



Barclaycard

Software Merchant Inc. developed an iOS version of Barclaycard's Customer experience Magazine, which allows their customers to access every issue of the magazine directly on the iPad.

The Customer Experience Magazine

The Customer Experience magazine is published quarterly by Barclaycard and is distributed at no cost to Barclaycard Customers. Customer Experience Magazine is the online magazine packed full of industry news, blogs, features, reports, case studies, video bites and international stories all focusing on customer experience.

The Challenge

Senior Management at Barclay wanted to launch a mobile application on the App store to make their customers updated on industry news, blogs, available on a mobile platform.

Software Merchant Inc

Software Merchant Inc is well-positioned in the Mobility segment of the outsourced product engineering market. We provide cost effective and efficient Mobile application solutions by using best practices and employing a smart combination of experts from our worldwide pool of resources. We ensure a better understanding of the business and ensure seamless communication with our clients by bringing in local consultants with rich domain expertise.

The Solution

Software Merchant Inc developed a simple application only for iPads, within a span of one month, where all the updates of customer experience magazine are made available on a common mobile platform, without the need to click and scroll through several pages of archives on the homepage of the Barclaycard website. Some of the core functionalities of the UI include the collection view page - where users can subscribe to or read any magazine of their choice and the Newsstand framework – which saves each downloaded issue onto a library folder.

The Benefits

This virtual magazine also helps in marketing and promotion of the Barclay brand and creates awareness of these magazines for those in Finance and also for those who have a special interest in Finance & Investment industry.

Appendix:

Exhibit 1: Cover of the latest Barclaycard magazine

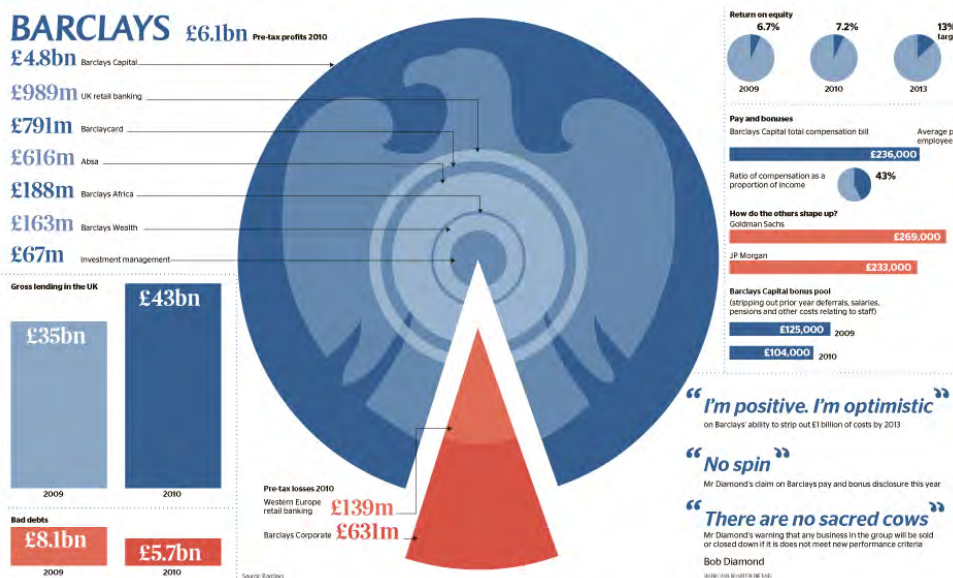


Exhibit 2: Main screen with access to all information of funds.



CHALLENGE
In 2005 the Government launched tax-efficient Child Trust Funds to help parents save money for their children.

Barclays challenge was to generate 20,000 online account openings for Barclays Child Trust Fund.

SOLUTION
We created the biggest UK website for childcare guidance which directed parents to the Barclays Child Trust Fund product.

This unique portal allowed Barclays to become the only financial adviser to use health related word searches on the internet.

RESULTS
29,000 CTF accounts were opened in the first 2 months.

This equated to an additional £2m put on deposit for the next 18 years.

As a result Barclays have acquired a valuable database of 29,000 new customers.

Exhibit 3: Preview of the magazine on iPad

