



# Nutshell

Mind your business

[www.nutshell.com](http://www.nutshell.com)



Lead-1547 - Nutshell

https://app01.nutshell.com/lead/1547

Create New... Search... Hello, Jim. My Account Sign Out

Sabre

Dashboard Leads Accounts Contacts Reports Setup

Lead-1547 Optional description... Open Won Lost Cancelled 47% confidence

Market U.S. (USD) Opened by Marc Benioff May 24, 2011 Expected to close Feb 18, 2012 2 products valuing \$1,423.00

Accounts Contacts Products

TD Ameritrade  
Cabot, AR  
www.tdameritrade.com  
Add a note...  
Add an account

Walker Romero  
(719) 436-9720  
Met on train

Ulric Estes  
CTO, Peabody Energy  
(760) 762-9361  
Met on train  
Add a contact

Laserwriter Toner (Black)  
\$89.00 x8  
Probably not too interested...

EarthRight Recycled Paper  
\$79.00 x9  
Potentially interested  
Add a product

Competitors

ServiceMaster  
Might be cheaper than us

Medco Health Solutions  
We're less expensive  
Add a competitor

Assigned to Jim Halpert

Watch this lead 0 watchers

Scheduled Activities (2)

+ Schedule a new activity

+ Log a completed activity

Phone client  
Jun 22, 2011, 5:00 PM

Followup phone call  
Jul 31, 2011, 5:30 PM

Sources (2)

+ Add a source

Fall 2010 Webinar

Dwight's Rolodex

Attached Files (0)

+ Upload a file

3G 9:41 AM

Meeting Lead 401 Edit

Open 35% Estimated close: Nov 11, 2010 2 products, \$1,598.00

Stanley Hudson

Decision

ACCOUNTS

Dunder Mifflin Sabre Corp +

CONTACTS

Dwight Schrute Michael Scott +

PRODUCTS

Laserwriter Toner (Black) +

Leads Activities Search About



# Demo



# Development Stack

Lots of custom controls

Every screen is a subclass of NLScreen

AVFoundation – audio/video recording, playback

Heavy use of Nutshell API  
persisted with Core Data



# Third Party

ASIHTTPRequest

JSON-Framework

Hoptoad (crash reports)

Google Analytics

OHAttributedLabel





# ASIHTTPRequest

<http://allseeing-i.com/ASIHTTPRequest/>

Simple, clean interface for interacting with a web server

Easily background requests with a shared `NSOperationQueue`

Callbacks handled by delegate methods or blocks

ASIHTTPRequest category for convenient communication with the Nutshell API



# Core Data

## Advantages

Simple manipulation of models

KVO

Undo support

Apple supported

Lots of docs / resources

## Disadvantages

Schema handled by binary, .mom files

Lots of dense docs / bad resources



# Android Development

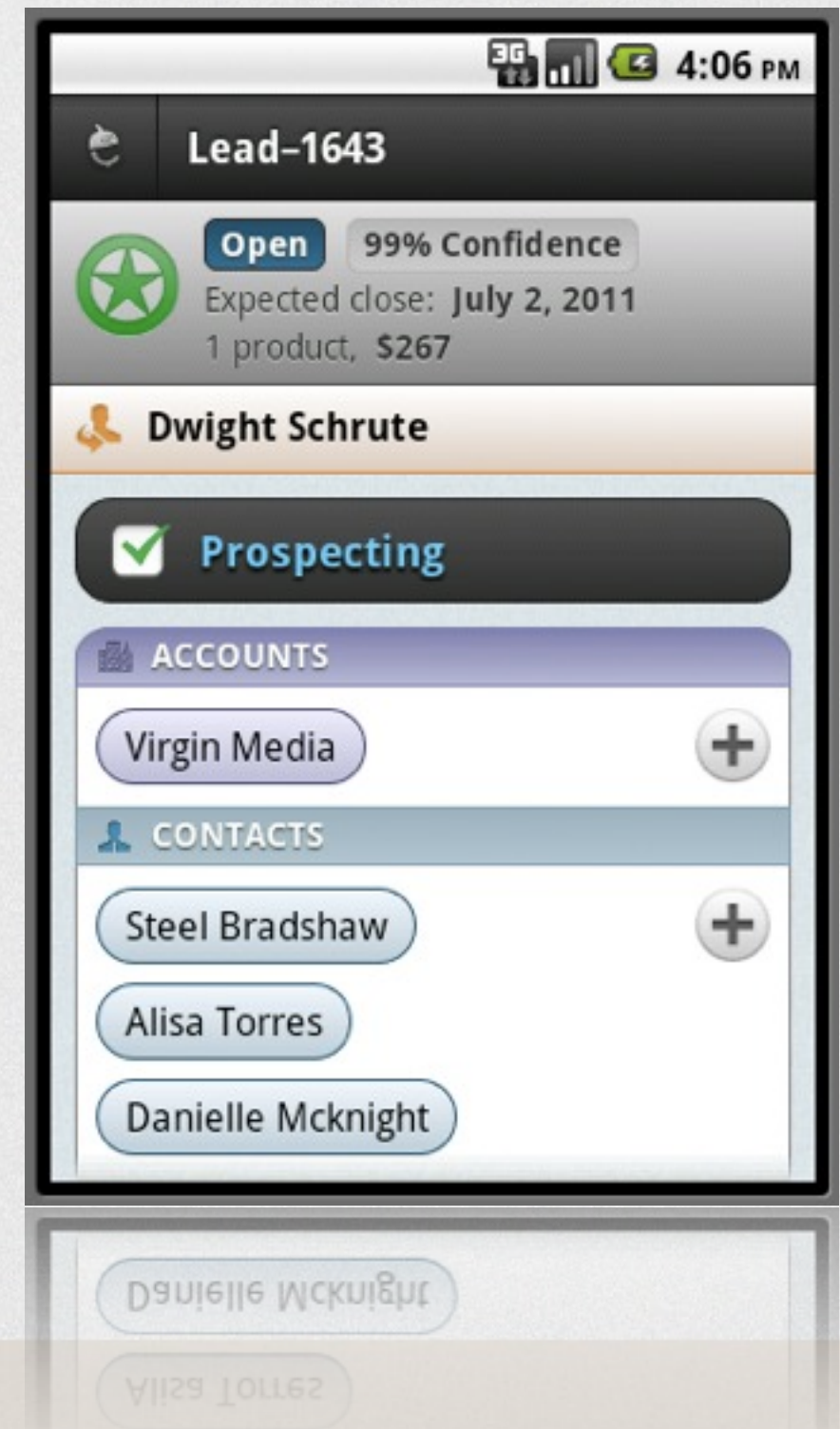
Completely new to it

Chose to embrace native UI

Java and Eclipse

Content Provider API

Screen Layout and Design





# Thanks!

@NutshellCRM

[www.nutshell.com](http://www.nutshell.com)

[j.mp/cocoaheads110616](http://j.mp/cocoaheads110616)