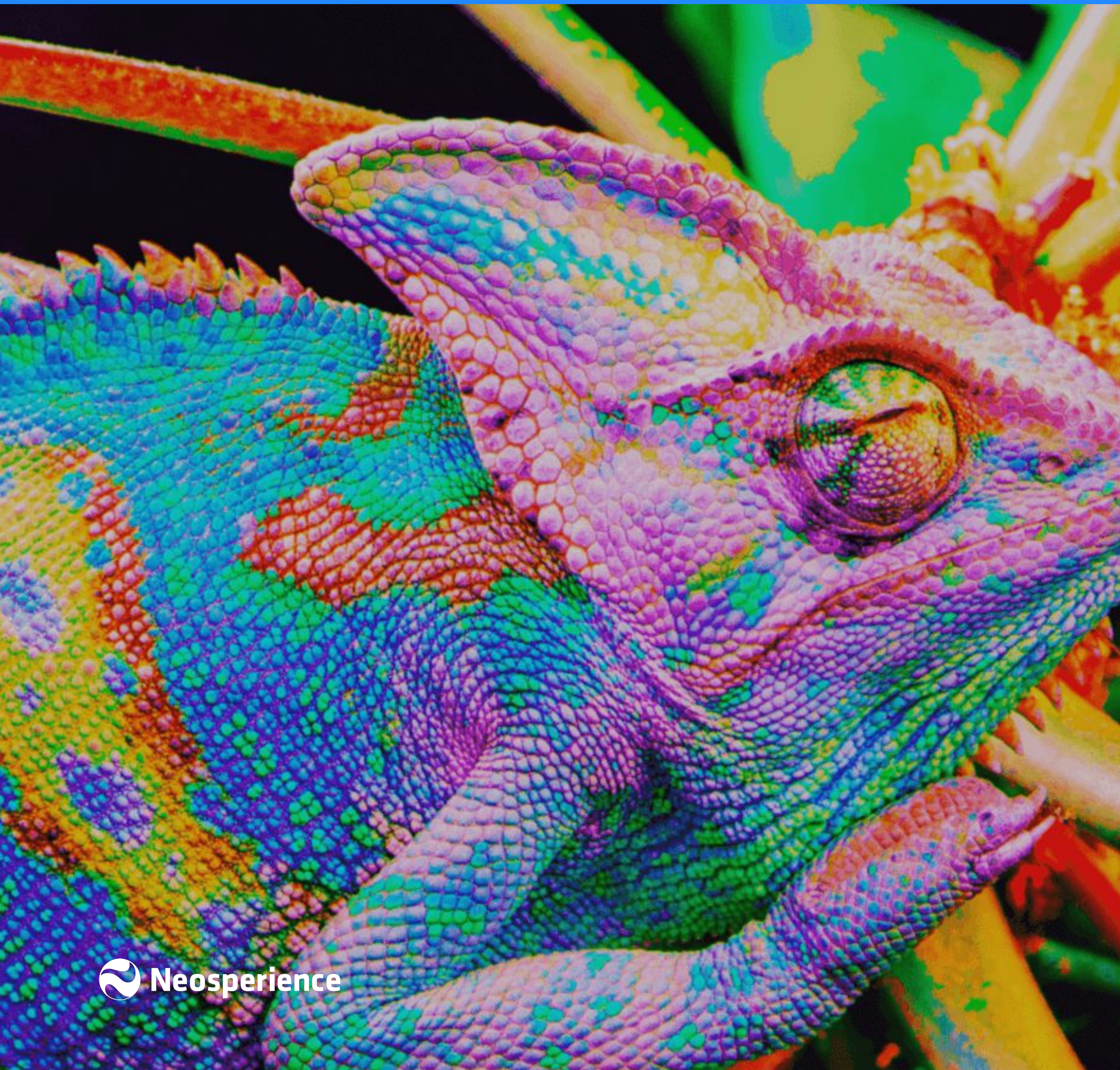




# Skinnable App

The App that reconfigures itself for all your channel partners



The white-label app that reconfigures  
itself for every business need.

# NEOSPERIENCE

## Empathy In Technology

We design digital solutions for companies that want to grow their business and increase their customers' value, introducing Empathy into Technology,

Technologic evolution is shaped around performance optimization, and has generated significant changes in the relationship between brands and customers, sacrificing the value of individual relationships in favor of efficiency.

In order to re-establish a non-mediated relationship with customers, companies have to change their perspective, including empathy in their relationship and sales processes, both online and offline.

Neosperience is offering a range of ready-to-use solutions, to help offering targeted experiences to each customer. This way you can get to know and localize your clients, increasing your brand value and sales margins.

