

## Case Study - Atcom Internet and Multimedia S.A.

**Client:** Skroutz.gr  
**Project:** Skroutz.gr wap site

### Requirements:

Skroutz.gr (or Scrooge, as it may be pronounced in english) is a web site for comparing products' prices, which has been dominant in Greece. Their authors decided to launch a wap version of the site, allowing the Skroutz's users to be able to query product prices on the go, using their mobile phones.



### Product:

ATCOM developed the Skroutz wap site, using the m-volution platform. The site has been designed to be simple and easy to use. Detailed search results of products and prices are only one click away for mobile users.

The wap version of the site has been developed to include all the information the web site can provide. It is a ported version of the web site, but doesn't lack in any section. Users are shown the exact same search results, when searching by a

keyword, as they would on the web site. In addition to the standard “web” features, users may call the shops directly by clicking on a hyperlink.




---

**Nokia N95 8GB**



Το προϊόν αυτό θα το βρείτε σε **22** καταστήματα::

---

1. NOKIA N95 8GB ΜΕ ΣΥΝΔΕΣΗ ΣΤΟ VODAFONE 200 **580.01 €** (με Φ.Π.Α)  
[VNP Shop](#)  
2. NOKIA N95 8 GB (με το Spider-man 3) **655.0 €** (με Φ.Π.Α)  
[Pixmania](#)
3. Nokia N95 8gb US **659.0 €** (με Φ.Π.Α)  
[Kinitomania](#)  
4. NOKIA N95 8 GB (με το Spider-man 3) + Κλειδί USB Bluetooth 2.0 GW-SB-BT001C **664.0 €** (με Φ.Π.Α)  
[Pixmania](#)
5. NOKIA N95 8 GB (με το Spider-man 3) + Kit Bluetooth BT4517 **669.0 €** (με Φ.Π.Α)  
[Pixmania](#)

---

1 2 3 ... 5  
[Επόμενη >>](#)

SKROUTZ IT

[Αρχική Σελίδα](#)




---

**Sony Ericsson W960i**



Το προϊόν αυτό θα το βρείτε σε **8** καταστήματα::

---

1. Sony Ericsson W960 **519.0 €** (με Φ.Π.Α)  
[Hotshop](#)  
2. SONY ERICSSON W960I BLACK 3G **533.12 €** (με Φ.Π.Α)  
[HardShop](#) 
3. SONY ERICSSON W960I BLACK 3G **535.0 €** (με Φ.Π.Α)  
[E-shop](#)  
4. Sony Ericsson - W960i **535.0 €** (με Φ.Π.Α)  
[Πλαίσιο](#) 
5. SONY ERICSSON W960 BLACK **550.0 €** (με Φ.Π.Α)  
[Microland](#) 

---

1 2  
[Επόμενη >>](#)

SKROUTZ IT

[Αρχική Σελίδα](#)

**Outcome:**

This project was a real boost for Skrouz’s promotion in the greek market. The traffic on Skrouz’s databases queries has increased since the launch of the wap site.