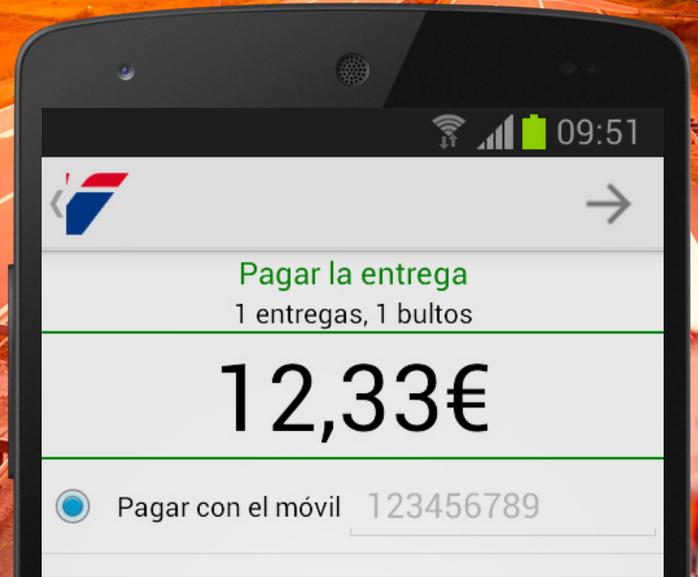




— CASE STUDY

MRW expands to Android with ease using Xamarin



HIGHLIGHTS

Development time cut by 50% by using Xamarin versus using Objective-C or Java.

MRW migrates field app from Windows Mobile to Android, with the opportunity to reach iOS very quickly, by reusing 90% of the code.

Full featured app includes secure communication and local data encryption, offline support, multi-threading, barcode scanning, photos, signature capture, identity management, mobile payments, and more.

About MRW



MRW is Spain's leading national and international express transport company. The organization is powered by 10,000 people linked to the brand in over 1,300 franchises and 64 logistical platforms in Spain, Portugal, Andorra, Gibraltar, and Venezuela.

Handling an average of 40 million parcel deliveries per year, MRW ships to more than 200 countries and provides service to more than 10,000 online stores.

“Without Xamarin, it would have taken at least twice as long to have the full feature set of the app built and tested.”

Alberto Silva, R&D Manager at Moving2u.

A mission critical element of the company's success is the MRWMobile app that supports 2,500 concurrent users in the field by helping them with process optimization, including delivery coordination. MRWMobile was developed by the company's Portugal-based partner Moving2u, which specializes in creating line-of-business solutions using the Microsoft .NET Compact Framework for mobile devices.

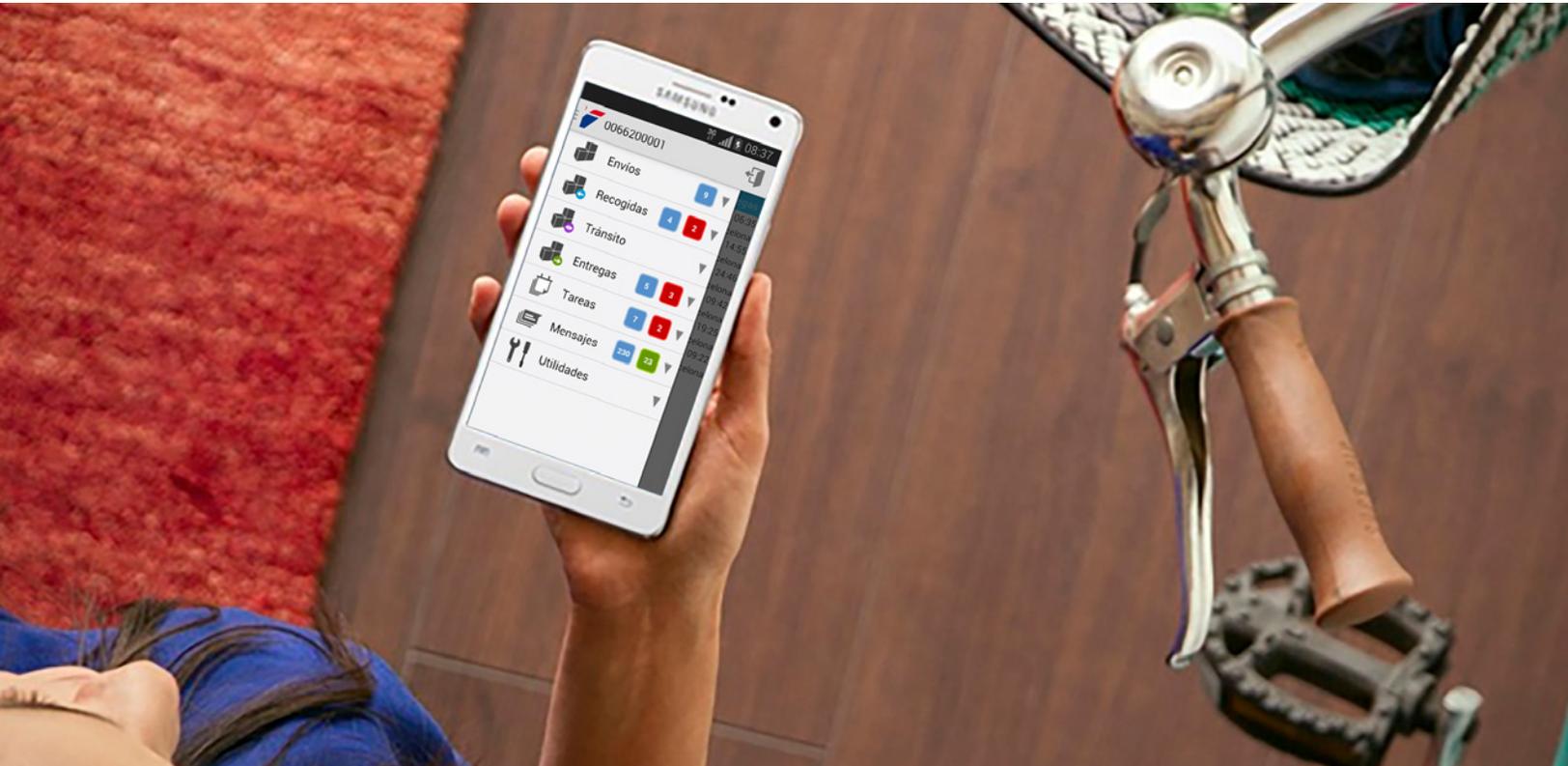
Moving2u worked closely with MRW to create the MRWMobile 3 app for Windows. After the success of MRWMobile 3 on Windows, MRW wanted to expand to Android.

