

vab^{let}® Successful Case Study

Industry: Life Science

Company Profile: Alpheon

Solution: Custom Mobile Enterprise App



The Business Environment

Alpheon Corporation is a lifestyle healthcare company that commercializes and develops highly innovative technologies and services to promote patient wellness, beauty and performance.



vab^{let}®

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Business Problem

Alpheon is the first ever self-pay lifestyle company, launched in July 2013 at the leading edge of newly emerging healthcare systems.

In keeping with their corporate mission to build highly innovative lifestyle healthcare technologies and services, they are enabling their workforce with the same level of innovation by deploying Windows 8 tablets for operations, sales and marketing.

The scope of developing a custom, branded mobile app secure enough for enterprise is costly. Aside from the lead time, which starts with just finding the right resources, workforce productivity is impacted by security and ease of access to business files while on the go. The process entails experts in design, user-interface and mobile IT and is highly unlikely to implement in less than 9 months.

The Solution:

Specializing in the Life Science industry, **Definitive Media** partnered with the **vab^{let}** mobility firm to deliver a secure, branded content management platform compatible with both iOS and Windows 8 mobile devices in less than 30 days.

The core list of features included in the **vab^{let}** mobile platform are:

- Centralized control of proprietary content
- High volume of video media
- Offline access to collateral
- Customized and integrated HTML for mobile
- Analytical reporting for compliance and marketing

The Result

The highest deliverable of this project was the synergy between the design and UI by **Definitive Media** and the robust, multi OS flexibility of the **vab^{let}** content management platform, geared for enterprise by a team of experts in mobile IT.

Operating at the cutting edge of the healthcare industry, Alpheon was able to maintain momentum on their growth strategies with the deployment of secure, responsive and branded mobile technology in the hands of their workforce.



Complete File Access & Control

Content Distribution to Mobile Users

Supports PDF, JPG, Video, HTML

Offline Access to All Content

Custom Branding Options

Analytics on Device and File Usage

256 Bit Proprietary Encryption

Compatible with:

Microsoft Sharepoint

Microsoft Azure Cloud or On-Prem

Enterprise API

SalesForce

Box