**Nature of the Customer**

Our Client, Popcornapps is a software development company having offices in India, USA and United Kingdom. As a software developers focus mostly on developing and shipping mobile applications for enterprises, Customer Relationship Management(CRM) and Enterprise Resource Planning(ERP).

Some of the solutions provided by the company are Vehicle Auction Mobile application, Destination Services Solution for Weddings and Customer Self Service apps. They have also worked with companies such as Intel, Verizon, Microsoft, Cisco and many others.

Their way of providing end user service is by developing mobile applications, Software as a Service(SaaS) and Custom applications.

Through mobile application development they provide applications catering to mobile commerce, sales, Store management, business operations, customer service, contact center and management reporting. The platforms used for mobile development are Android, iOS, Universal Windows Platform and Web.

They also provide cloud based software solutions known as Software as a Service(SaaS) which is highly scalable and efficient for big and small organizations alike. These software applications cater to sales, marketing, customer service, Enterprise management and analytics. Cloud based applications heavily reduce the need of extensive hardware in the workplace.

Another of their service offerings is custom or bespoke application development. They develop highly customized applications based on the client’s requirements. The end solutions include mobile applications, websites and APIs. Development of APIs is often required by an organization to expose a set of services (which they themselves use) to their customers and partners. They also offer integration of automation in the applications they develop, which helps to increase operating efficiency, repeatability, scalability and speed up deployment.

They also offer analytics solutions integrated within the applications which provide insights into the technical, functional and performance aspects of the applications.They also provide Business Intelligence (Business analytics) and Data Visualization products.

After discovering this company, we approached them with an offer to develop a software application for their organization. They agreed and gave us an Employee Engagement Application project to work on. They were highly approachable throughout the development process and were always eager and willing to provide assistance whenever we had any query regarding the requirements of the project. Working for them has proven to be quite an experience for in terms of the knowledge and expertise we gained by working on this project and we do look forward to work with them in the future.