In February 2019, Neosperience has been listed in the Italian Stock Exchange. Neosperience technology allowed to develop several start-ups, renowned for their innovation potential in each one of their fields.

Everyday our professionals work to blend technology with empathy, merging dream, form and use function, to benefit all of our customers.

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# SKINNABLE APP

The App tailored to your sales partner, to engage customers and give value to your channel

Today, products and services companies using a direct channel model have difficulties in recognizing their customers' needs and establish with them a direct and long lasting relationship. Each partner or store on the online market needs to secure customer loyalty if it wants to increase the business value.

## The Solution

Skinnable App consists of a back-end service and a generic app, able to configure according to the final customer's selection and change its form, colors and contents for a specific economic agent.

The generic app, once it is initiated, reconfigures itself becoming specific for every single channel partner. This way, the final customer could select, automatically or manually, his favorite store or partner and access personalized contents according to the partner or the store.

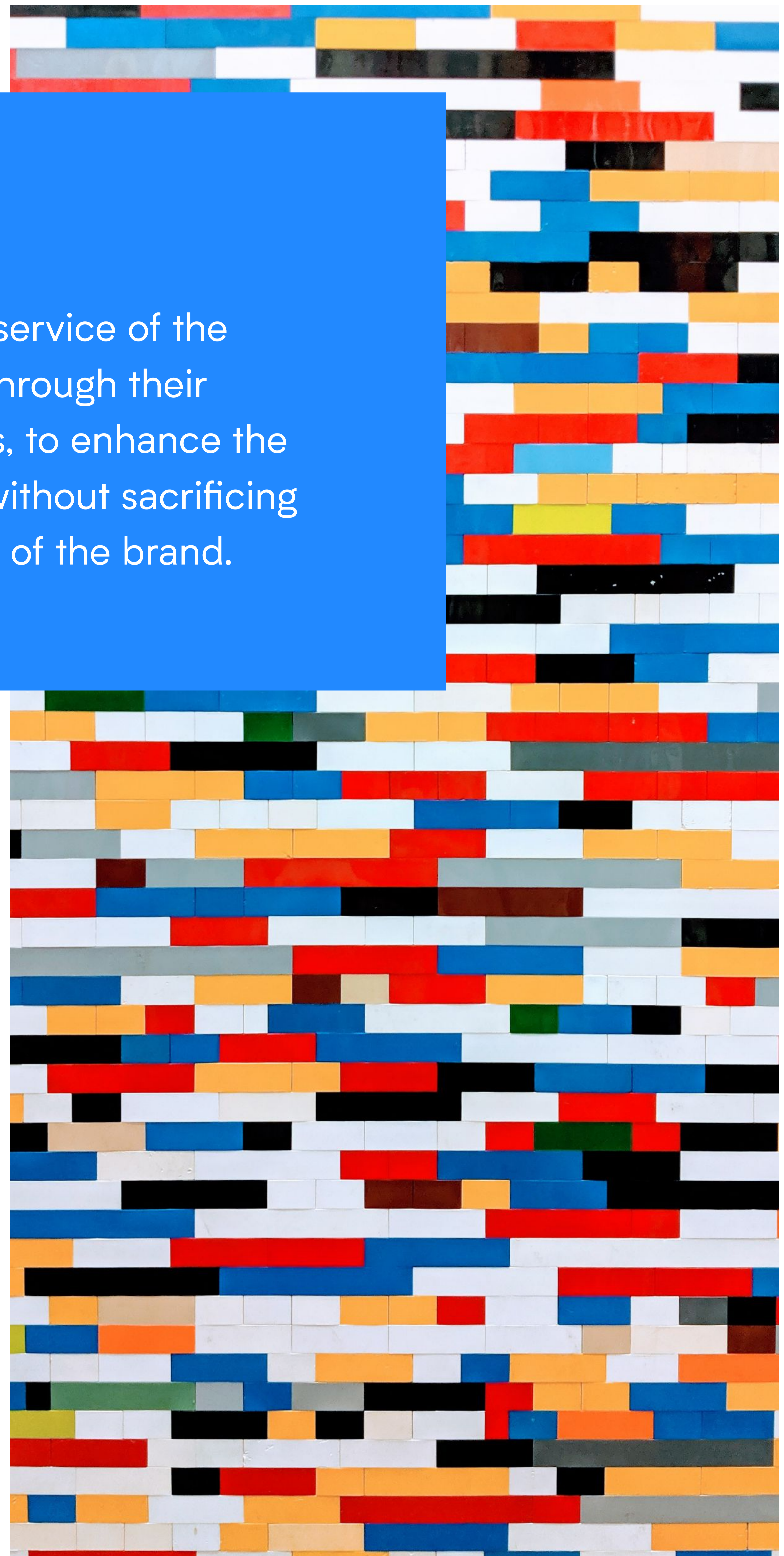
# UNIQUE VALUE

## Skinnable App

A unique digital system at the service of the economic operators who sell through their commercial partners' networks, to enhance the uniqueness of each operator without sacrificing the communicative coherence of the brand.

