
NeoMAD at a glance



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Neomades SAS

Technopole IZARBEL - Hôtel d'Entreprises
45 allée Théodore Monod
64210 - BIDART - FRANCE

Phone : 00 33 (0)5 59 43 85 21
Fax : 00 33 (0)5 59 43 84 05
Web : <http://www.neomades.com>
Email : contact@neomades.com

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1 What is NeoMAD?

Since 2006 NeoMAD has been bringing solutions to developers wishing to create portable mobile and tablet applications from a single project. NeoMAD Version 3, released in mid 2012, has achieved a higher level of simplicity and portability in a market which is constantly evolving and becoming increasingly complex.

1.1 Who is NeoMAD for?

NeoMAD targets mobile application developers who want to address the whole equipments of the mobility market without learning every mobile platform SDK and language.

The only skill required to develop cross-platform mobile applications with NeoMAD is Java programming. With this programming language and a single Generic API provided by NeoMAD, developers can quickly develop native applications for all mobile platforms (Mobile Phones, Tablets, Setup Boxes, etc.).

NeoMAD is installed on the developer's computer (Windows or Mac OS) and can be used in command line or in Eclipse thanks to a plug-in provided by Neomades.

1.2 What result can you expect from NeoMAD?

NeoMAD helps you to extend your market coverage, to reduce the TTM of your mobile projects and to improve your ROI:

A single source code, multiple targets:

NeoMAD enables you to target all mobile technologies and formats with a single development – you centralise development and maintenance, no longer having to decide on which targets you are aiming at, although you can do so according to how your customer base evolves.

An industrial approach:

NeoMAD enables you to industrialise your mobile developments, to organise your team more efficiently and to reduce your costs: maintenance is centralised and shared for all targets; production tools provide greater traceability of versions and the reproducibility of incidents; finally, creating a clone of applications is simplified thanks to conditioning tools.

Simplified and unified skills:

Thanks to NeoMAD, you control all the skills and uses for each of the devices targetted. This way, you make it easier to share experience and re-use knowledge between projects. You also simplify the transfer of skills in long term projects.

Future proof your mobile assets:

NeoMAD's abstraction API future proofs your application investments, extending your applications' life even when new devices and technologies appear on the market. Adapt to the market by clearly separating development from distribution.

1.3 Benefits of using NeoMAD

NeoMAD allows you to do the following:

- reduce code complexity while increasing developer productivity and optimizing development phases
- write source code that is portable with all supported devices, including devices added with future versions
- easily manage the resources used in the project (images, sounds, text, etc.)
- merge manufacturer development kits for simulation and testing purposes
- quickly and easily support new phones arriving on the market

In addition, NeoMAD improves the quality of the developed software and process:

- by industrialising work processes and production
- by simplifying development: device characteristics are no longer the concern of developers
- by combining portability and re-usability: development becomes independent of existing and future devices (future-proofing)
- by making the maintenance process easier: a single source and a complete integration with all SCM tools
- by automating the generation process and thus its reproducibility.

