Software Solutions

Infrastructure Optimization

Application Development

Business and Technology Consulting

MAPSYS
SYSTEMS & SOLUTIONS

Key Highlights

Industry
Cattle Breeding

Challenge
Hardware for the existing application was discontinued by the manufacturer. The sales team was unable to utilize the current application when working with customers that were out of range of cell service.

Solution
Develop a native Android application that was not dependent on cell service or a specific hardware manufacturer.

Customer Success Story
COBA / Select Sires implements MoBull Tech Application for Android

The Situation
With over 60 years of experience COBA/Select Sires has become the professionals' choice for superior artificial insemination techniques and stellar reproductive solutions.

COBA's salespeople travel from farm to farm, usually far from their home base to meet with customers and sell COBA's products. In many of these areas, there is little or no network coverage. Often, there isn't even cellular coverage. A handheld device allows their salesmen to go where their customers are, including pastures and barns, while still allowing them to do their work. COBA had an existing application (MoBull Tech for Palm OS) which ran on Palm handheld devices. Unfortunately, the hardware platform they were working from had been discontinued by the manufacturer, and it was becoming difficult or impossible to replace damaged units, or give them out to new salespeople. In order to modernize the application and make sure they were no longer tied to a single device manufacturer, COBA decided to bring the application to the Android platform.

The Solution
MAPSYS partnered with COBA to analyze the existing Palm OS application, and write a new version for Android. The result was a faster, streamlined, more modern application which would run on a variety of different devices. During development, it was tested on 3 different phones (two different Samsung phones, and one HTC phone), and two different tablets (one from Samsung and one from Asus).

Results
MoBull Tech for Android is a mobile point-of-sale system. It tracks inventory, customer records, and allows salespeople to create and update orders for their customers. Using Bluetooth technology, invoices can be generated and printed on a standard inkjet printer or a belt wearable receipt tape printer. When a network connection is available, the application can synchronize its data with COBA's servers, sending sales data, and retrieving updated inventory records.

Benefits
Portability -- salespeople can bring their point-of-sale application with them

Device-independence -- Any device that runs Android 2.2 or later can run the application. COBA is no longer tied to a single manufacturer.

More modern platform -- the new application runs on a currently-supported, industry-standard platform

Speed -- the new device offers better performance than its predecessor. Not being tied to a single device also means that as newer, faster devices become available, users will be able to take advantage of them immediately.

"This has been, and continues to be a very good working relationship between us and MAPSYS. In the beginning, Ian worked with our programmer in the development of our Android Application. When our programmer left our company, Ian was called in to head up current changes and updates. I have found MAPSYS to be a great IT solution provider." – Rex Castle, IS Manager COBA / Select Sires

MAPSYS
SYSTEMS & SOLUTIONS