



# Dynamic GIS platform for mobile services

Guido Colombo – CEO



organizzato da



in collaborazione con



con il contributo di



Città di Ivrea

# bMooble | CROSS PLATFORM MOBILE TECHNOLOGY AND SERVICES

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## COMPANY AT A GLANCE

- bMooble is a **high-tech software company** located at the incubator for innovative enterprises of the Polytechnic in Turin. Founded in 2008.
- The bM technology offers a **high productivity platform** to effectively exploit the rapidly growing mobile services business in **B2B, B2C** and **M2M**.
- The bM patented technology based on a **three tiers architecture platform** supports businesses and organizations to generate sophisticated mobile services in a matter of days accessing any kind of information available in the cloud, existing information systems, open data, sensors and internet objects **ready for the IoT arena**.
- The bM **B2B2C indirect business model** based on a growing domestic and int'l business partner network enables rapid company expansion

# bMooble | SOLUTION POSITIONING along Gartner classifications

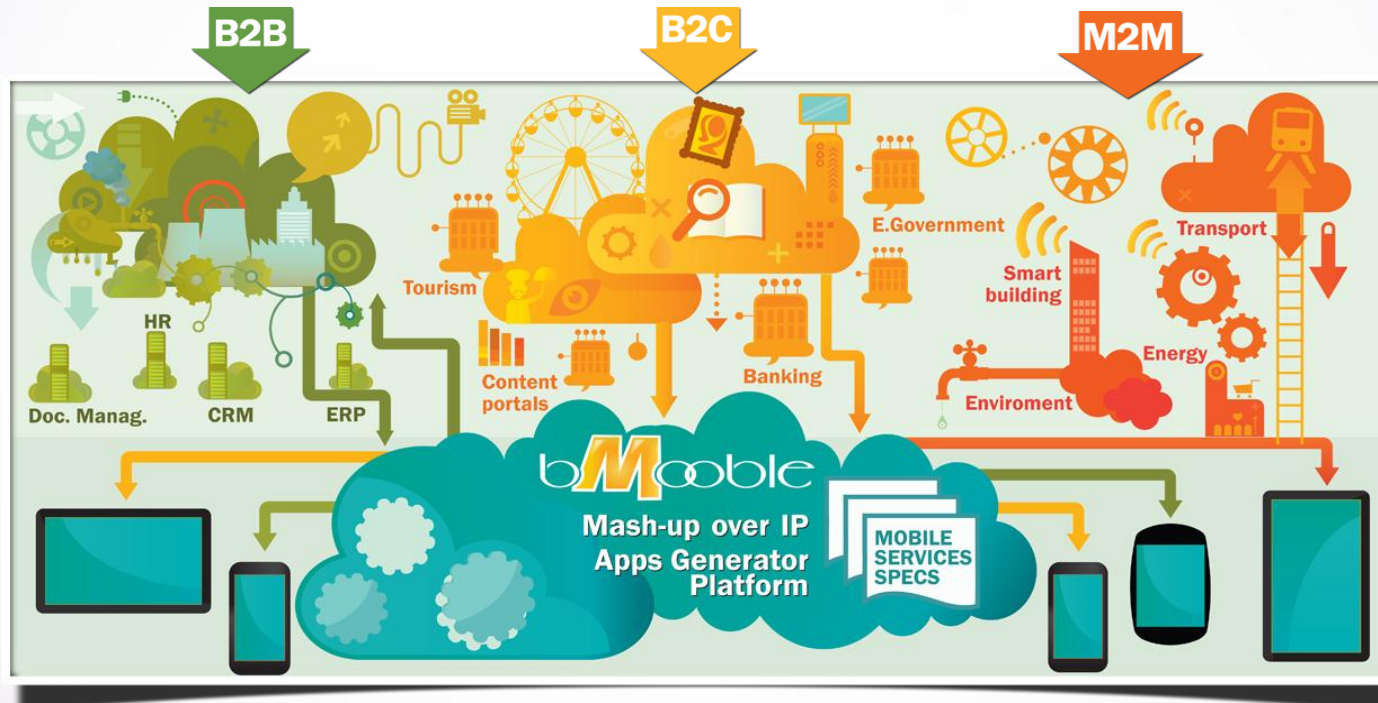
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## we at bM present our solution according to Gartner classification and guidelines

- bMooble is pure-play MADP (Mobile Application Development Platform) vendor
- We offer a specialized platform to generate and manage mobile services through:
  - Our application generator, to produce hybrid+ app and web browser applications from a single point of specs, designed by Technical business analysts who prefer high-level fourth-generation languages (4GLs) and form builders
  - Our mobile middleware, to enable our applications to communicate securely with enterprise applications and Internet of Things, running on servers and cloud services, as well as providing application management functions.
- We offer bM Rapid Mobile Development approach for:
  - Designing, developing, testing, deploying and maintaining mobile services
  - Supporting the Living Lab approach when users are involved since the co-design phase
  - Supporting Rapid Embedded Prototyping in the M2M arena