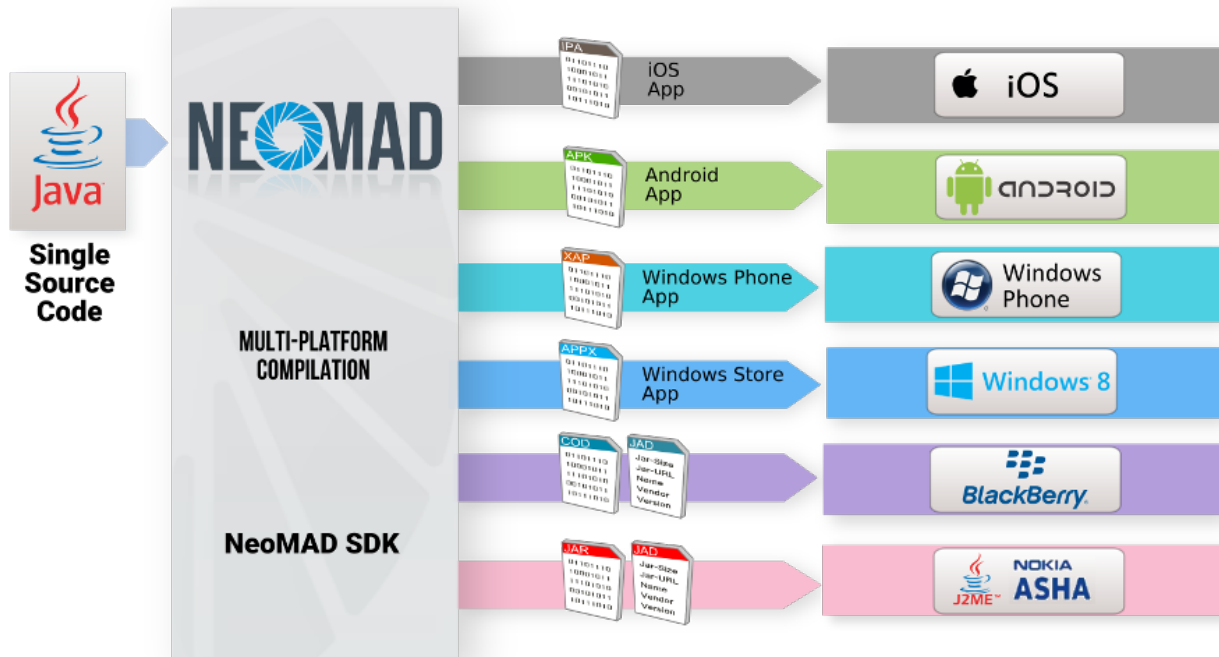
1.4 Cross-platform mobile application development

NeoMAD is a revolution for the development of applications for mobile platforms:

- Based on a single Java source code, NeoMAD can address multiple technologies natively
- Using a conditional process filled dynamically by a knowledge database, NeoMAD allows various functional branches to be implemented in order to optimally address each technology and mobile platform
- With its trans-compilation mechanism, NeoMAD ensures the scalability of an application on current and future technologies

With the NeoMAD Generic API you can cover market needs in terms of programming languages and technologies. With a single source code you can:

- Create User Interfaces according to devices guidelines and good practices. The Generic API relies on natives API of each target; thus, the applications produced with NeoMAD will have a native look and feel.
- Easily access to standardised web services (like REST, SOAP, etc.).
- Access to many devices sensors (compas, accelerometer, GPS, etc.) and handling their data in a unified process.
- Handle push and locale notifications in a generic way; NeoMAD can use any push SDK and is already embedding You N'Push and Parse SDKs.
- Speak with newest connected devices; NeoMAD already support iBeacon technology.
- Access to native map APIs of each platform.
- Access to file system and store data in SQLite databases.
- Use third-party libraries like payment modules, electronic signatures, pdf annotations, etc.



2 Existing application screenshots

This section shows some screenshots of existing applications with NeoMAD.

2.1 PropertyCross

PropertyCross is an initiative by a British group of experts in mobile programming which offers the community a website comparing the different solutions available on the market to develop mobile applications with a cross-platform approach.

With this aim the website provides a reference application for finding accommodation for rent or buy and a measurement comparer. In order for a solution to be referenced on the site, a developer must create the standard application and make available to the community, on the one hand, the creation's sources, and on the other hand, the resulting executables for iOS, Android and Windows Phone mobiles.

All4Tests has carried out the operation to calibrate NeoMAD and submits elements for comparison which show a 100% identical code and 100% use in compliance with demand.

To access the site <http://propertycross.com>.



2.2 GCT© Mobility by Gfi Chrono Time

To consolidate its position as a European leader, Gfi Chrono Time has enriched its range of Time Management software packages, and modules available for mobiles and tablets.

Thanks to NeoMAD technology, these new modules can be accessed on all the market's equipment, thus providing users access to databases generated by the software packages used by their companies when in mobile environments.

ChonoGestor's new modules were developed by GCI using NeoMAD V3.

They are available on iOS, Android, Windows Phone and Blackberry mobiles and tablets.



