

Black Book USA, A Division of Hearst Media Corporation: A Case Study

Black Book sought the following from their iPhone application:

- ✓ A visually appealing user interface and seamless design that matched their current style and branding.
- ✓ Handles a data file that contained 85,000+ unique vehicles with 17 different values for each vehicle.
- ✓ The ability for the end user to filter the 17 values even further using 6 dynamic parameters - either individually or combined, all on the fly.
- ✓ The capability to sort through three different user data files on the fly for all queries.
- ✓ One application source code with two unique, independent application modes – “Dealer” and “Consumer.” Each of these application modes is a separate application that has been integrated into a single framework.
- ✓ A scanner that can accurately scan the VIN barcode on the actual vehicle using the phone’s camera, and automatically retrieve vehicle values.
- ✓ An automatic login for dealer accounts, which also validates and checks the expiration date on each account.
- ✓ A customizable user profile, which also manages credit card renewals for daily, weekly, and monthly account subscriptions.
- ✓ Timely storage of any vehicle value and image directly onto the device for easy recall.
- ✓ The ability to instantly download complete vehicle images and new data sets through a web service.

“Iconic Solutions was great to work with on our first iPhone project. I wish all business partners brought this level of professionalism and expertise to the table.” – Mike Compton, VP of Information Technology, Black Book USA, A Division of Hearst Media Corporation.

Not only did Iconic Solutions deliver a first-class application that fulfilled all of Black Book’s detailed requirements; but our impeccable design became Black Book’s **new standard for mobile products**. Our experienced development team worked with Black Book to ensure their every expectation was met and exceeded. After all, our mission is to **help our clients do business better** and we believe that with their new application, Black Book will certainly outshine their competition.

