

Case Study - Atcom Internet and Multimedia S.A.

Client: Vodafone
Project: Vodafone live! Stock

Requirements:

Vodafone GR partnered with ATCOM to build a best seller mobile application for Java-enabled phones, about the stock market in Greece. The application would enhance the downloadable applications' line-up on the Vodafone Live! portal, thus increase the portal's traffic. It would provide a service, which was inexistent in the Greek mobile market at that time, attracting a large number of users.

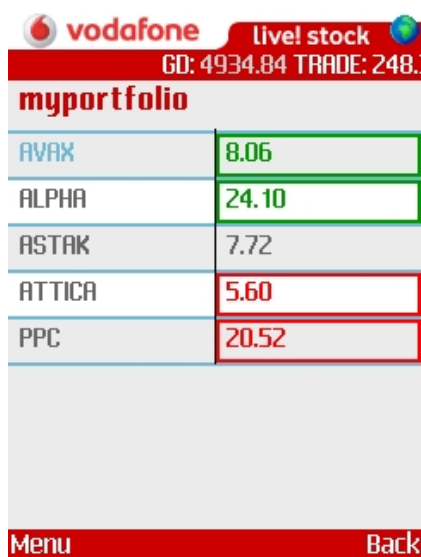


Product:

ATCOM designed and developed an easy to use Java application, containing up-to-date information about the Greek stock market. A multifunctional service is implemented on the back-end, one that feeds the application with the appropriate data.

- Live Information on shares, indices, stock market's sectors and statistics are available. Detailed graphs and exchange rates of the most popular currencies are also provided.
- All content is being reloaded at a predefined interval to maintain the service's reliability.
- An easy to browse menu allows for access to all information with only a few clicks. Users may create portfolios, containing their mostly viewed shares and track their progress through a personalised menu list.

- The service features SMS alerts, which are sent to users, on their own request. These message reminders are triggered, depending on specific events: shares' closing prices, upper/lower limits reached, or shares' volume.
- The application has been designed to incorporate the use of mobile marketing. Advertising banners appear on the main screen, ones that the user may click on to view a full size banner. They may also click on the banner in order to launch the advertised product's wap site in the mobile handset's native browser.



Outcome:

The application in question has proved to be highly successful, attracting thousands of Vodafone Live! users to be using it on daily basis. It is a top seller on the applications' section of the Vodafone Live! portal. ATCOM has been requested to create similar applications since its launch, for other countries' stock markets.