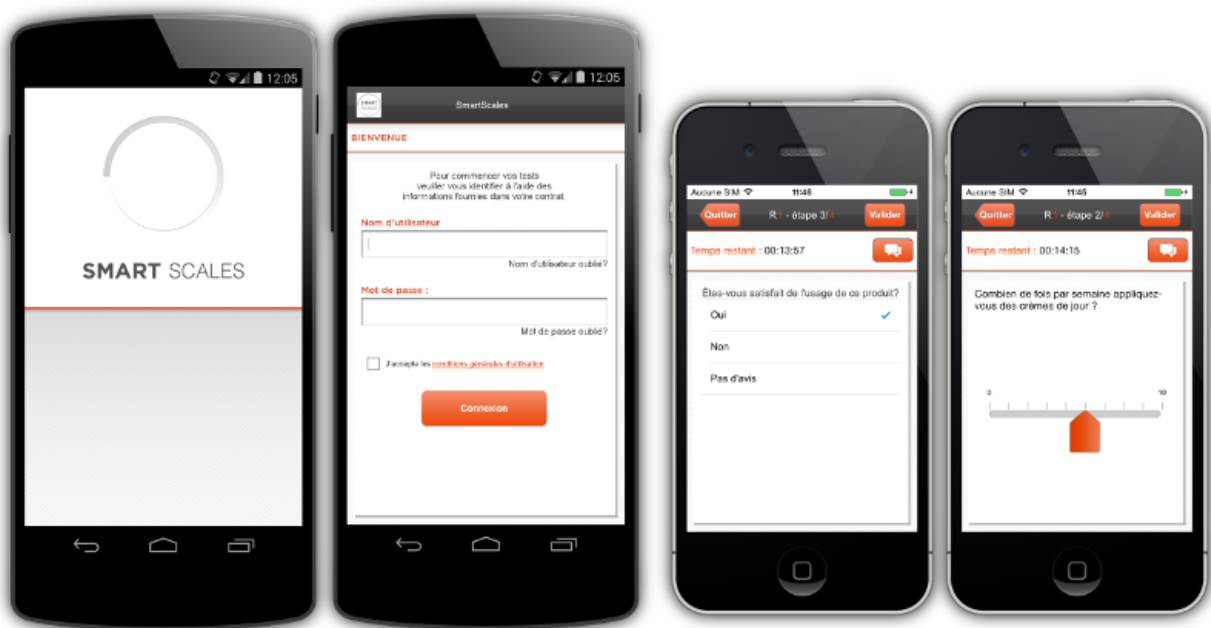
2.3 Smartscales by L'Oréal

The SMARTSCALES application was developed on the request of Oreal's R&D department to manage cosmetic test campaigns.

Thanks to its Back Office, the product manager is able to define all the questions, groups of individuals targeted for testing, the timetable and response schedule.

The application tells testers when it's the right time for them to react to demand, answer questions and provide information, according to the plan determined by the product manager. Once the test has been carried out, the controlled information is sent to the Back Office for aggregation and the application goes into standby mode until the next test. Obviously, the product manager can, based on a partial analysis of the initial results collected, modify the procedure or content of the test as and when required.

This powerful collection system is available for the moment on iOS and Android mobiles and tablets.



2.4 TNS On The Go by TNS Sofres

By publishing TNS' On The GO application, its editor, the marketing department at TNS SOFRES, aims to provide its clients with access to analyses on their mobile equipment as soon as they become available in order to help them react and interact to enrich the debate.

This new tool in TNS SOFRES' PR toolkit enables in-house teams to lead the network of users when appropriate, and to better share and disseminate information produced in different fields of study. Each application used can thus determine the subjects users are passionate about and alert them as soon as new analyses are available, enabling them to react instantly and share their point of view with the community. The implementation of a Back Office developed for this application also enables broadcasts to be pooled by adapting content to different community channels.

This application was created after a series of scaling operations making mobile strategy part of TNS SOFRES' overall PR strategy. It is currently available on both Android and iOS mobiles and tablets.



2.5 CROUS by CNOUS

At the head of a national network, the CROUS aims to facilitate student life in many areas of life: eating, accommodation, grants, social and cultural action, international relations, etc.

It was therefore natural for a mobile application to be envisaged to provide access to local information which is essential to student life: opening times of preferred restaurants, menu of the day, facilities available in different accommodation, performances and entertainment, grants and how to apply, etc.

