

WHITEPAPER

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# Applait

as a Mobile Solutions Provider

BY

**Soumya Deb**

*Co-founder & CEO*

AND

**Kaustav Das Modak**

*Co-founder & CTO*

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# Who are we?

We are Applait — one of the first organizations worldwide, and by far the first organization in India to offer professional support and services on Firefox OS - the mobile operating system developed by Mozilla, using the web as the platform. We have worked with Firefox OS since its early days. We have seen the platform grow from a small project of a handful of members to a worldwide phenomenon now present in 23 countries\*.

We help enterprises bring their solutions to these Firefox OS markets globally. We excel in delivering end-to-end solutions for businesses looking to make a mark on the platform. We can gel with existing development teams and help speed up the process of developing quality applications for Firefox OS.

Behind the services outfit, Applait is a powerhouse of products that benefit developers working on the Firefox OS platform and consumers using the platform. Our existing market penetration helps in identifying the key needs of developers and consumers alike, ahead of time. Based on these requirements, we spin off projects that enrich the Firefox OS platform — ranging from development libraries to full scale utilities that people need.

We are your trusted technology partner for Firefox OS. Look no further!

[\*] *and the list is growing...*

# What Do We Offer?

## Create Platform Presence

With hosted apps for Firefox OS, you can create an early presence into Firefox OS markets. Applait can help you bring your mobile websites to Firefox Marketplace at the fastest pace. We take care of the optimizations for your existing mobile websites, to make them perform smoothly on Firefox OS devices and help you go live in the shortest time. This is the quickest route of entry to the Firefox OS ecosystem, but we urge businesses to take full advantage of the platform, by building full-scale apps for Firefox OS.

## Build Your App

If you have an app idea that you want to see on the Firefox Marketplace, Applait is there for you. We know the internals of Firefox OS very well to tailor the right solution for you. Our team has a track record of converting a bustling idea to a full-scale app in a couple of days. For businesses, this means they can get a business-critical app delivered in almost less than half the time it would take for internal development teams to build it.

## Port Your App

If you already have a strong presence on other smartphone platforms and plan to port your application to Firefox OS, Applait can help you. One of the best parts about coming to Firefox OS is that your applications tend to be highly reusable across other smartphone platforms. But Firefox OS itself has a lot to offer. To explore the real power of the platform, your app needs to be ported as a packaged app. We can help you ease this entire process and ensure your application goes live on the Firefox Marketplace in the shortest possible time limit. We help you stay ahead of the curve.

## Platform Integration

Sometimes just having an app is not enough, and Applait helps you do more with Firefox OS. The best of apps nowadays have a remote server-side component as well. We can manage the integration of the entire platform with your services and build a system that addresses your problems and remains scalable.

## OEM Solutions

Carriers and device manufacturers have very specific needs, tied closely to the carrier implementations or device specifications. We help OEMs and carriers implement solutions that can be shipped out with the devices, tailor-made to provide an amazing customer experience.

## Train your team

If you already have a strong developer team and need your team to become experts in Firefox OS related development, Applait can boost the learning process. We augment teams by providing professional trainings that help developers scale up faster, and gain deeper understanding of the platform. In the end, you end up with a team who can develop your in-house applications with more confidence.

# Why Consider Us?

*A new platform — no matter how down to earth — has its own conventions & gotchas.*

We've seen businesses struggle with even trivial problems, waste billable man-hours, run into long email threads and go through the rabbit hole of Internet, looking for one tiny piece of information, that only an expert can comfortably answer (and often so, does it with a smile, before you even finish your question).

Often, the blockers which enterprises face for a successful app release for weeks and months, are quickly unclogged with the intervention of someone from Applait. By and large, we at Applait take less than half the time to develop the same solutions, compared to in-house development teams, who are unfamiliar with & in need of Knowledge Transfers to produce efficient solutions on the platform. If the complexity of the problem in hand is higher, the difference will be even higher — that's a promise!

In a nutshell, here are the top few reasons why should Applait be your first choice for Firefox OS platform solutions:

1. You don't need to build your own Firefox OS development team.
2. You get a team who are experienced with all facets of Firefox OS.
3. You get a team who are comfortable with developing for all major Mobile OSs — enabling your app to reach multiple platforms.
4. Your team gets equipped with expertise, through our hands-on trainings.
5. You work with a team who put quality over quantity.
6. You don't get billed by the hours. We bill you for the value you derive out of the solutions we deliver, by understanding your needs and delivering the right product.
7. You can sit back and relax and see your idea take shape in the hands of expert developers or watch you own team become experts themselves!

# How Do We Work?

**We engage in multiple modes, depending on the requirements.** We are open to working in different styles, each of which depend on the client's needs. We can take complete responsibility of the project, work as an augmentation to existing development teams or help your teams scale up through on-site trainings.

**We spend time on understanding the problem statement.** We take full a picture of the problem statement we are about to solve and propose estimates of requirements and delivery.

**We research,** and depending on the complexity of the problem, we dive deep into research and bring up more than one way of solving the problem at hand.

**We tailor the solutions just for you, as per your requirements.** Based on the client's feedback, we improve those possible solutions and implement them into a final product. Throughout this process, we keep up an active feedback loop to mitigate issues early on.

**We charge you for the value we provide.** We bill for the value our solution has created for our client. It is not based on man hours. We use a value-based pricing model to provide with a smart cost estimation that truly reflects the quality of the product we have built.

We love open-source and, so, we offer attractive discounts to our pricing if the final product we are rolling out is published under open-source licenses.

## A success story: Finder

Our team identified that there was no app on the Firefox Marketplace which helps in searching files on the device. Thus, we started a small project, that we named Finder. In the process, we figured out that other developers were looking for libraries that would help their apps scan through file system for specific files. So, we built a reusable event-based library for accessing device storage, and we named it FinderJS. FinderJS forms the backbone of our Finder app.

We launched Finder in the late first week of October 2014, and within the first week, it had reached 400 downloads and ranked 5 stars with 12 ratings. Finder got featured in a handful of tech sites and received positive vibes on social networks as well.

It took us a total of 2 days to build Finder — 1 day to build FinderJS and another day to build Finder. We prototyped early, released early and got in early feedback. Now, Finder forms a strong presence in Applait's portfolio, and we are taking it to the next level everyday.

### Related links:

1. [Finder on Firefox Marketplace](#)
2. [The official release announcement of Finder](#)

# Where To Find Us?

You can simply reach us at:

```
{
  "Soumya Deb": {
    "title": "Co-founder & CEO",
    "email": "deb@applait.com",
    "phone": "+91 738 770 5588",
    "skype": "debloper"
  },
  "Kaustav Das Modak": {
    "title": "Co-founder & CTO",
    "email": "kaustav@applait.com",
    "phone": "+91 740 601 0110",
    "skype": "kaustavdm"
  }
}
```

And physically, we're based out of Bangalore.

Locate us at:

***Applait Technologies LLP***  
*# 5, MCHS, Sector 4,*  
*HSR Layout, Bangalore,*  
*Karnataka, India — 560 102*