# bMoogle | CROSS PLATFORM MOBILE TECHNOLOGY AND SERVICES

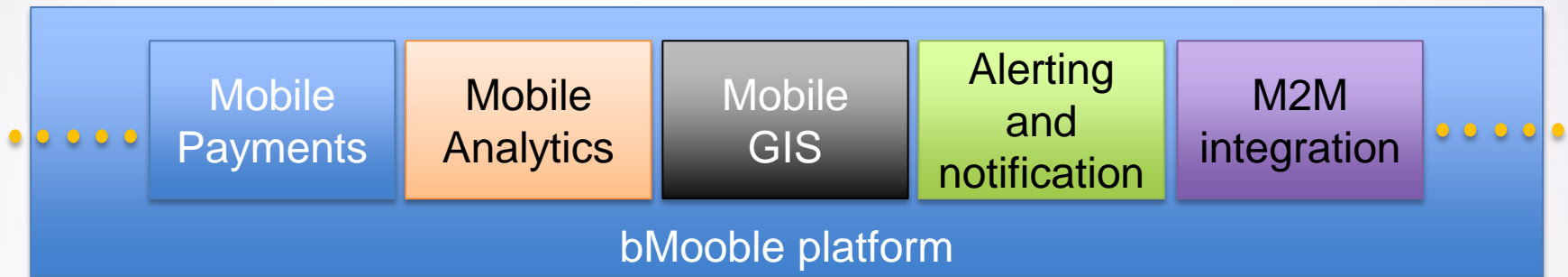
Using existing systems, data and machines, new sophisticated mobile services can be deployed quickly, accessible from any device



- ✓ BYOD (bring your own device)
- ✓ All-in-One app
- ✓ On-line off-line
- ✓ Data security
- ✓ What's around me
- ✓ Mobile payments
- ✓ Mobile GIS
- ✓ Mobile analytics
- ✓ Mobile monitoring & control
- ✓ IT services integration
- ✓ Operational redundancy
- ✓ Supply chain integration

# bMooble | Location based services

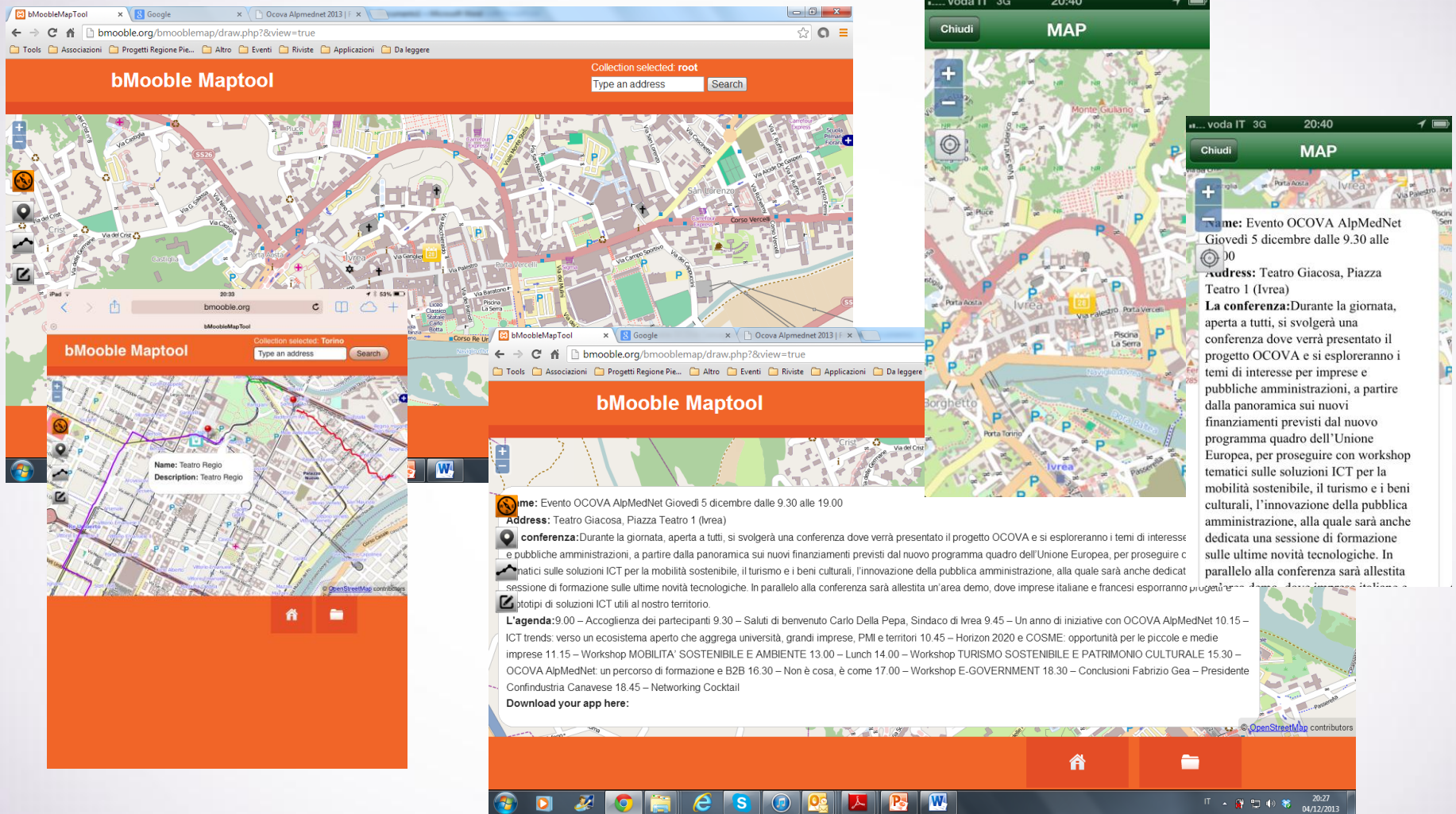
**We provide built-in functionalities that innovative mobile services have to offer today**



