Business Case

Top Universities Want Big Results

Background

Even the best-known and established learning institutions need a mobile presence. To join the mobile age where students, alumni and staff want to be informed 24/7; where perspective students are attracted to technology modern and academically challenging schools.

One of America's best universities understands this need. One of the most respected Ivy League universities sought a mobile web application that could service its 25,000 students with campus and course information.

Alumni worldwide were also included when planning the digital campaign with an application to connect and organize meet-ups. The last piece of the mobile puzzle was a map application for visitors and interested students.

All in all, the university wanted to do things right from the start by investing in technology that would work from the get-go. The results were outstanding.

The Situation

The university knew they needed to incorporate technology to their changing educational landscape, so administrators penned a digital communication strategy that included mobile versions of school websites and native mobile apps. To best serve students, mobile strategy included general information about the school and more detailed campus-oriented content, such as class schedules, library times, athletics and social event activities.

Within eight weeks the school had the first elements of their mobile presence working. The solution was quickly implemented because the university turned to Mobile Campus from Modo Labs. Students viewed the

Highlights:

- Big or small, institutions must have a mobile presence to compete in this digital era.

- The right technology will produce successful results worth every penny.

- Mobile applications can include anything from class schedules and campus maps to library hours and directories.

- Modo Labs Mobile Campus Solution addresses all these needs.

- Mobile Campus and the open source Kurogo Platform are a perfect tool for universities to build mobile presences and engage their student communities.

school's main websites on their phones or tablets easily and efficiently.

A more elaborate application was released just three months later to fulfill the school's vision to target three main groups: Mobile Campus for current students, Mobile Tour for visitors and Mobile Reunion for alumni. Supportive feedback followed.

With more than 5,000 downloads of the mobile application and 40,000 hits per month on the mobile websites administrators couldn't be happier.

"The app is amazing and beautiful, already exceeding expectations and alumni are abuzz about it," an administrator said. "It directly supports the university's digital communication strategy."

Summary

Mobile Campus contains Kurogo Mobile Optimized Middleware (MOM) that takes information from any system and pushes it to mobile users in a method and format that allows for easy consumption. Kurogo MOM seamlessly draws data and content from existing data sources, helping universities rapidly and painlessly integrate with existing IT systems and is a software platform built for architecting a complete enterprise mobile application strategy.

Kurogo's ability to deliver mobile applications seamlessly from mobile web to native applications allows a university to control not only the content but also the development cost of the application. Modo Labs provides the Mobile Campus solution out of the box but also works alongside university development teams from the proof-of-concept stage to the deployment of sophisticated, customized solutions.

Whether budgets and timeframes are large or limited, Modo Labs works with every client to implement the best solutions that deliver.

About Modo Labs

Modo Labs offers mobile solutions and support services to help universities and enterprises take advantage of the fast growing Kurogo Open Source Mobile Platform. Our technology integrates with and transforms data and content from any source, and presents it on any mobile device.

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