Objective It Develop New Broadcasting App Called SMARTbrief

The development of a new broadcasting app by Objective IT allows businesses in a variety of sectors to keep workers informed whilst on the move.

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SMARTbrief is a new modular approach to creating and distributing video briefings. The broadcasting app includes safety tours and operational and service updates broadcast to a mobile workforce to help improve safety, performance and engagement.

SMARTbrief is delivered by Junction 9 Network, an internal communications specialist based in Saffron Walden in Essex. Junction 9 Network provide innovative communications such as graphics, photography, videos and video briefing production services to rail and transport businesses across the UK.

Objective IT created the system utilising Microsoft Azure Media Services. The technology comprises of an administration analytics system with a front-end portal, alongside a mobile broadcast app for usage on the move. Microsoft Azure Media Services are used for premium video workflows, bring broadcast-quality video streaming services to reach larger audiences on some of the most popular mobile devices.

The innovative product will provide an efficient software platform that can be licenced and utilised by numerous businesses in a variety of sectors. SMARTbrief allows the streaming of video content and sharing of documents to desktop computers, iOS and Android devices. The portal and app can be fully customised to offer a totally client-branded experience.

Karen Harding, Head of Marketing at Objective IT said: 'This innovative product will provide an efficient broadcasting software platform that can be licenced and utilised by numerous businesses.

'SMARTbriefs is being used by companies in the rail industry, it also has great scope for use by construction and engineering companies, or any industry where safety briefings are paramount.'

By developing the new broadcasting app, Objective IT have opened up a world of business benefits for those who choose to use the software. Some of the business benefits include quick to broadcast, can reach a wide mobile workforce, easily distributes documents and the latest updates and can send out SMS alerts immediately.

Boilerplate:

Objective IT is a leading software development company based in Chelmsford, Essex and serving clients throughout the UK. Specialising in building forward-thinking bespoke software, cross-platform mobile and tablet apps, Objective has remained a respected Microsoft Partner since 1992. The company also offers data analytics services. For further information on how Objective's data scientists can benefit your business please contact the team today.

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