



PAPERLESS REGISTRATION OF VISITORS  
COMPLETE WITH DIGITAL PRESS KIT VIA EMAIL

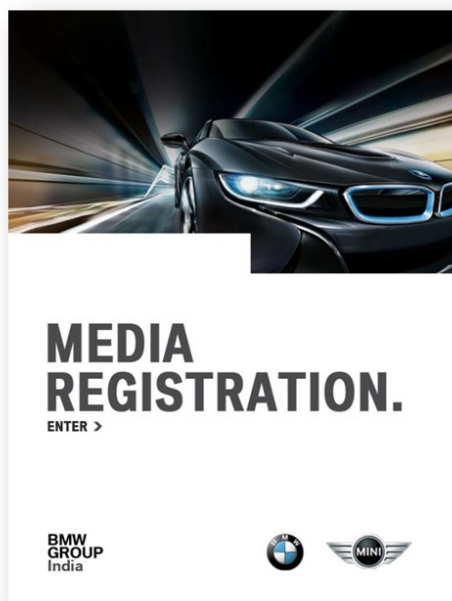
## An iPad app that registers users and sends the press kit via email files from the official BMW email id.

BMW needed a simple way to collect user registration information at the Auto Expo 2013, with an iPad.

The need was for the app to work in case there was no Wi-Fi or Internet access. User details were to be stored locally and synced

with the custom CMS whenever connectivity was available.

A custom solution was sought as sharing data with 3rd party service providers brings the risk of the data being used for offers and other uses.



Full Name	
Organisation	
Telephone / Cell Number	
Email	<b>SUBMIT</b>

## The Product

An app which is installed on BMW tabs which will help register users and send email to them with press kit in form of a newsletter and files from the official BMW email id.

A native iPad application that BMW has for the Auto expo 2014. But the app should have the functionality to allow the client to change the front end look and the associated back end content to be mailed

The app initially has to be installed in 4 tabs but later would be available in the iTunes store for anyone to download and use.

The app primary requirement is to register users in various events by storing their information locally on the iPad and update it to the server when the internet connectivity is available. In case of internet is available then the app stores all the information in the database itself.

The backend should trigger a sequence of pre-defined emails to members who have registered. The backend CMS should also provide details of the users to export and download the entries of registered users and validate those who have been sent mails.

## Highlights

- Collect user information and then send automated custom newsletters
- App should have the ability to be customized and used for other events
- Works even if no internet access is available
- Build a custom CMS with auto mailing and custom data export
- Thank you message with auto refreshes to the user registration page

## Big Rattle's Role in the Product

### The Need

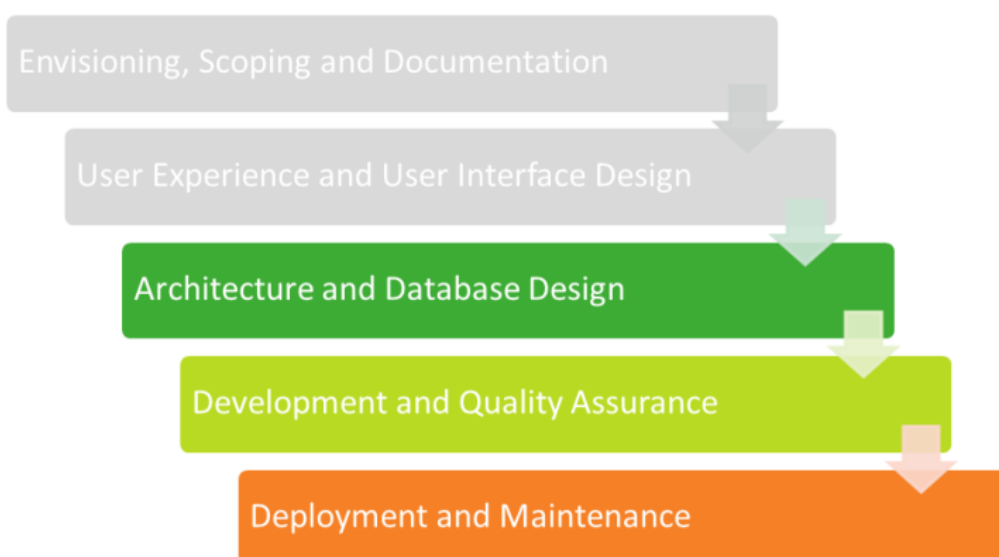
Build a robust iPad application with a secure backend CMS. The iPad application should have the ability to be customized from the backend

### Challenges

1. Multi event configuration with dynamic banners
2. Offline recording of data and delta sync when Internet connectivity is available
3. Accelerated app development within two weeks
4. Security and Privacy
5. Private app release without being published in App Store

### The Approach

BMW through their agency Isobar partnered with Big Rattle Technologies for Development of iPad app. Big Rattle Technologies was involved in various stages of product development illustrated below:



## More Success Stories

### TubeSmart: The Smart way to plan and save on Oyster Travelcard renewals

*Learn how SMART algorithms determine Oyster Travelcard 'renewal' day to give most value for money.*

### Kissanpur.com: World's First Ever Crowd Sourced Tomato Farm

*Learn how Big Rattle Technologies delivered Kissanpur, 2 years in a row reaching over 2.5 million households with tips to grow tomatoes, contests, photo galleries, leaderboard and blogs.*

### WeR4Pets.com: makes the world a better place for pet and pet parents one wag at a time

*Learn now Big Rattle Technologies developed a comprehensive portal for dog and cat lovers complete with articles, tips, games, discussion groups, expert connect, videos and events.*



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In 2010, we began building mobile apps. Today, we've built over 10 apps. We are driven by a simple goal: *Provide our clients with reliable, quality software at a cost-effective price, and ensure projects run smoothly, strategically and predictably.* Building you the best app possible is critical, so is the process it takes to get there. That's where we come in.

At Big Rattle Technologies, we takes a business-driven methodology to all of our projects, we use technology as a way to solving a challenge rather than suggesting a predefined solution. In building a reliable, cutting-edge software, we account for the challenges that our customers seek to tackle, together with the goals they would like to accomplish. Our focus is on forming long lasting IT partnerships. with our customers.