

## Success Story of Cloud Solution

Nov 2012

<b><u>Cloud Solution Type</u></b> SaaS
<b><u>Case Study Title</u></b>  <b>Digital Publishing for Mobile Product Catalog</b>
<b><u>Basic Information</u></b> Company Name: <b>Apptask Ltd.</b> Client Name: <b>HK Trade Development Council</b> Deployment Date: <b>March 2012</b>
<b><u>Introduction</u></b>  <b>mPub is a web base digital publishing platform with which user may effortlessly create a mobile version of product catalog, sales kit, brochure and newsletter etc. running on various platform/devices such as iPad, iPhone and Android tablets. It is especially cost effective for those who already have the materials in hardcopy and JPEG, PNG or PDF format. mPub is targeted for non-technical professionals to convert designed materials into mobile Apps.</b>
<b><u>Experience Sharing</u></b>  <b>HK Trade Development Council (HKTDC) has large variety of products and services to offer such as trade fair, product magazines, onsite promotions and sourcing etc. Traditionally their marketers will only rely on hardcopy brochures and website as promotion mean. The problem was that HKTDC has to spare great deal of effort whenever there is new version update. For hardcopy materials in particular, the management can never be sure that the marketers are actually using the latest version.</b>  <b>HKTDC was then decided to distribute its official product and service catalog to their marketers around the world. After adopting the mPub as the mobile publishing platform, HKTDC is able to not only update the content anytime but also make it instantly available to the marketers. Benefits to the management will be that they can have peace of mind that the latest version will always be available to potential customers. And they can save the cost of reprinting the hardcopy like the old days. To the marketers, they can always forward any pages that the customers might be interested thru the App's email function on the spot, thus save their times</b>

**and efforts in sales support.**

**This App is hosted internally inside HKTDC's server and securely managed by mobile device management server. In case any of the iPad downloaded with the App is lost or stolen, the App can be deleted from the device by the administrator.**

**Practical Tips**

**The product and service catalog App which HKTDC is adopting is considered to an corporate internal App. For security and implementation efficiency concerns it is advised that Mobile Device Management server should be deployed.**

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