



Integration of Mobile Analytics Into the iCompass AgendaNotes iOS App

iCompass Technologies is a privately held corporation located in Kamloops, BC. Founded in 1999, the company is an industry leader in providing paperless meeting, records, and citizen engagement solutions for small and medium sized local governments.

Built on the foundation of customer collaboration and industry leading 24/7/365 customer service, iCompass prides itself on constantly improving its solutions so that local governments can more efficiently move items through the entire meeting cycle.

iCompass builds cloud-based software for small and medium sized governments working under the guiding principle that these organizations need software that works perfectly with minimal training and staff related upkeep.

RevenueWire Inc.

Industry	Location	Employees
Technology	Kamloops, BC	<50

Highlights

- Integrated with the company's API's and multiple 3rd party services.
- Supported multiple devices and managed platform upgrades throughout development.
- Successfully launched both applications meeting the client's aggressive timelines.

The Need

iCompass had recently launched their AgendaNotes application and were facing quality challenges, as the app would regularly crash. Part of the project was to provide iPad app development support through issue resolution and stabilization – the other part of the project was to build in mobile analytics so that iCompass could get insights into their user base.

Key Challenges

- Could not see which devices were using their mobile application.
- Determine if supporting old iOS versions was worthwhile.
- Usage statistics were limited to analyzing usage logs from the application's API.

The Result

Optimus integrated Flurry analytics into the AgendaNotes application and now iCompass can access a number of important statistics, including: application installs, users, retention rate, device and operating system data, and more.

How Optimus Helped

While Optimus was providing iPad development support and resolving issues found in the application, we built in Flurry Analytics so that iCompass could measure usage and keep track of which devices are most commonly used to access the application. Flurry was selected over Google Analytics because at the time of integration the mobile analytics reports available in Flurry better met iCompass' needs.

“Since first partnering with Optimus on one of our mobile apps we have moved all our mobile development to them without looking back. If you are just embarking on your first mobile app, or thinking ‘there has to be a better way’ for your next mobile app, I’d strongly recommend working with Optimus to ensure you get the results you need to drive your business forward.”

Scott Neufeld

VP Sales & Marketing

About Optimus Information

Headquartered in Vancouver, Canada with delivery centers in Canada and India, we work as a trusted partner to medium and large businesses to solve their software and technology challenges. With a team of 150+ people Optimus Information provides global organizations with scalable, flexible and cost efficient solutions. **Optimus Information provides global reach with a local presence.**

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