In addition to this information, the use of mobiles also provides functions for sharing, guiding and searching locally, enabling the student community to use the application as a dedicated tool for everyday life. This application is based on local flows so as to guarantee information is as relevant as possible.

The CNOUS application is available on mobile and tablets using iOS, Android and Windows Phone 8.



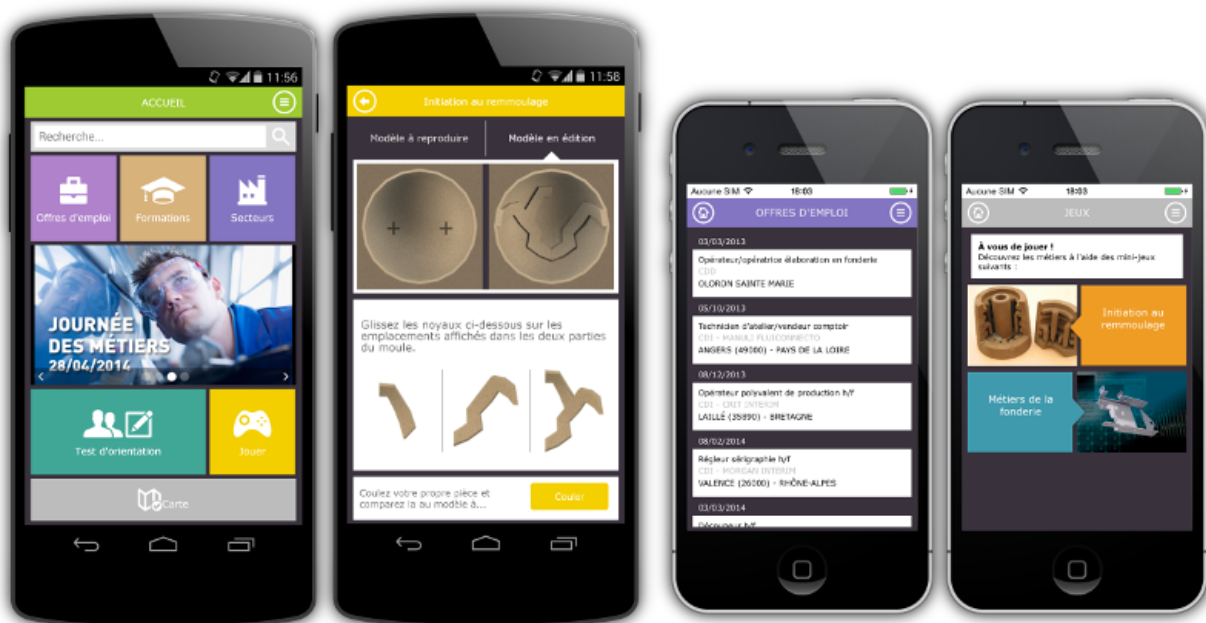
2.6 Nouvelle Chance pour l'Orientation

As part of help for initiatives to support economic transformation by the Aquitaine Regional Council, AGEFOS – PME is taking part in a local initiative to support the needs of businesses in the Oloron area in terms of skills.

The “Local Skills Passport” and “Enhancing Industrial Professions” working groups set up to envisage the means to be implemented, decided to carry out an experiment called “New Chance for Careers” with companies and local employment / training partners. The aim of this experiment is to help young people deciding on a career, in training or looking for a first job, discover the 50 most promising jobs in terms of employment prospects in the Aquitaine region.

The experiment is naturally based on a mobile solution, which consists of, on the one hand, an application for mobiles and tablets, and on the other hand an administration back-office enabling employment players to pilot the experiment, its use and users, and finally, resource packs according to the different business sectors, covering on average 10 professions, which can be used dynamically by the application.

This application is currently available on mobiles and tablets using iOS and Android.



3 Productivity Gains: customer returns

For this analysis, we have selected 2 examples coming from 2 different NeoMAD customers, one based on small applications (around 30 days of development for the first platform) and a business application (around 150 days of development for the first platform).

This simulation is only based on development time and doesn't include all other gains like maintenance, evolution, industrialization and skill savings.

