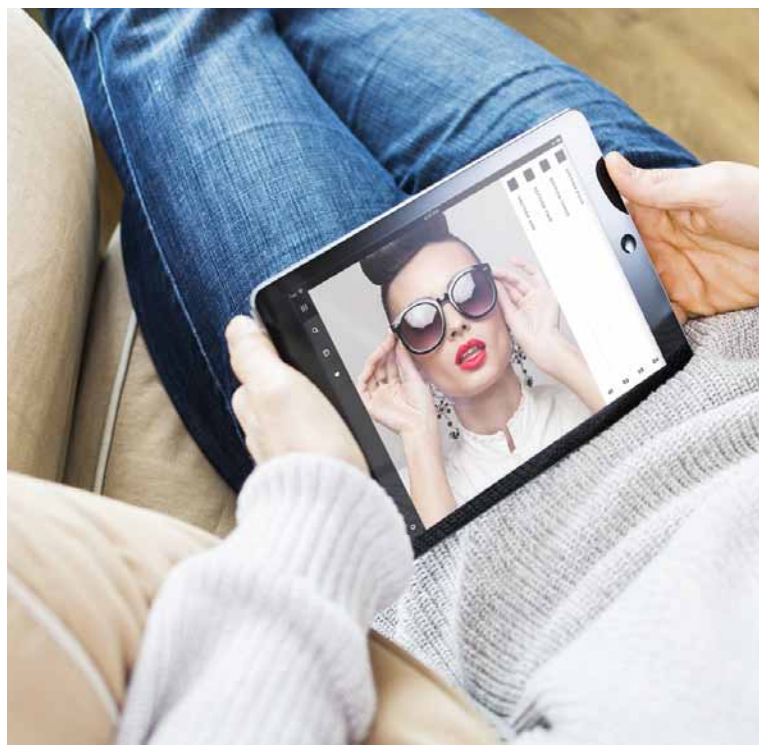# Delivering rich content with a customizable publishing platform

About Beattie McGuinness Bungay

Like many advertising agencies, UK-based independent Beattie McGuinness Bungay (BMB) has to remain at the cutting edge of technology on behalf of its international client base.

The agency saw the opportunity to create a digital publishing platform to deliver a magazine-like, editorially-rich brand experience that would open up new channel opportunities for a number of its customers.

By turning to Digiteum, BMB was able to focus on its core strengths of creative innovation while Digiteum solved the business and technical challenges of delivering such a unique platform.

The challenge

- Create a highly customizable, yet functionally easy to use mobile publishing platform

- Allow seamless updating, refreshes and maintenance by content managers with no coding

- Maintain Apple Store approval, while allowing apps to renew and configure content automatically on download

Entirely bespoke yet simple

BMB's brief to Digiteum was to deliver a flexible, easy to use tablet publishing system. Content was to be viewed on mobile devices, while editing was to be enabled through a simple desktop administration system, including a dashboard.

The mobile app Digiteum created has an attractive template interface which content managers update through a CMS, as well as editing and adding content – without coding or the need to rely on technical staff. The app also acts as a non-stop social marketing engine, taking content from social networks and RSS feeds selected from a dashboard. This makes the app a valuable addition to any company's main website.

To create the app, Digiteum opted for an innovative client server design. Data is requested from a server API and the app creates its own user interface, based on a configuration defined on the publishing server. As a result, our Software as a Service solution is capable of rebuilding its look and feel and refreshing content whenever updates – or entirely new client systems – are created. Of equal importance, BMB's new app achieves this with full Apple Store approval.

The right approach to agency partnerships:

- Digiteum understand the time pressures and service delivery needs of creative agencies

- We provide 'white labelling' of technology solutions you can pass on to your clients

- We take the technical burden off strategic consulting skills with robust processes, excellent project management and tight cost control

- We can be as creative as your business in finding appropriate solutions to business challenges

The results

- The BMB app has been adopted by many major brands, in sectors including retail, fashion, television and mobile networks

- BMB can create brand new iOS or Android mobile applications within a 1 day timeframe for new clients, without requiring technical expertise

- Additional customization of the app by Digiteum continues with, for example, the addition of a shopping cart for one BMB client

"*I have worked with offshore partners all over the world and the Digiteum team are one of the best I have ever worked with. The team has helped us launch multiple applications on both tablets and mobile devices and has supported us on iOS and Android. They are technically excellent, have an agile process in place and are always looking for 'win-win' opportunities. The team is incredibly honest, hard working and has been a source of new ideas and improvements. I cannot recommend the team enough.*"

David Zack,
Technical Director at Beattie McGuinness Bungay, UK

As well as solving a difficult business challenge, Digiteum used a broad range of technologies to create the app: PHP, Objective C, RESTful JSON, API Endpoints, Android SDK, Instagram, Facebook, Tumblr, Twitter, YouTube, Vine API plus Amazon Web Services.

Find out more

For more information visit us online at:
www.digiteum.com