

# APP for smartphones and tablet PCs for the world of Publishing

The main group in Italy dealing with local and national circulation and distribution for the Newsagent Channel entrusted Praxi Informatica with devising an APP able to boost the information service the company offers Publishers. The result is an APP for smartphones and tablet PCs that is proving very popular, to be followed up by other developments aimed at allowing additional, customised information to be requested by individual publishers.

## Context

Our client entrusted PRAXI with studying a solution to offer publishers access to sales data via smartphones and tablet PCs.

The aim of this solution is to give publishers mobile access to their sales data and to compare them with the data of their competitors. In addition to sales data, our Client suggested making a general analysis of the market also accessible via the APP.

The project allowed for the devising and creation of an APP for publishers, which publishes the data already available in the corporate datawarehouse, through a very simple, immediate distribution and consultation mode. Trends and comparisons with the preceding period are shown by means of an eye-catching, intuitive graph typical of the solutions distributed on smartphones and tablet PCs.

## Results

Data are quick and easy to interpret, and updated constantly, which has contributed to the success and circulation of the APP among publishers. The feedback collected is positive, and suggests using the same system to integrate other information useful for analysing the publishing market.

Currently under study and development is an evolution of the APP that will allow for the distribution and consultation of additional information, tailored to the needs of individual publishers.



*improving performance*

## PRAXI SpA

PRAXI is a leading Italian company in the sector of management consulting.

Established in 1966, it is structured as follows: 250 Employees (40 Managers), 10 Locations, € 6 million in Share Capital. The company's main activities are divided among four Divisions: Management Consulting, Information Technology, Valuations and Appraisals, Human Resources.

PRAXI's ability to offer integrated services is a key factor that makes the company stand out as a multi-disciplinary liaison in corporate consulting. Its cross-cutting approach combines perfectly with its innate ability to foster partnerships, seen as an opportunity to take on the clients' goals and build long-lasting professional alliances.

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