



Civitas Media Builds 80 Native Mobile Apps in 2 Days

Rapid multi-app rollout powered by MobileSmith

Expanding the Multi-Channel Engagement



Civitas Media is a dynamic multi-channel local information company encompassing over 100 publications, many of which have served their communities for over a century. The company operates across 11 states including North Carolina, South Carolina, Ohio, Illinois, Missouri, Virginia, West Virginia, Pennsylvania, Georgia, Kentucky and Tennessee, and publishes 35 daily, 28 weekend editions and 63 weekly publications for a combined circulation of over 1.6 million.

Civitas Media wanted to provide a variety of interesting and relevant communications across multiple channels, aiming to delight and inform its communities through the use of modern technologies.

Challenge: "Around the World in 80 Apps"

With a growing share of its reader base accessing publications on their mobile devices, Civitas Media saw the need to make its content available via native smartphone apps.

80

The company embarked on an ambitious project - developing and deploying **80 native mobile apps** for its local publications within a short time frame. Each of the apps had to be built for both iOS and Android platforms.

Like many companies, Civitas initially considered custom app development, as well as template-based mobile development solutions. Neither of these approaches provided the combination of **scalability** and **customization** required for a smooth and cost-effective rollout of multiple full-featured apps.



Solution

The company made a strategic decision to use the **MobileSmith app development platform**, which enables rapid enterprise app development with no programming required:

- Fully native apps for iOS and Android
- Unlimited replication and reuse
- Fully customizable UI and functionality
- Seamless enterprise versioning and upgrade
- Easy content management from a dedicated back-office

Turning to MobileSmith, Civitas Media anticipated an accelerated development and deployment cycle, while ensuring a customized UI and mobile experience for each local newspaper app. After only three months of gathering requirements and creating custom graphics for each app, Civitas set out to build and deploy all 80 apps at once.

Results

80 apps were built in **2 days**, with deployment to app stores scheduled over the following month. Each app is available for iPhone and Android smartphones, making a total of 160. No coding was involved at any stage. Each of the apps is managed from a dedicated account by a local coordinator. The platform provides flexibility in design and content on a local level while ensuring centralized deployment, management, and versioning of the entire app portfolio.

We selected MobileSmith for our multi-app rollout strategy because it provided a superior combination of scalability and customization. The ability to build and deploy dozens of customized native apps without writing code will add to Civitas' power to provide the right content at the right time to its mobile readers.

~ **Michael Bush**, Civitas Media President and CEO

The company can further expand its mobile strategy through unlimited replication, reuse, and customization of its mobile portfolio. The anticipated ROI is tremendous!

About MobileSmith

MobileSmith allows anyone with a great app idea (or 80!) to build unique, native apps for iPad or Smartphones rapidly without writing a line of code. The ground-breaking MobileSmith™ technology enables business managers to quickly and cost-effectively take their company mobile with self-built, full-featured native apps. MobileSmith clients can also seamlessly integrate their app portfolio with their enterprise systems and securely manage all mobile solutions in the cloud.

MobileSmith
Your Quickest Path from Idea to App

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