam wanted an online developer's resource community. The portal would act as a comprehensive resource providing a variety of personalized content, from corporate information and utilities to development advice for their developer community.

The goal for DefinedLogic – design and develop a portal application that would not only provide these targeted resources, but would also serve as an entertaining environment for developers. The team needed to create a web system that would draw them back again and again, gaining momentum in marketing Broadbeam's platform and products. The system architecture would be key, as additional portals were in the planning stages for other Broadbeam audiences. A scalable and highly reliable platform would be needed.

### DefinedLogic's Solution

After completing strategy and discovery meetings with the Broadbeam business and technology teams, DefinedLogic created an application that supports multiple programs within the Broadbeam organization. The Developer Zone provides a single point of entry, common architecture, and shared content to facilitate developers' access to Broadbeam resources.

The initial focus of the portal was to promote information about the MSS network; however, the scalability of the architecture ensures that Broadbeam can adapt the portal to suit its long-term needs.

But there were obstacles to overcome:

DefinedLogic needed to devise a solution to break down silos of information in order for common business and IT functions to be shared across applications. To integrate the Developer Zone with back office systems, a core set of IT services needed to be defined and detailed. And finally, the DefinedLogic team would need to deploy applications fast enough to meet the needs of their evolving business.

Working closely with the Broadbeam teams, DefinedLogic was able to design and create a comprehensive web system for their target audience. eCommerce was integrated, thereby enabling developers to become purchasing customers. With online licensing information and an intuitive purchasing process, developers were provided an easy-to-use interface by which to purchase Broadbeam's products and services. The online proposal generator also helps potential customers justify the investment in wireless technology by revealing the strategic advantages of integrating Broadbeam's technology solutions within their business.



## Project Background

Created using Microsoft SQL Server and Java, the Developer Zone application provides a stable and highly scalable architecture. The project team created a fully functional portal application that enhances Broadbeam's communications with the developer community and enables seamless enrollment to their services.

Based on profile information collected during the enrollment process, each developer's homepage is customized to present a personalized view of Broadbeam's applications and data, including targeted messaging, trouble ticket status, promotions, and upcoming events. In addition, the homepage includes a list of all wireless products/services currently owned by the developer. If newer versions or updates are currently available, information on the latest features is provided and a link enables the user to purchase online.

The portal application allows site administrators to target alerts and messages to developers based on the type of product or service they currently own. These alerts can be sent to multiple states, countries, technology types, and enrollment types, thereby enabling faster communications between Broadbeam and its developer audience.

The portal's application repository provides an area for developers to share, contribute, and find pre-existing applications or code modules. By integrating this area to the site, Broadbeam promotes customer-based support for their products and helps developers feel more comfortable creating wireless applications on their platform.

## A True Online Developer Community

The Developer Zone has proven to strengthen Broadbeam's business relationships by increasing communication and collaboration with developers, as well as streamlining their business transactions. With personalized targeted information, developers are able to find out about upcoming events, check the status of their open trouble tickets, and take an online poll about the system. With a prominently placed *Downloads* area on the portal's landing page, Broadbeam technology is quickly accessible for use by the developer community. And the online discussion board facilitates dialogue as developers test, integrate, launch, and help Broadbeam improve wireless technologies.

## About DefinedLogic

DefinedLogic, LLC, is a professional services consultancy that delivers practical technology solutions based on each client's unique business requirements. The company's continued success is attributed to a consistent methodology and an experienced team of business and technology professionals who understand the need for efficient, comprehensive solutions to today's business issues.

For more information, contact:

William Meyers  
732.222.4310 x 230  
732.778.8335 cell  
[wmeyers@definedlogic.com](mailto:wmeyers@definedlogic.com)

804 Broadway  
West Long Branch, NJ 07764  
[www.definedlogic.com](http://www.definedlogic.com)