- Built-in component for LBS
  - Geolocalized custom information
  - Automatic Integration with mobile apps
  - Notification management
  - Last minute offering management
  - On line mobile analytics

## Geolocalized custom information

- Every institutions, businesses, private citizens are able to design their own indoor and outdoor tours by:
  - Selecting the type of map to be used (Google-map, Openstreet-map, custom map)
  - Reusing existing OPEN information from the territory
  - Inserting new information as POI, routes, areas
  - Categorizing each of them
  - Augmenting reality for each of them adding texts, pictures, video
- Tours or single information elements can be shared based on granted authorization as:
  - Private tours among friends
  - Public tours where everyone can take advantage from “certified information”



**bMooble Maptool**

Collection selected: **root**  
Type an address

**Name:** Teatro Regio  
**Description:** Teatro Regio

**Name:** Evento OCOVA AlpMedNet Giovedì 5 dicembre dalle 9.30 alle 19.00  
**Address:** Teatro Giacosa, Piazza Teatro 1 (Ivrea)

**conferenza:** Durante la giornata, aperta a tutti, si svolgerà una conferenza dove verrà presentato il progetto OCOVA e si esploreranno i temi di interesse e pubbliche amministrazioni, a partire dalla panoramica sui nuovi finanziamenti previsti dal nuovo programma quadro dell'Unione Europea, per proseguire con tematici sulle soluzioni ICT per la mobilità sostenibile, il turismo e i beni culturali, l'innovazione della pubblica amministrazione, alla quale sarà anche dedicata una sessione di formazione sulle ultime novità tecnologiche. In parallelo alla conferenza sarà allestita una sessione di formazione sulle ultime novità tecnologiche. In parallelo alla conferenza sarà allestita un'area demo, dove imprese italiane e francesi esporranno prototipi di soluzioni ICT utili al nostro territorio.

**L'agenda:** 9.00 – Accoglienza dei partecipanti 9.30 – Saluti di benvenuto Carlo Della Pepa, Sindaco di Ivrea 9.45 – Un anno di iniziative con OCOVA AlpMedNet 10.15 – ICT trends: verso un ecosistema aperto che aggrega università, grandi imprese, PMI e territori 10.45 – Horizon 2020 e COSME: opportunità per le piccole e medie imprese 11.15 – Workshop MOBILITA' SOSTENIBILE E AMBIENTE 13.00 – Lunch 14.00 – Workshop TURISMO SOSTENIBILE E PATRIMONIO CULTURALE 15.30 – OCOVA AlpMedNet: un percorso di formazione e B2B 16.30 – Non è cosa, è come 17.00 – Workshop E-GOVERNMENT 18.30 – Conclusioni Fabrizio Gea – Presidente Confindustria Canavese 18.45 – Networking Cocktail

