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## **For Immediate Release**

Rapidsoft Systems Helps a Major Newspaper and Media Company in India to Cut Operational Costs Using Custom Developed Mobile Applications

### **Summary**

*Rapidsoft Systems, Inc., a leading product and software development company this week delivered a set of custom mobile applications to one of the largest newspaper and media group companies in India. The applications will enable company to use its field officers in over two hundred cities to update local circulation, payment information and other operational data in real time. This is expected to streamline a challenging field operation and will result in significant savings and operational efficiency.*

Princeton Jct, NJ, April 28, 2011

Rapidsoft Systems Inc., a leading product and software development company recently delivered a set of mobile applications for a major newspaper and media group company in India. These applications will enable company to gather circulation and payment collection information from its field officers in nearly 200 cities in real time. The application supports several mobile phones such as Blackberry, Android Phone, iPhone and J2ME Nokia Symbian phones. This is the first such mobile application of its kind in India. This makes the company a pioneer in using mobile technologies for operational efficiency. It is expected to streamline a challenging field operation and will result in significant cost savings.

The distribution and management of newspaper publishing in a country of size of India is a big challenge. But if you have to publish it from 20 odd cities and distribute to over 1000 cities and towns within a few hours every day in the morning, it really gets daunting. The variable demand from each city center requires that the central production office is capable of monitoring all aspects of newspaper distribution. It needs accurate data to forecast daily circulation demand to reduce the expensive newsprint waste. In addition, there are numerous other issues such as managing payment collection, updating field agents' information and gathering field officers' daily reports. Working closely with the customer's in-house operations management team, Rapidsoft Systems' engineers created custom circulation and payment management application to automate the entire process.

One key aspect of the application is the emphasis on security since data gets into a central ERP system. Any data from the field has to have proper validation and proper authentication. All aspects of system and/or application misuse were considered. This resulted in a robust application that is easy to use and does not create security vulnerabilities. The key features of the application are:

- Easy to use interface with drop down form fields for easy data entry
- Auto fill of relevant fields from the central server. The application automatically syncs with the data from the central server
- Validation of all input data and norms check
- Works with a number of devices such as J2ME, iPhone, Blackberry and Android Phones
- Secure Field operation with user and device authentication built in the application.

Commenting on the development, Mr. Gurbinder Mavi, VP of Sales, Rapidsoft Systems Said, " Though we have been working on Mobile software for many years, developing these mobile applications presented some unique challenges. The development team worked closely with customer's operations and engineering team and this cooperation greatly helped all aspects of the applications. We are very proud of the end results as this Phone Application has some great features tailored to each mobile platform. We truly believe that this is a very useful application for everyday use and the users will love the ease of reporting data and the management will be pleased with savings that it provides."

Rapidsoft Systems is a corporate level approved developer for iPhone applications with Apple, and is member of Blackberry Development Alliance with Research in Motion (RIM). Rapidsoft Systems, Inc works closely with NSTL for CDMA Brew Application in arranging True Brew Testing (TBT) certifications. Rapidsoft Systems, Inc has proven experience and skills in whole Brew application development and distribution cycle.

### **About Rapidsoft Systems, Inc.**

Rapidsoft Systems, Inc. (<http://www.rapidsoftsystems.com>) is an Outsourced & Offshore Software Product Development company with headquarters in the United States and product engineering centers in United States & India. It partners with technology companies and software-enabled businesses to help them bring quality software products to market through dedicated or on-demand offshore engineering teams. It has a subsidiary, Mobisoft Technologies (<http://www.mobisofttechnologies.com>) dedicated to mobile applications.

Rapidsoft Systems, Inc. has its main office in Princeton, NJ, USA, a US R&D Center in Mercerville NJ, and sales, support and development offices in Palo Alto, CA, USA, Singapore, Dubai (UAE), Bombay, and Noida (India).

Rapidsoft Systems, Inc. competence lies in its ability to offer full software product lifecycle services in verticals such as Mobile, Networking, Healthcare, OSS, VoIP, Embedded, Business Intelligence, Security, Finance, Logistics, Web 2.0 Social Networking, Media & Entertainment, Gaming, Travel & Hospitality, Education & Training, Web Applications and Retail. Its technology expertise includes Java/J2EE, C/C++, Ruby on Rails, RDMS, Open Source, SaaS/On-Demand, Siebel CRM, J2ME, Google Android, Qulcomm BREW, iPhone, Palm Pre, Windows Mobile, Flashlite and Symbian platforms.

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