## Competitive advantages

Using Skinnable App you can facilitate and personalize your final user experience and, at the same time, spare the network's single operator the realization of a new app, with its consequent expensive development and maintenance costs.



# Case Studies

# APP4HEALTH VIVISOL

The Pharmacy in your Pocket







## The concept

App4Health is an Italian startup, born as a Vivisol (SOL Group) spin-off, a reality operating in the European health market of telemedicine and home care. Thanks to Skinnable App, it transformed itself from being a simple service provider to a real everyday partner, closer to the patients' needs and habits.

## The context

App4Health's mission is to improve people's well-being, and that's why it pursues the spread of culture and prevention, stimulating customers to adopt healthy lifestyles. The dedicated app and web service help booking the necessary medical examinations and suggest the most effective therapeutic tools. The choice to use Skinnable App allowed App4health to always be present and close to the customer, becoming the meeting point between the patient and the services dedicated to his health.

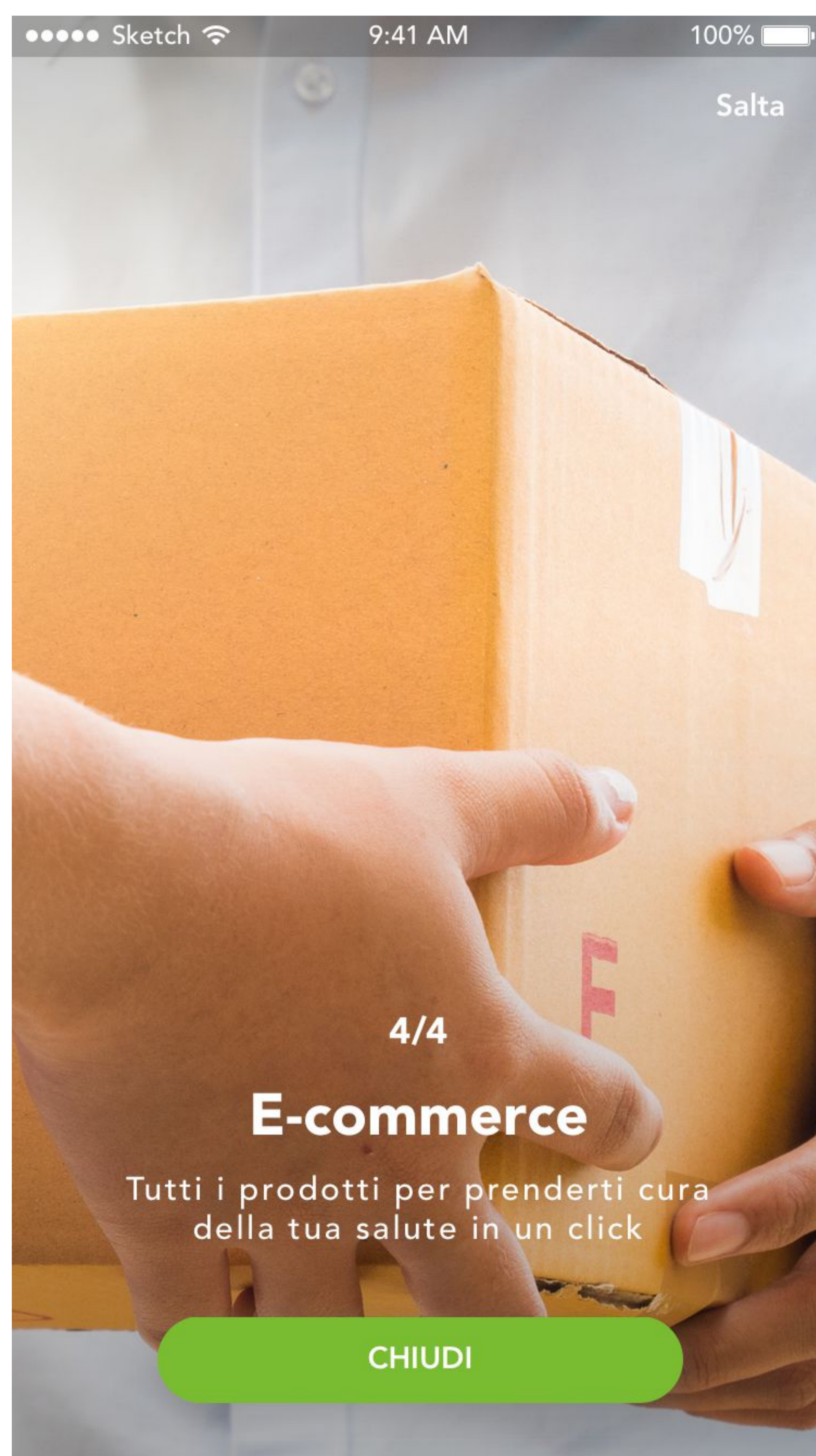
# APP4HEALTH

# VIVISOL

## Solution and architecture

As it was shifting from a traditional B2B business to a more challenging B2C context, Vivisol asked Neosperience for a support in the realization of an ambitious project based on a new business model. Neosperience implemented the App4Health project using the Skinnable App Solution as a foundation, based on Neosperience Cloud.

The resulting architecture consists of a multi-tenant app, where the contents coming directly from the pharmacies and the Vivisol brand, once they are verified, are made available to the final user. As an additional benefit for the customers, discounts and engagement solutions have been developed, such as coupons and promotional offers for the e-commerce.