3.1 Analysis based on a small application

The following figure compare the development time according to the number of targeted platforms/formats between a manual realization and a NeoMAD realization:

Values are expressed in Man/Days	Manual Development	Development with NeoMAD
iOS (mobile)	30	36
Android (mobile)	24	
iOS (tablet)	15	6
Android (tablet)	9	2
Windows Phone (mobile)	24	4
Windows 8 (tablet)	12	2
BlackBerry	36	11
Nokia Asha	36	11

Using to this development times, the following figure computes the savings both in percentage of manual development time and in man months.

initial dev. time: 30 m/d	Total development time (m/d)		Annual maintenance time		Savings	
	Manually	With NeoMAD	Manually (10%)	With NeoMAD (5%)	%	Man Months in the year
for 2 OS and 1 format	54	36	5.4	1.8	33.33%	1.1
for 2 OS and 2 formats	78	44	7.8	2.2	43.59%	2.1
for 3 OS and 2 formats	102	48	10.2	2.4	52.94%	3.3
for 4 OS and 2 formats	138	59	13.8	2.95	57.25%	4.8
for 5 OS and 2 formats	174	70	17.4	3.5	59.77%	6.4

3.2 Analysis based on a business application

The following figure compare the development time according to the number of targeted platforms/formats between a manual realization and a NeoMAD realization:

Values are expressed in Man/Days	Manual Development	Development with NeoMAD
iOS (mobile)	150	180
Android (mobile)	120	
iOS (tablet)	75	27
Android (tablet)	45	9
Windows Phone (mobile)	120	18
Windows 8 (tablet)	60	9
BlackBerry	180	54
Nokia Asha	180	54

Using to this development times, the following figure computes the savings both in percentage of manual development time and in man months.

Reference platform initial dev. time: 150 m/d	Total development time (m/d)		Annual maintenance time (m/d)		Savings	
	Manually	With NeoMAD	Manually (10%)	With NeoMAD (5%)	%	Man Months in the year
for 2 OS and 1 format	270	180	27	9	33.33%	5.5
for 2 OS and 2 formats	390	216	39	10.8	44.62%	10.6
for 3 OS and 2 formats	510	234	51	11.7	54.12%	16.9
for 4 OS and 2 formats	690	288	69	14.4	58.26%	24.6
for 5 OS and 2 formats	870	342	87	17.1	60.69%	32.3

4 Our clients are our best ambassadors

“We really appreciate the initial support process: Neomades ability to co-develop with our teams, the definition and the vision of what TNS Sofres should offer in a mobile application. Thereafter, the implementation has been sharp, well structured and reactive allowing us to deliver on time reliable an efficient application that complies with our clients needs.”

François Baradat

Marketing Director - TNS Sofres – Kantar Group, WPP

“What we found in Neomades is a team that, thanks to its sharp expertise, has been a reactive and creative source of proposal throughout the project allowing its success. Thanks to Neomades support, we have been able to carry out our applications and the associated backoffice. All of this has been done according to each technology best practices and respecting our time and financial objectives.”

Syvain Lefort

Brand Content Manager – TNS Sofres - Kantar Group, WPP

“Thanks to Neomades and its development environment, our clients are able to implement and deploy a range of services and solutions via our tools, and thus adapt to the evolutions of society in terms of flexibility and mobility. GCT Mobility© is an innovative and integrated offer initially covering all the functions of our time management range, and subsequently enriched with business and human resource management functions. Our collaboration with Neomades has been rich, enabling our teams to quickly acquire skills in order to perfectly merge our respective fields of expertise. The NeoMAD framework is for us, both a powerful development tool and also a way to future proof ourselves against upcoming mobility technologies and devices.”

Ludovic Gérard

CTO Software Div. / Enterprise time and activities management - GFI

“We used NeoMAD within the framework of several complex projects with major stakes in terms of porting. This technology has enabled us to respect deadlines and deliver to our clients at a reasonable cost. We continue to use this solution for all projects which need to support more than one mobile platform.”

Sébastien Carceles

Co-founder and manager of Tiki Move

“Neomades is above all “a team”. We collaborate with excellent, accessible and friendly technicians. The projects entrusted to them progress quickly and are followed up with professionalism. NeoMAD technology has enabled me to disseminate my content on different mobile OS and therefore acquire visibility in the app stores.”

Florent Trotin

Founder and manager of 64 Telecom