

# CASE STUDY

## WEATHER-DRIVEN APPLICATION FOR IPHONE



### Client Overview

Our client, WSI (Weather Services International), is the world's leading provider of weather-driven business solutions. Their innovative products, services and software satisfy the professional weather needs of the most demanding media, aviation, energy trading and utility customers in the world. WSI delivers forecasts that are precise in time, location and intensity – using proprietary algorithms to detect severe weather as it occurs and operating a proprietary high resolution precision forecast model.

### Business Challenge

WSI decided to strengthen its presence in the market by developing a weather application for mobile platforms. The application was developed for the iPhone, due to its rapid growth and popularity among users.

Since there are many weather applications already available for the iPhone, the client needed to differentiate the application from others, making it flexible and easily customizable for their customers.

softserve

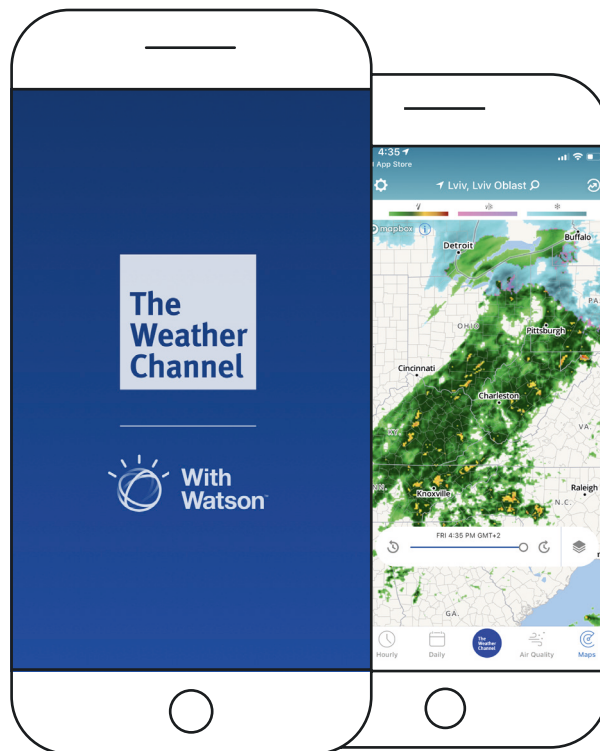
## Project Description

Being a long-term partner for WSI, SoftServe was chosen to build such application. The team developed a weather-driven application that possessed many sophisticated functionalities and features, including:

- A skinning subsystem which made the application highly customizable and easy to configure for each specific endcustomer
- A Google MapKit (bundled with the iPhone Software Development Kit (SDK version 1.0) as a base engine to visualize the map, overlays and hints, in order to navigate over various locations

SoftServe developed a media Really Simple Syndication (RSS) parser and incorporated support for video services that provide access to media content via MRSS feeds.

One of the challenges the SoftServe team encountered was to apply a realtime effect onto the overlay imagery. Therefore, it was decided to use Open Graphics Library (OpenGL) Application Programming Interface (API) to solve this task with the best performance.



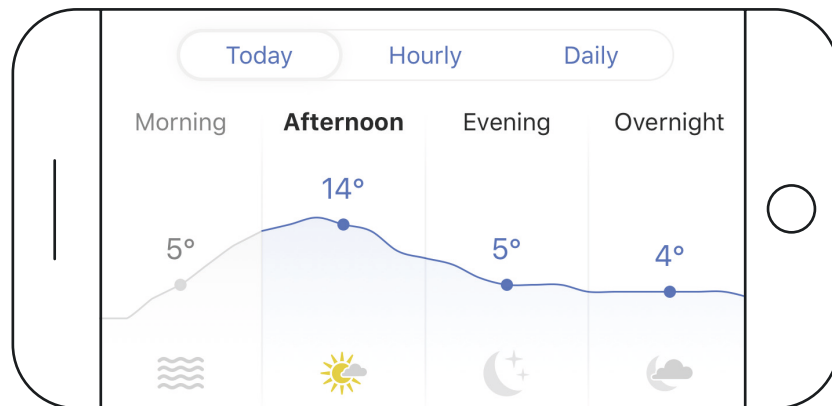
## Technologies

During the project, the implemented technologies include the following:

- Objective C
- xCode
- iPhone SDK
- OpenGL ES 2.0
- GLSL (shading language)
- Perforce (source control system)
- Pragmatic (defect tracking system)..

## Value Delivered

By delivering a top-notch mobile application for the iPhone, SoftServe created a new direction for our Client's business. We helped WSI become more competitive within the mobile applications market, while strengthening their position in the weather-driven solutions industry. After this project's success, we have delivered the product on other devices and mobile platforms, such as iPad and Android.



## ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience are built on a foundation of empathetic, human-focused design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

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