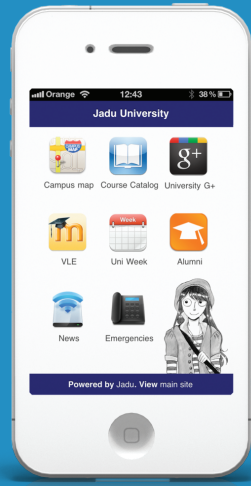


Jadu Mobile Web

Customer experience delivery
for the mobile web



Jadu®

Your customers use their mobile devices with a specific task in mind. In many cases, it's the key tasks and services they need - not your full web site. To keep your customer experiences rich and engaging, mobilize your existing content and applications over the web using Jadu's Mobile module - fully integrated with your Jadu platform.

The Jadu Mobile Web module provides Jadu customers with powerful, task oriented management tools to easily create mobile applications using content from your Jadu platform.

The Jadu Mobile Web module is powered by a Software as a Service (SaaS) platform called Weejet. Weejet is a Jadu technology that provides a hosted, fully managed and maintained mobile service.

Utilizing the powerful MyJadu API that underpins the Jadu CMS, content and data from the CMS is presented through a series of mobile 'AppTemplates'. Administrators of the Jadu CMS are able to access the Weejet AppStudio through the Jadu Control Centre and publish content to the mobile web site.

Now your organization can build and deploy mobile web apps with minimal technical skills to quickly respond to the changing requirements of your customers and the rapidly evolving mobile web.

- **Manage your organization's mobile web presence**
- **Create your own mobile apps and apply styles/branding**
- **Extend the reach of content in your Jadu CMS**
- **SaaS model within a resilient and secure environment**
- **A platform designed for the rapidly changing mobile web**

Using AppTemplates to create apps

There are many AppTemplates available in the mobile web module. Using the Directories AppTemplate for example, administrators can easily create apps by linking to a Jadu CMS Directory in the AppTemplate and uploading a suitable icon. For example, if the administrator has created a Directory called 'Libraries' which lists all libraries by area and zipcode/postcode, an app can easily be created simply by selecting the correct directory from the CMS and assigning an icon.



The AppStudio: AppTemplates can be dragged into the Mobile workspace and linked to content in the Jadu CMS. In this example, a Directories AppTemplate is used to create a Libraries app that links to a Libraries Directory in the Jadu CMS.



The result is an app available in the mobile website that lists all libraries, details of the Directory record (in this case, details of a library) and a map (using Google Maps).

Other AppTemplates

It is possible for developers to create their own AppTemplates using programming skills. Developers can create apps that link to any web application, back office system or database using industry standard integration methodologies such as JSON, XML and WebServices.

There are a number of AppTemplates available for the Jadu CMS with many more becoming available directly (for in the Jadu Mobile Web Module interface).

Styling and branding mobile apps

The Jadu Mobile Web Module offers the flexibility to easily style and design templates without the need for technical skills. The module offers an interface (similar to Twitter), where administrators can add logos/icons, colour and style to templates.

The SaaS service

The Weejet platform is hosted from the secure Government Cloud that Jadu has developed in partnership with Rackspace. This highly resilient infrastructure ensures we maintain 100% network uptime with substantial 24/7 security monitoring, disaster recovery and failover. The Jadu Mobile Web module is then installed onto your instance of the Jadu CMS (wherever this may be hosted).

Thanks to the robust SaaS model upon which Jadu has developed the Weejet platform, we are able to implement features and functionality rapidly to keep up with the accelerating development of the mobile web, along with the increasingly fast rate of customer adoption of smart phones and devices.





Jadu - (Sanskrit). Magic. Pronounced: Jar-doo
Ancient Sanskrit term commonly used in Hindi:
*To effect change by magic, To appear by magic,
To control by the use of magic.*

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