**Download your app here:**

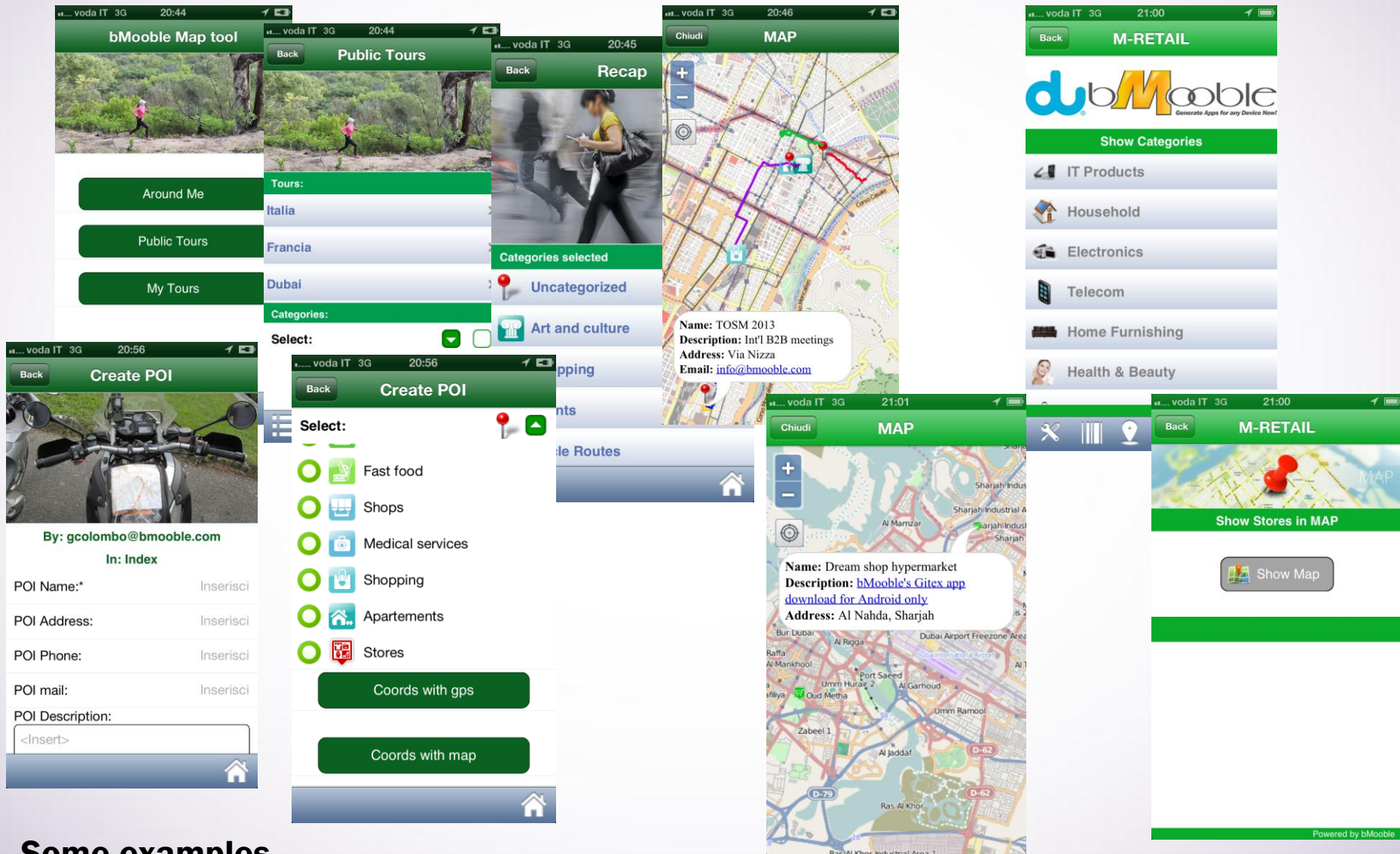
Information can be directly added from a map by using PC, tablet or smartphone

## Automatic Integration with mobile apps

- bMooble MAP tool offers direct integration with mobile apps
  - Navigation and selection of localized information by categories or proximities
  - Creation of new localized information within the app
  - User tracking facility (optimized for battery consumption)
- QRcode integration
  - To directly link custom information into a maps
  - To improve mobile app distribution channel



# bMooble | Location based services



Some examples

## Notifications and last minute offering management

- Geofenced alerts and notifications
  - Based on user profile
  - Based on geographic limitations
  - Based on timeframe limitations
- Geofenced last minute offerings
  - To distribute custom coupons
  - To book services and products
  - To make mobile payments

## Online mobile analytics

- Customer engagement metrics
  - How users use the apps
  - Where users are based
- Goemarketing
  - To analyse geolocalized information
    - per inquiry frequency
    - on time distribution



- Open Innovation in Alpine SMEs

Open Alps is funded by the Alpine Space Program 2007-2013, as a part of the "European Territorial Cooperation".



**bMooble is a winner of  
the Open Innovation  
Award 2013**

**Lyon 26 june**





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## OCOVA AlpMedNet Forum

dove la tecnologia è opportunità  
*là où la technologie est une opportunité*

IVREA 5-6 Dicembre 2013

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