

MOBILE COMPUTING SOLUTION: INTEGRATED SOCIAL LEARNING PLATFORM FOR HIGHER EDUCATION

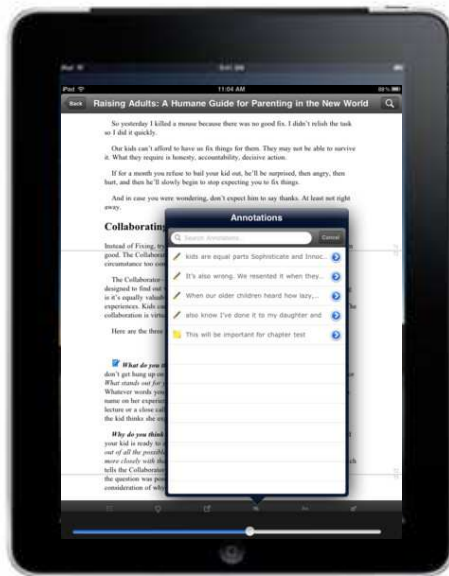
“The ICC developed applications allow students to access and produce study content on their mobile devices including notes, video, audio and images, which can all be tagged for easy access and sharing through our platform. It simplifies students’ lives by giving them the ability to learn on the go and in a way that best suits their schedules.”

Rob Reynolds, Director of Product Design and Research, MBS Direct

Missouri-based MBS Direct turned to Information Control Corporation to develop their mobile presence to increase the use of the MBS social platform and the productivity of college students.

ICC consistently delivers innovative, engaging, mobile solutions by integrating rich user experiences with enterprise applications to empower users, consumers and customers.

The mobile experts at ICC created a series of mobile and tablet apps to extend the MBS Direct digital content platform for university students across the United States.



INDUSTRY

Higher Education

CUSTOMER PROFILE

MBS Direct is a national online textbook distributor for K-12 schools and higher education institutions. All book and electronic inventory is based on course lists submitted by the school or institution to streamline the content fulfillment process for students.

BUSINESS SITUATION

To expand MBS Direct service offerings to create a highly collaborative mobile learning environment where students can access and produce study content on mobile devices.

SOLUTION

The mobile experts at ICC partnered with MBS Direct to create mobile apps to access the MBS Direct integrated learning management and content platform.

BENEFITS

- Improves student productivity
- Provides increased availability as a multi-platform mobile solution
- Integrates with Facebook and Twitter to create a collaborative learning environment

ICC SERVICES

- Mobile Computing
- Android App Development
- iPhone/iPad App Development

SITUATION

MBS Direct is an online textbook distributor for K-12 schools and higher education institutions, based on course lists submitted by the schools. The online environment includes a social learning platform that connects learners to content and communities. The platform features an open modular architecture that provides organized learning content for student resources and an e-reader for all digital content.

To enhance their market-leading social collaboration site for university students, MBS Direct desired an integrated mobile platform to connect to their learning management systems. The improved system is expected to increase sales of books and other digital learning material.

SOLUTION

ICC partnered with MBS Direct to create a mobile platform giving students full access to important study features available through its online platform.

Mobile solutions dramatically change business interaction. Having a mobile presence is critical as organizations compete to drive brand awareness and revenue while decreasing operational costs.

ICC understands the unique challenges that organizations face in adopting technology to meet their business goals and we immerse ourselves in meeting those challenges to produce business value through our adaptive, outcome based approach.

RESULTS

ICC partnered to create rich mobile solutions to create a highly collaborative learning environment. Students using the mobile apps can:

- Access all the study materials posted on the main platform
- Create new notes and flashcards (which automatically sync to the main platform)
- Record lectures to capture all the key points of upcoming exams
- Take photos of lecture hall white boards and other helpful study materials
- Share content with classmates via Facebook and Twitter

Mobile computing is just one of the nationally recognized application development areas at ICC. For more information about ICC's business and technical services, visit www.iccoho.com.



Fit studying into your busy lifestyle

Study anytime, anywhere with MBS Direct study apps for your mobile devices. Now you can trade notes, peer edit papers or collaborate on group work from just about anywhere.

INFORMATION CONTROL CORPORATION:
APPLICATION AND INTEGRATION SERVICES

The ICC Application and Integration Services team focuses on the business objectives our clients need to achieve success. We envision innovative solutions using emerging technologies, then integrate technology, knowledge and processes to give our clients sustained competitive advantage.

This case study is for informational purposes only. Information Control Corporation makes no warranties, express or implied, in this summary.

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