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**Mobile
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*Defining the
Future of
Mobile Apps*

EASYRAY

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EASYRAY

Defining the Future of Mobile Apps

By Royce D'Souza

“I still remember many predictions that by 2000 there would only be about a million cell phone users!”-- Padmashree Warrior, former Chief Executive Officer of NIO U.S. as well as a member of its board of directors.

Boy, were they ever wrong!

The significance of mobile phones in our everyday life and activities has been undeniably unending. Mobile devices have emerged as the colossal point of attention for people and businesses alike, courtesy of the various opportunities and

features that mobile phones offer today. Through the development of mobile applications, companies are directly communicating with their customers more quickly compared to a website. “Anytime someone builds a little application that runs on a cell phone, there’s something that goes on the server,” -- James Gosling, Canadian computer scientist, best known as the founder and lead designer behind the Java programming language. In-app purchases, promotions, and ads have a more significant impact on the customer as compared to social media ads, roadside banners, and email marketing. Be it information, accounts, booking form, or newsfeed; a mobile app features them all. Since it is nearly

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impossible to reach the target clients at the same time at different places, one of the significant benefits of a mobile business app is that it offers greater exposure on various mobile devices at a given moment. Leveraging this trend, Italy based Easyray provides the development of cross-platform mobile applications (iOS, Android, Windows)and design and development of management systems and websites. “Our quality of the services makes us not just a supplier, but a real business partner since we are always ready for all aspects of the transformations and natural evolution of a company,” says Eng. Antonio Raimondo, founder and CEO of Easyray.

The Foundation Being Laid

Easyray, conceptualised with the ambitious idea of being a strategic partner for companies of any sector and size, started as a freelance group by developing applications in ASP, PHP, JAVASCRIPT, C and C++. Since the beginning, the company focused on usability and user experience, these being the foundation of all its projects.

In 2006, Easyray joined the University of Pisa as a highly qualified ICT group dealing with project planning and digitalisation. The firm created the UniPOS system (to store the university exam results digitally), which became the official system of the University of Pisa, Milan, Brescia and Alma Mater in Bologna. In 2008, Easyray, acquired by the Consorzio Pisa Ricerche (CPR), became the IT department for members (Regione Toscana, the Province and the Municipality of Pisa, University of Pisa, Sant’Anna School of Advanced Studies, Scuola Normale Superiore, CNR, among others...).

In December 2012, Easyray detached from CPR, becoming an independent brand. Easyray continued the collaboration with the University of Pisa and other Universities. Today, Easyray is still working with members of CPR in more than 40 projects and has a portfolio of around 120 customers.

A Powerhouse of Pros

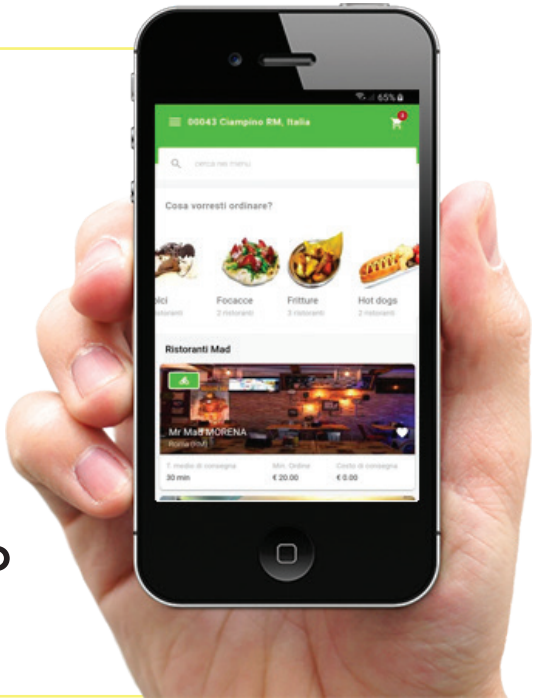
Easyray comprises of highly motivated professional people from the best Italian universities such as Sant’Anna and Normale Universities in Pisa (Italy). “We are always up to date in the field of computer science, and we have a huge amount of experience, and we aim to excel in every project,” adds Raimondo.

The company has grown over the years and now is not only a group of IT developers and engineers, but also includes personnel graduated in economy and web-marketing. Having a multi-vision approach, today Easyray, therefore, deals with every aspect of the project, both technically and promotionally.

“What makes us a winning team is a strong ability to understand and to share the objectives of our customers: this is the pillar of problem-solving,” states Raimondo. The agility of the company’s structure guarantees an extremely rapid quality service suitable for the customer’s needs--making Easyray the reference point of the customers in a continually changing market.



We come from the corporate finance world, and now we have the base of the transactional world added to our experience, giving us end-to-end expertise, from the operations to managerial decisions



The most developed trends of recent times concern e-commerce systems, home delivery, booking, blockchain technology and in all the situations where processes tend to be dematerialised. Easyray can realise any trend, at 360 degrees. “Our customers are diversified, and our product portfolio includes all the trends, from those of recent years to those present, with an excellent projection to those of the future,” adds Raimondo.

What Makes Easyray Stand Out?

Depending on the sector of a client’s company, on the amount and type of data and the processes-to-manage, Easyray develops an effective and efficient web application that meets its client’s business needs. The company begins from the analysis of the needs and moves onto the workflow of the client’s company to create suitable software.

The most significant difference between Easyray and their competition lies in the research background that precedes the realisation of a project. All the team members originate from the university; therefore, before development, Easyray conducts in-depth research that leads to draft feasibility and user experience documents. In the medical field, for example, the company has created specialised hardware (sensors) which, attached to the patients’ devices/PCs, allow a remote analysis of patients. For this reason, Easyray’s applications are ideal to launch brands: an intuitive interface, easy to use, but elegant and refined enough to leave a mark and it ensures the optimal running of the program.

The administration panel, which is configured differently depending on the type of the app gives everyone complete control over the contents, and everyone can freely modify and integrate them.

One of the unique traits of Easyray is to solve situations that seem impossible. Many of Easyray’s clients were on the verge of giving up their ambitious projects because of their previous developers or due to various problems. When they approached Easyray, the company examined their situations and helped them carry out their plans. Take the example of the iUTO, an innovative e-commerce app that previous developers had not been able to continue because it was considered to be not feasible. However, Easyray developed the iUTO app and presented it in China--attracting a lot of interest from the financiers. Shortly, Easyray is going to launch three new versions of the app.

The Future is Ours

Geographically, Easyray has already established itself in Europe and Asia, especially in Dubai (where the company has a second office), London, Budapest and Bucharest. The company will be entering new markets such as the US. The firm is also looking forward to leveraging the technology trends that will dominate 2020, such as artificial intelligence, augmented reality and big data analysis, exploiting the best technologies available and suitable for specific situations—in short, leaving no stone unturned to become a real business partner, ready for all aspects of transformation and natural evolution of their clients! **CA**