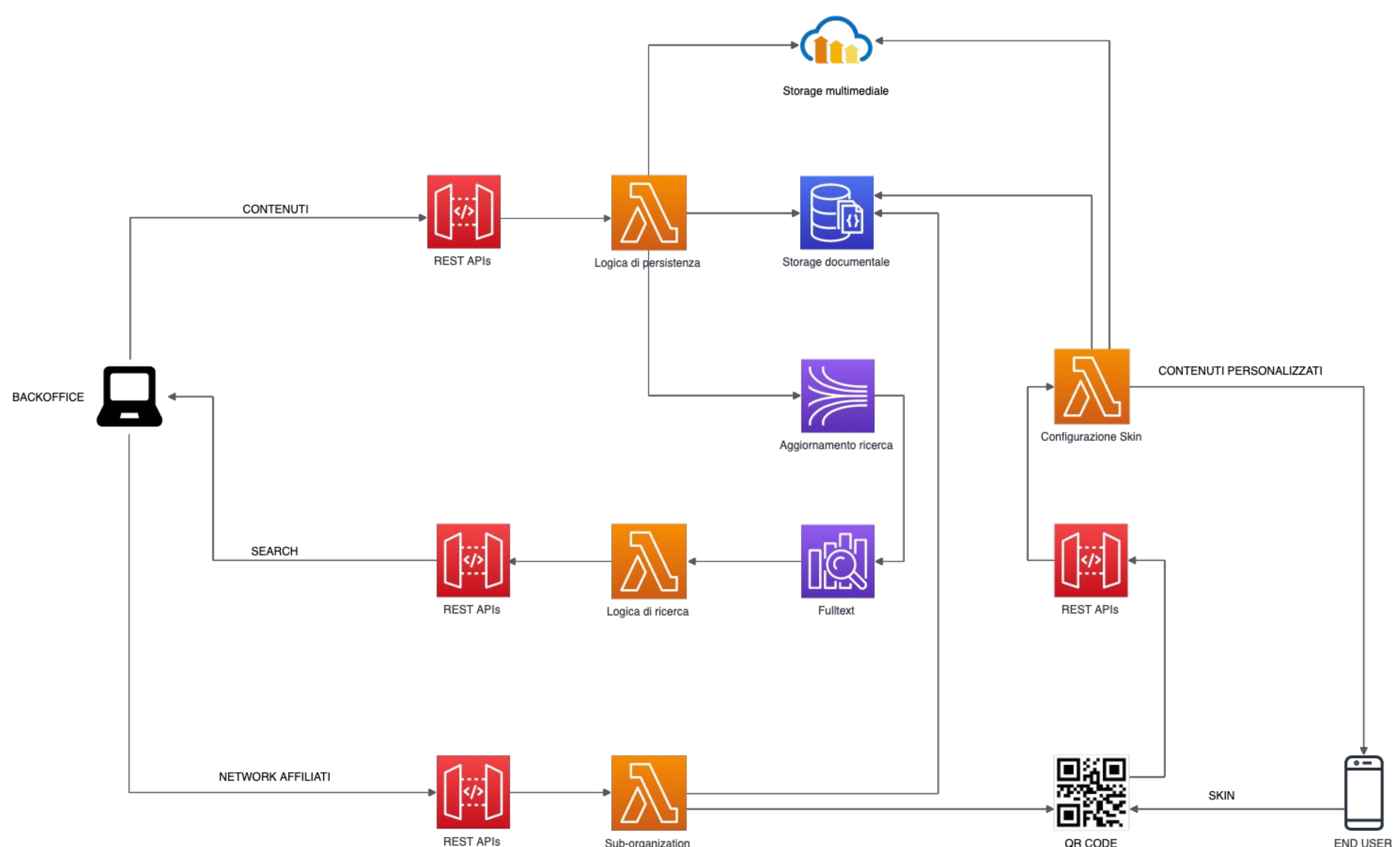


# Data Sheet

# SOLUTION ARCHITECTURE

The Solution allows those companies that base their business on an indirect sales network to reach their final customer. The web management application allows the network administrator to list all the affiliates, like the partners constituting the sales channel, by assigning them a unique code and a qr-code.

The system operator of the lead company uploads and organizes audiovisual contents accessible to the customers, while sales partners operator, with personal credentials, can access to and run the contents related to his own point of sale.



Finally, the final user can configure the app on a particular sales point, by simply scanning a qr-code or localizing himself geographically, in order to view both the lead company's contents and those of his favorite affiliate.

## **Administration Console**

The Skinnable App solution is provided in a Software-as-a-Service (SaaS) mode, easily accessible through a dedicated console.

Contents upload and system configuration take place through a Web Application, accessible through a common desktop browser. Accesses with different roles and permits allow to insert different contents.

The network administration creates and governs the affiliates' networks, associating them with a qr-code and moderating their contents. It creates the access credentials for every sales partner and it invites them to access to the system to upload new contents. The company's system operator uploads and organizes the audiovisual contents of the lead company. Such contents are always visible inside the mobile app.

The partner inserts and organizes the audiovisual contents of the point of sale. He also decides the aspect of the app once it is configured, according to the specific sales point (its own colors and logo). Such contents will be visible only inside the configured app, by scanning the relative qr-code. The contents uploaded by a partner won't be visible to other partners, but will be verifiable - and eventually amendable - by the network's administrator.

## Services

The Solution architecture is based on Microservices developed thanks to Neosperience Cloud on Amazon Web Services infrastructure.

Every sheet that includes contents is memorized, through dedicated cloud functions, on a documental MongoDB database. All the digital contents, gathered inside a media-library, are managed through Cloudinary. Every function is developed with Serverless technology on stack NodeJS and benefits from the support of AWS Lambda and APIGateway to guarantee scalability and access security, and is exposed with public API REST OAuth2 authentication.

