

Rampart Hosting Brings Salesforce Automation and E-Commerce to Progress Lighting's 5,000 Item Inventory

Rapid mobile innovation powered by Appcelerator

INTRODUCTION

Rampart Hosting, LLC has built its business on the understanding that technology, and the opportunity to deliver content effectively, is constantly evolving.

In the case of Progress Lighting, the largest single source for residential and commercial lighting, Rampart provides development services for the entire line of Progress Lighting web sites, catalogue presentation (mobile and DVD based), and specialty business and marketing applications. By evolving these content distribution channels, Rampart helps Progress Lighting enhance the presale browsing experience for consumers and the point of sale experience for dealers.

CHALLENGES

Until May 2011, Progress Lighting distributed their catalogue content primarily through their website and a downloadable CD. These channels provided distributors and consumers access to Progress Lighting's fixture catalogue from the desktop with the benefit of agile browsing through the searchable database.



APPCCELERATOR PARTNER

Rampart Hosting, LLC is an Information Technology (IT) Development, Support, and Management Company providing services in Website/Mobile/Application Development, Hosting Services, and Technical Support.

CLIENT COMPANY

Progress Lighting is the largest single source of residential and commercial lighting with over 5,000 fixtures.

APPLICATION

Progress Lighting consumers and distributors can browse Progress Lighting's catalogue of lighting products wherever they are and create lists of products for purchase on iPhone, iPad, or Android phone.

OBJECTIVE

Increase productivity for the internal sales force and distributor channel as well as increase consumer awareness of Progress Lighting's product line.

BENEFITS OF APPCELERATOR TITANIUM

Cross-platform efficiency: 70% code reuse across iPhone, iPad and Android phone form factors

Quick time-to-market: Deployed app to 3 platforms in 6 weeks

Centralized content distribution: Surfaced comprehensive catalogue content using RESTful JSON services

Development skill efficiency: Leverage in-house JavaScript development skills

Rampart identified two touch points that Progress Lighting could reach by expanding their distribution channels to mobile:

1. Progress Lighting representatives and dealers frequently sell to customers on the road where they need portable access to catalogue content but have limited internet connection
2. Consumers in the lighting industry are tech savvy and are spending an increasing amount of time on their smartphones where they could be browsing Progress Lighting fixtures.

DEVELOPMENT PROCESS

Multi-platform deployment with Appcelerator Titanium

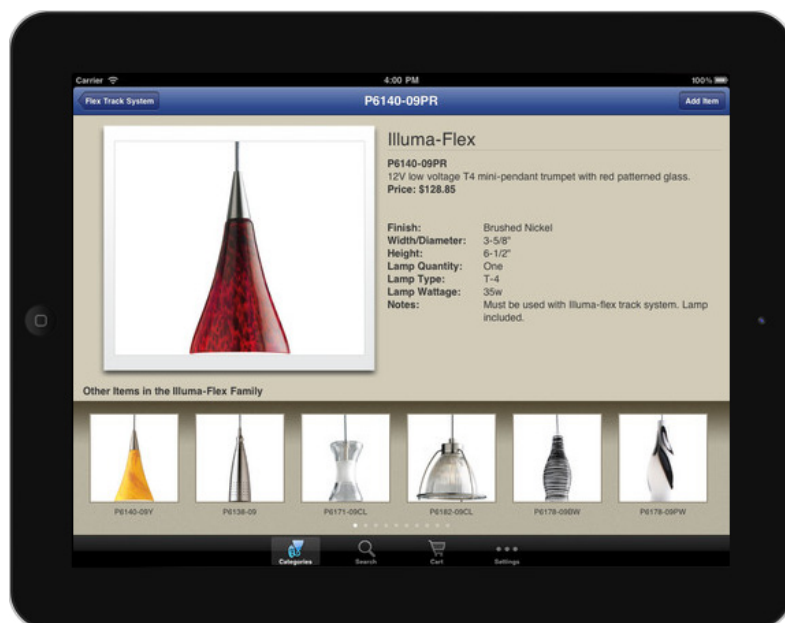
As early adopters of the Titanium platform, Rampart saw early success in their iPhone implementation while Titanium Android target matured. By leveraging a unified code base, Rampart was able to access device-specific features for iPhone, iPad and Android phone with an economic return on investment.

Unified, updated content across channels

Rampart surfaced Progress Lighting's catalogue content by using mobile-optimized RESTful JSON services giving the mobile app access to full catalogue content already available on their website and downloadable CD. This way Rampart increased access to and visibility around Progress Lighting's catalogue offerings, while providing a centralized database to store content.

"It was clear that a mobile catalogue app would have considerable business value to a company like Progress Lighting. Distributors and dealers could carry their entire catalogue with them on every sales call to easily reference products, and then develop individual job sheets for each customer after identifying a good fit. At the same time, consumers could browse fixtures on their phone and place favorites in a shopping cart to purchase online or in-store."

**LEO L. DAUGHERTY III,
CEO, RAMPART HOSTING**



FUTURE PLANS

Rampart will continue to iterate and refine Progress Lighting's mobile app based on the feedback from their distributors and customers. Specifically, they will add features to enable PDF creation and in-app email so the dealer can submit jobsheets directly to a customer. Rampart will continue to mobilize Progress Lighting's distributor chain through real-time inventory access.

Additionally, Rampart will continue to update all of their current development projects and in the future begin integrating their mobile applications to SAP and other robust backend systems.

"We believe the real power of the mobile spectrum is just beginning to be tapped, and it lies in the B2B sector. Through enterprise mobile applications, tied to existing organizational investments in database driven systems, we plan to help companies of all sizes to deliver meaningful and useful content to all of their key audiences," says Leo L. Daugherty III, CEO of Rampart Hosting.

"Building mobile apps utilizing Appcelerator's multi-platform tool, Titanium, lets Rampart offer its clients lessened cost, faster speed to market, and unmatched depth and functionality."

**RICK HULSE,
VP BUSINESS DEVELOPMENT,
RAMPART HOSTING**

Appcelerator is the #1 Mobile Cloud Platform

Appcelerator is the leading enterprise-grade, cross-device mobile development solution on the market today. With over 1.6 million developers worldwide and 40,000+ cloud-connected mobile, desktop and web apps in the wild, Appcelerator is the largest publisher of applications in the iPhone App Store.

The company's flagship offering, Appcelerator Titanium, is the only platform to enable fully native, cross-device development from a single codebase for iOS, Android, and Blackberry.

Appcelerator's customers include NBC, PayPal, eBay, Orange, and Cisco. These companies develop their mobile applications on Appcelerator products so they can decrease time-to-market and development costs, increase customer adoption and revenues, and enjoy greater flexibility and control.

Download Titanium for free at www.appcelerator.com.