The next challenge Moving2u and MRW faced was how to create the Android app as efficiently as possible, while maximizing the potential future reuse of code and not giving up the performance and features of a native Android app.

Security, integration, scanning, location, payments, and more

“Extending our app to Android has been good for users because we’ve retained the familiar ways of using the Windows Mobile app, while also introducing platform-specific UI for those already used to working with native Android behavior.”

Ruben Bubi Pardos, Project Manager at MRW



Workers in the field use the app for a spectrum of uses, including proof of picking up deliveries in real time, receiving new work orders in the field, and for rescheduling order pick ups and deliveries—all while using secure communications and local data encryption. To support these functions, the app needs to support a range of capabilities, including offline work, local storage, push sync, multi-threading, barcode scanning, photos, and signature capture. The app also incorporates geolocation, multilingual support, multiple user profiles, mobile payment, printing, document scanning, and internal communications with messages and tasks.

The magnitude of requirements coupled with budget and conflicting project roadblocks created time-to-market challenges. “Without Xamarin, it would have taken at least twice as long to have the full feature set of the app built and tested.” Alberto Silva, R&D Manager at Moving2u.

The resulting app was immediately popular with users. Ruben Bubi Pardos, Project Manager at MRW notes, “Extending our app to Android has been good for users because we’ve retained the familiar ways of using the Windows Mobile app, while also introducing platform-specific UI for those already used to working with native Android behavior.”

Ease of development

Moving2u has found a winning combination for ease of development in using C#, Microsoft Visual Studio, and Xamarin. Alberto notes that the three-developer team had created code equal to several years of development with the previous app in the first seven months of the project.

“When MRW decided to move their MRWMobile 3 app from Windows Mobile to Android, we suggested Xamarin because it would enable us to reuse the C# development already in production,” says Alberto Silva. “Using Xamarin.Android allowed us to provide MRW with an Android version of the Windows Mobile app in a short time, because C#, .Net, and Visual Studio is the most productive combination of language, platform, and IDE for our skill set.”

99% code sharing

As MRW prepared to expand from the Windows Mobile app to the Android platform, it wanted to ensure it was doing so with a solution that would support future opportunities. Alberto says it will be easy if MRW decides to expand to other platforms: “If MRW were to expand its app to the iPhone, or to a Windows 8 device, we estimate that Xamarin would enable 90% code sharing from the Android app.”

“We didn’t want to get stuck on a single platform,” says Ruben. “We wanted to be ready to target new platforms and devices in the future if needed, and we’ve gained that by using Xamarin.”

“Xamarin is the right approach for any serious Android, iOS, or mobile cross-platform app development,” says Alberto. “Even if you don’t plan to go cross-platform, the productivity of Xamarin in producing an app for a single platform in C# is unmatched.”



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About Xamarin

Xamarin is the new standard for enterprise mobile development. No other platform enables businesses to reach 2.6 billion iOS, Android, Mac, and Windows devices with 100% fully native apps from a single shared code base. Xamarin is used by over 1 million developers from more than 100 Fortune 500 companies to accelerate the creation of mission-critical consumer and enterprise apps. Xamarin’s global customer base in 120 countries includes Dow Jones, Bosch, McKesson, Halliburton, Blue Cross Blue Shield, Cognizant, GitHub, Rdio, and WebMD. Xamarin is a Visionary in Gartner’s 2013 Magic Quadrant report for Mobile Application Development Platforms. For more information, please visit xamarin.com, follow @xamarinhq on Twitter, or give us a call at 1 (855) 926-2746.