



▶ **Mobile Application Solution for Social Networking**
On-line mobile directory

When a mobile user changes their cell phone number, they need to notify everyone in their social and business circles of the new contact information. There's no central repository for cell phone numbers that aren't already in your own personal contact list. But having a "white pages" for cell phones leaves users open to a host of privacy issues. The solution: an on-line mobile directory that behaves like a social networking tool.

The Challenge

A forward thinking mobile solutions company wanted to bring their idea of a mobile social networking application to life but did not have the resources to accomplish the task. They called on Emtec to create an application linking users' smart phones to an online mobile directory.

Emtec's challenge was to develop both the application and the code to allow instant access from multiple mobile devices. The application would integrate a mobile directory service capability with the functionality of a social networking tool. Mobile phone users would have a totally secure and consistently updated directory of members' mobile contact information.

Solution

Emtec designed and developed a comprehensive solution for the Android and Blackberry platforms. The application allows members to create, customize, and update their individual profiles using their mobile phones. Similar to other social networking sites' functionality, users can create private and public groups and invite other members to join.

About Emtec

Established in 1964, Emtec, Inc. is a systems integrator that provides IT services and products to the federal, state, local, education and commercial markets. Our market leading value-based management methods, coupled with best-in-class IT technology, consulting and development services, address a wide range of specific client needs, as well as support broader IT transformation initiatives. Emtec's service capabilities span the United States, Canada and countries around the globe.

Central to Emtec's solution is the instant access to a database which orchestrates the search, control and display of contact information. Using the search functionality, users can find people they know, businesses they interact with or groups which they belong.

The users are able to control how and by whom they are contacted. Then as a call is received, the calling party's information will be displayed. This database is maintained by customers, not wireless companies, and carries a unique identifier (e.g., picture, logo, icon, etc.) to accurately identify individuals.

The application has the ability to display the caller's public information before the call is accepted. This application gives its users the freedom of not saving contact information on the phone – allowing a caller to use a new device without requiring any data transfer.

Outcome

Emtec has successfully designed and developed a mobile application for the client and they are preparing to bring the total solution to the market. Utilizing the cloud, this application overcomes the challenges put in place by restricted mobile networks.