



School 4 Startups UK boosts interactivity and user engagement through mobile learning tablet solution

CUSTOMER PROFILE

School for Startups' overarching mission is to foster economic development and innovation by training entrepreneurs and supporting "young businesses" worldwide. S4S programs not only teach new business owners the skills they need to start, run and scale a strong business, they ensure that entrepreneurs become a part of supportive, self-sustaining communities they can grow with over time. S4S has trained more than 12,000 entrepreneurs, and supported hundreds of thousands more through articles, online events and instructional video.



BUSINESS CHALLENGE

School 4 Startups courses are based on a web e-learning platform that connects students with premium multimedia content, ranging from videos and audio file to PDFs and text files.

Since entrepreneurs taking part in the S4S program are most of the time on the road, mobile connectivity to the web platform was a key ingredient for the program's success.

However, the S4S team was interested in tracking each of the student's activity through the existing accounts already setup on the web e-learning platform and also keeping a close eye on security issues.

In addition, the application was not intended for commercial use, therefore an alternative solution to the app's distribution was requested.

SOLUTION

In order to streamline the integration process we have deployed a cross platform mobile application from our single code base technology, and connected the application directly with S4S's e-learning platform through their proprietary API and instantaneously imported multimedia and user accounts data into the mobile application.

The existing user accounts were also made available on the tablets, while the communication between the app and the S4S e-learning server was made over a **https secure connection**.



Appscend's OTA (Over the Air) distribution system made it possible for S4S to deliver their cross platform mobile application in a controlled environment, pain free, without having to hassle with the App Store & Google Play submission, review and distribution process.

SOLUTION

At the same time, the S4S tech staff was able to connect to Appscend through the available API, documented [here](#) in order to import relevant data and statistics about the available user base and their activity within the mobile solution.

Account creation was also made available from the mobile application, with a periodically sync system between the two databases. At the same time, the S4S tech staff was able to connect to Appscend through the available API, documented [here](#) in order to import relevant data and statistics about the available user base and their activity within the mobile solution.

RESULTS



“Appscend is a real game changer for companies that want to develop and manage a solid mobile solution.” Doug Richard,
Founder – School For Startups
UK.

The S4S mobile learning solution was deployed using Appscend’s Over the Air (OTA) distribution system to a number of 150 tablets (iPad & Samsung Galaxy Tab)

Based on their unique credentials, students in the S4S program were able to take their online courses right from the tablet while their progress, in terms of multimedia consumption was easily monitored from Appscend’s dashboard

