MobiCloud: Mobile Cloud for Business Applications

MobiCloud is a collaborative platform for developing, deploying and managing mobile applications for business-critical scenarios such as public transport, field service or construction. The smartphone revolution has opened a large untapped market for mobile cloud services in the enterprise but very few business-critical applications have been brought to market because of: - high development costs (portability across multiple types of devices) - human challenges (poor ergonomics of mobile apps for complex business tasks) - technical challenges (tolerance of cloud services to unstable network connectivity) MobiCloud addresses the 3 main challenges of mobility: - cross-platform support based on hybrid technology (native + javascript/HMTL5) - context-aware data based on the situation of the user (context engine) - cloud-based distributed architecture (smart & secure connection to third party legacy systems) MobiCloud's initial demonstration scenarios focus on industries where collaborative mobile applications can support a more efficient, greener organization. For example, companies can reduce their costs and their carbon footprints by optimizing the dispatch of workers in the field based on real-time context. MobiCloud is also an online technology marketplace where end-users, mobile developers, application vendors, and system integrators can collaborate to develop an end-to-end solution with high ROI impact. Join the MobiCloud revolution at www.mobicloudproject.eu !

Project ID card

- Funded under: The Information and Communication Technologies Policy Support Programme
- Area: CIP-ICT-PSP.2012.5.2 - Mobile cloud for business applications
- Total cost: €4.45m
- EU contribution: €2.22m
- Project reference: 325195
- Execution: From 01/12/2012 to 30/11/2014
- Project status: Running
- Contract type: The Information and Communication Technologies Policy Support Programme PB Pilot Type B

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COSTAIN GROUP PLC	UNITED KINGDOM
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