## Mobile App

The Solution includes a mobile white-label app available both on iOS and Android platforms. The App, inclusive of every function, can be configured and published on the stores exactly as it is delivered, or it can be personalized in the user interface to be adapted to the coordinated corporate image.

The application can work in two ways: configured on a specific partner or not configured.

When it is not configured, the app shows the colors and logo defined by the system operator. In this case, it will only show the contents inserted by the publisher, i.e. the lead company.

The final user will be able to configure the app for a specific affiliate, by inserting the unique code or by simply scanning the qr-code. This way, the app will change its aspect by taking the colors and logo defined by the sales partner, and it will show its contents.

The app is able to receive push notification sent by the administration console. All the users will receive the messages sent by the lead company operator, while only the apps configured on a specific sales partner will receive the notifications sent by the responsible person.

The app collects a set of statistics about the final customers behavior, which can be visualized and elaborated by the company operator and by the various sales partners.



# SECURITY AND DATA PROCESSING

The data managed by Skinnable App don't have particular confidentiality requirements, as they don't allow to identify the user in any way: the system doesn't memorize any sensitive information (including the client's IP), in full respect of the GDPR. All the statistics collected inside the app are gathered anonymously.

The access to the administration console takes place with personal credentials. E-mail address and password are transmitted on a safe HTTPS channel. Console users are memorized in encrypted databases and satisfy all the GDPR requirements.

Finally, all the requests to the web services are sent with an encrypted connection and the services are authenticated with JSON Web Token (OAuth2 Bearer Token).

# THIRD PARTIES INTEGRATIONS

Following the API-first approach by Neosperience Cloud, Skinnable App is easily integrable inside third parties systems as SaaS service, safely used thanks to the strong OAuth2 authentication.

The support for authentication according to the Basic Authentication workflow allows to use machine-to-machine credentials, therefore particularly suited when the client is a web service, instead of a web console user.