

## Client Profile

Snowfly is a full-service employee recognition and incentive company based in Laramie, Wyoming. It offers and supports a complete workforce incentives system consisting of online programs, motivating rewards, and consultative services. Its proprietary solution allows employers to create, implement, and manage incentive, recognition and reward programs that work as a catalyst for quantifiable improvements in workforce performance, morale, and retention.

For more information, visit Snowfly website at <http://snowfly.com/>.

## Business Situation

To keep pace with competitors and changing global trends, Snowfly needed to offer its clients a mobile platform in addition to their existing web solutions. So Snowfly approached Deerwalk to create a mobile platform that would not only provide existing customers with easy access via iOS or Android phones but that would also open the door for new customer bases in the future.

## Solution

Deerwalk decided to use PhoneGap, an open source framework that allows engineers to build mobile apps for multiple platforms simultaneously. PhoneGap uses standard web technologies like HTML, CSS and JavaScript so that more platform specific languages like Objective-C or Java are not needed. Deerwalk's PhoneGap-based solution allowed for a single development process to generate a product that would work on two platforms (iOS and Android). This effectively cut the development time, saving the client both time and money in the process.

The mobile apps that Deerwalk built for Snowfly provide the following:

- *Main Page*: View news, pending recognition, and account history.
- *Goals Profile*: Fill different questionnaires to get tokens.
- *Game Room*: Convert available tokens to points.
- *Redeem Points*: Use points to get dollars and prizes.
- *Leadership Tasks*: Approve/reject goals submitted by users.
- *Personal Settings*: Change password and personalize one's settings.

An introductory video of the application is available [here](#).

## Results

After a few months of development work, the Snowfly mobile app was released in both the Apple app store and the Google play store. Snowfly now has a mobile application that works on both iOS and Android devices, and users can browse and review their goals, play games or redeem points easily and quickly on their mobile phones.

## Client Testimonial

"They met our expectations. Actually, they exceeded them by delivering the iOS platform on a very quick turnaround! Having worked with other clients, they knew how to serve a client 10 time zones different than theirs. We will go to Deerwalk for additional needs without hesitation!"

## Technologies Used

- PhoneGap
- MySQL Server
- Tomcat Server
- JQuery Mobile