

## Building a Mobile Mapping Solution

*TechDiscovery Supports Geospatial Innovator*

### The Client

Our client is the leading provider of geospatial data distribution and collaboration solutions. Its groundbreaking application leverages the ubiquitous Adobe portable document format in order to break down technology barriers between geospatial professionals and the people who need access to geospatial data. It also enables the conversion of complex geospatial information into user friendly, interactive files that offer extensive embedded data and mapping features.

### The Challenge

After bringing to market the industry's only geospatial data distribution tool to utilize Adobe PDF, our innovative client was determined to continue on its path of industry innovation and leadership. The next advancement for the company was to design and deliver a platform that would allow for geospatial software usage through mobile handheld technologies. The development of a mobile solution would give users the ability to easily share and gather rich mapping data from any location in the world.

Retooling the rich geospatial desktop application for mobile use was both an ambitious, complex challenge for the young, growing geospatial industry innovator. This groundbreaking organization was rich in geospatial application and data experts: however, the software development team required additional expertise in handheld devices and software in order to deliver a platform that would revolutionize mobile mapping capabilities. In addition, the company's goal to rapidly bring the solution to market required expanding the development team.

The firm turned to TechDiscovery in order to gain a team of software industry consulting and technical experts who would lead the discovery phase and build a roadmap for developing the company's first platform for mobile handheld devices.

### Why TechDiscovery?

The company's CEO had previously worked with Dennis Crumpler, a senior principle at TechDiscovery, on other business-related projects. That successful



*“The TechDiscovery team is smart and extremely talented at working with software companies at our stage. Their people are skilled at collecting the information needed to plan and build innovative applications.”*

– CEO



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experience, along with his knowledge of several of the commercial software applications the company had helped deliver to market, convinced management that TechDiscovery was the right software and consulting partner. TechDiscovery offered the senior consulting talent and the proven software development experience needed to help build, develop and deliver the mobile platform.

## The Solution

TechDiscovery's three core tasks were to 1) provide product development consulting, 2) determine scheduling and planning (a roadmap for development) and 3) deliver technical expertise in mobile handheld device applications. The TechDiscovery team assigned to the project consisted of a senior product manager, a senior technical consultant, an application architect, a technical expert in mobile handheld devices and a quality assurance manager. Each of these experts has a minimum of 20 years' technology, software industry and development experience.

Starting in May of 2007, TechDiscovery worked in collaboration with the client's development team to build a comprehensive roadmap for designing and delivering the platform. Working under extremely tight deadlines, the two teams melded quickly to tackle numerous technical challenges: "There was no room for drifting," explains Craig Guarnieri, TechDiscovery CTO, who served as the senior technical consultant on the project. "Our job was to build a mobile platform that was cutting-edge, which meant working with tools and mobile operating systems that were also brand new to the market. It required a 'hyper-focused' effort from the entire team and smart, fast decision making."

The TechDiscovery team directed an extensive assessment and discovery process. Partnering with the client software experts, the TechDiscovery application architect and mobile handheld device expert supported the design and prototyping phases of product development. In just three short months, the mobile mapping solution went from the white board all the way to prototyping.

By August of 2007, the client team was able to take over the comprehensive roadmap and development processes established by TechDiscovery team. According to the company's CEO, the legacy of project management, process excellence and thorough knowledge transfer left by TechDiscovery improved the company's entire approach to product development: "The project management skills and knowledge TechDiscovery brought to the development process have been invaluable to our entire organization," said the CEO.

## The Results

The new mobile platform is currently in beta version. TechDiscovery continues in its senior consulting role with its handheld device expert working on-site with the client team as testing continues in preparation for general release.

"TechDiscovery is very proud to have played a role in the development of this mobile platform," said Guarnieri. "Our client is a true innovator, and it's an amazing opportunity for us to get to race along the cutting edge of the geospatial mapping industry with their talented teams."

For more information about how TechDiscovery delivers, manages and supports technology that is critical to enabling your business strategy, visit [www.techdiscovery.com](http://www.techdiscovery.com).