

Worldline Mobile Competence Center

Mobile Competence Center
Your partner in mobile solutions
and digital enablers around mobile



Worldline

Experienced Mobile Competence Center providing business-oriented mobile solutions to any company or public institution



Worldline has a center of excellence with key competences to define, build and manage the lifecycle of mobile projects both end-to-end and specific services. We have also a portfolio of mobile solutions for different sectors and digital enablers around mobile.

- 100+ mobile technologists experts
- 15+ years of experience, with international references
- Lab with 100+ mobile devices for development & testing
- Mobile Framework allowing high competitiveness and quality
- Located in Barcelona (Mobile World Capital 2013-2023), Madrid & Cáceres

Key Competences

Our model "Think > Build > Run" allows to define, design, develop and manage the lifecycle of mobile projects:

III. Run

- ▶ Public apps markets **approval and publication** service.
- ▶ **Maintenance of the apps** during its life time.
- ▶ **Monitoring** of the indicators (mobile analytics) and impact's evaluation of the app in the end users.



I. Think

- ▶ **Business development team and expert consultants** able to offer consulting, pre-sales support and mobile R&D project management.
- ▶ **Innovation workshops** with our clients to help them on the discovery, definition and specification of new ideas and solutions applied to their business.

II. Build

- ▶ **Conceptualization and Design of the User Experience**, generating all needed graphical components.
- ▶ **Development and integration** of mobile applications multi-technology & multi-device.
- ▶ **Testing & QA** ensuring the quality of the mobile applications.



Grace to our Mobile Framework we can be very competitive, offering our customers improvements of up to 20% in the reduction of development costs and delivery times, increasing quality.



Our software development delivery model is based on Agile methodologies, in particular SCRUM.

In the new paradigm of the Connected Life, Mobile is the primary interface to digital core

Mobile Solutions and Digital Enablers around mobile

Based on our existing assets and experience we can customize, adapt, and deliver mobile digital solutions to our clients:

Mobile Messaging Platform

Robust and reliable platform that offers a wide catalog of digital messaging solutions:

- SMS and short codes
- SMS with legal validity
- Push-App Notifications
- Other services like WhatsApp, Email, etc..



Mobile Technical Office

Oriented to companies and institutions with a medium / high volume of Apps to be managed, we offer a Mobile Technical Office service that includes:

- Governance
- Specialized team
- Standard tools
- Process and indicators



Mobile Enterprise

We offer solutions to mobilize processes and key tasks for the company or institution:

- Sales Force Mobilization
- Work Force Mobilization
- Connected Office / Employee



Horizontal solutions for all kind of companies and public institutions



Digital Enablers



Wearables



Smart Textile



IoT Devices



Proximity Services



Augmented Reality



Blockchain



AI, Chatbots, Virtual Assistants



Machine Learning

Vertical solutions for the main market sectors

Health

Mobile solutions to provide healthcare and wellbeing smart services through web, mobile terminals, IoT devices and wearables, for Connected Patients, Social Services, Pharma and Insurance companies.



Retail

Mobile solutions oriented to improve shopping experience both on-line and in store through the use of mobile devices, beacons, interactive screens and other digital technologies.



Public Administration

Mobile solutions to provide smartmobility contextual services to the citizens through mobile devices and extensible to other digital channels as interactive furnitures.



Other Sectors

Specific solutions and references in multiple sectors:

- Banking and Finance
- Energy and Utilities
- Automotive
- Transport
- Tourism
- Media
- Telco, etc.





About Worldline

Worldline [Euronext: WLN] is the European leader in the payment and transactional services industry. With innovation at the core of its DNA, Worldline's core offerings include pan-European and domestic Commercial Acquiring for physical or online businesses, secured payment transaction processing for banks and financial institutions, as well as transactional services in e-Ticketing and for local and central public agencies. Thanks to a presence in 30+ countries, Worldline is the payment partner of choice for merchants, banks, public transport operators, government agencies and industrial companies, delivering cutting-edge digital services. Worldline's activities are organized around three axes: Merchant Services, Financial Services including equensWorldline and Mobility & e-Transactional Services. Worldline employs circa 11,000 people worldwide, with estimated pro forma revenue of circa 2.3 billion euros on a yearly basis. worldline.com

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The mark of
responsible forestry