

Symantec Demonstrator iPad

Symantec came to Compsoft with a common problem: how could they organise the vast array of material available for their salespeople into one intuitive package, with great design such that it could either be used as a learning resource or directly in front of customers? The answer was through an Apple iPad app.



Custom-built for Symantec's internal use, the app features a graphically rich interface that lets users navigate directly to their area of interest. Containing a wide range of content, including videos, documents, presentations and white papers, it lets Symantec's sales employees access the content they want incredibly quickly. Neatly organised into different categories, which then each contain a framework for the user to follow, it also ensures that no vital steps are left out of the selling process, and that the whole sales team is delivering a consistent message with up-to-date content.

The iPad app contains a host of productivity-enhancing features including an index roll (which shows thumbnail previews of each slide to allow fast jumping to the relevant one), a drop-down shortcut bar (which lets users jump to other parts of the app) and a slide-out question and answer panel (which contains common questions that customers might ask).

Section menu screen with custom drop down menu



Accessing the navigational menu



Developed from scratch in just 6 weeks, Compsoft delivered all elements of the innovative app, including graphical design, user interface layout, development of a custom 3D carousel control and on-device database. Further planned enhancements include a live content management system which will enable Symantec to push out content changes instantly, and an even wider range of compatible content types.