

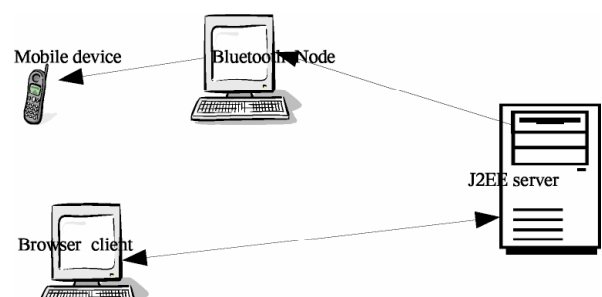
Case Study: BlueAware.com

Jana designed and built a mobile marketing product for BlueAware

Objective: BlueAware's objective was to create a mobile marketing product that could be used to disseminate information for an event (event here means, for example, something such as 'Linux World', or 'Java One' etc), and manage the 'push' of new and updated event information in real-time to mobile devices (for example new booth vendors or speaker information).

Strategy: Jana's used it's consultancy services in India to be able to built the Mobile Marketing product on time and to budget. The project management was done from London as was the client delivery.

Results: The result was a truly impressive product that used the very latest in mobile technologies standards to push out information on an event to any MIDP 2.0 enabled mobile device that supports Bluetooth JSR-82.



Jana Technology Services provide outsourced sales, consultancy and marketing services for Technology companies in the UK.

We have particular expertise in helping companies outside of the UK and Europe to penetrate the region.

