sameva
Progressive Business Solutions

Mobile Content Management Suite

Business Profile

The client is a publisher of a bi-monthly American magazine that has a circulation of 500,520, approaching environmental problems from a down-to-earth, practical, simple living, how-to standpoint, and is a pioneer in the promotion of renewable energy, recycling, family farms, saner agricultural practices, better eating habits, medical self-care, more meaningful education and affordable housing.

Industry Overview

Mobilism is everywhere. Mobile publishing has become powerful as the web allows it to be. The paucity for a single windowed interface, especially for the content publishers who desires to deploy their publications/content along with the plethora of frequent updation facility, over multiple mobile platforms has become an unsolved complication in this ever-growing digital world.

Business Situation

The client used a complicated system of manual deployment of their content/articles RSS feeds/publications with traditional methodology. Unfortunately, the reach of their content was limited and had not acquired any considerable readership aggregation.

Technical Challenge

The client needed an effective quick-to-use platform that can subsequently increase the reach of their publications to the utmost mobile audience/smart phone users. Also they needed a simple mechanism that can be integrated with their existing technical implementations inclusive submission of the resultant native app(s) to prominent app stores.

Sameva's Solution

To overcome this challenge, a compelling on-demand online publishing platform, in other words, a Mobile Content Management System, has been introduced by Sameva Global, which is labeled as ***Xhibeo*** that enabled media content delivery swiftly to the prominent mobile platforms without any device specific.

A robust gateway (client-server application) to create and manage any content with an easy-to-use editing interface, a built-in simulator to see the preview and deploy on a broader array of mobile platforms; Android – Google Play, iOS – Apple Store, Blackberry, Windows, all at the same time.

Unique features that sates the business needs and tech-savvy customer expectations

- In-app purchase
- Multiple levels of purchasing - Article, Issue or magazine level
- Multimedia (image files & video segments) insertion
- Social media interactive add-ons
- Content Rating system
- In-built advertisement module
- Statistics module (to trace reports)
- Flexibility to adopt: Cloud or on-network installation
- Enable push notifications for the regular updations.

Benefits

- The client has gained overwhelming presentable content across various mobile devices, world-wide.
- Have been gaining reasonable ROI.
- Secure and faster console to manage every function.

Testimonial

"Many THANKS again Sameva's Team for adjusting your schedule and getting this application done. I will be sure to tell every publisher I know about Sameva's commitment and dedication to their customers. And the apps of course should convince them all of the work you are capable of.....just as *The Guide to Gardening* has with WIRED magazine

Nice work everyone! - Thank you very much!!" – *Ogden Publications*

About Sameva

Sameva Global is diversified path-breaking global custom software and services company. Our core focus is set on Proctoring, RFID, Staffing, Mobility World, Web Enhancement solutions/services in order to deliver cost-effective and high quality business solutions.