

Sonim Technologies Leverages Centercode to Connect with Its Developer Community

A CENTERCODE CASE STUDY



Sonim Technologies

COMPANY



Ultra-Rugged Smartphones

INDUSTRY

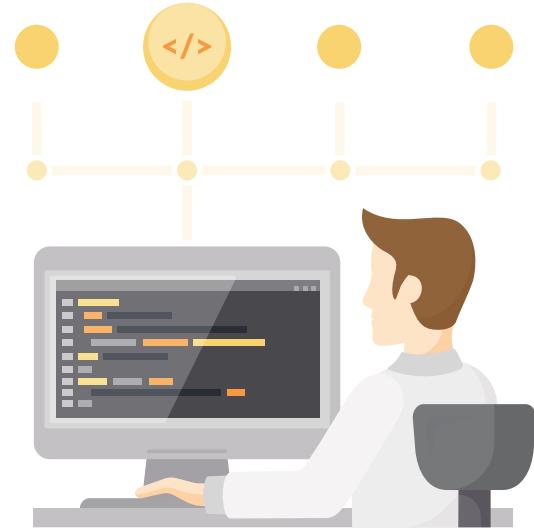


THE CHALLENGE

Sonim Technologies was looking for a better way to connect with and gain feedback from their developers. As a manufacturer of ultra-rugged smartphones, their products needed to work for everyone from construction workers to US Army trainees. Their developer community was key to making sure their phones had the apps those niche markets needed.

"Our customers are from very underserved populations," explains Jay Maniar, Sonim Technologies' Vice President of Corporate Development. "We sit in this world of Goliaths and our relationships with our developers are what really sets us apart. Our app developers are our connection to our customers."

The problem was, their methods for communicating with their developers just weren't cutting it. Sonim Technologies needed a secure platform where they could seamlessly provide developers support tools and software, as well as provide an easier channel for feedback. As a result, they reached out to Centercode for a user-friendly and flexible platform that could be scaled in complexity as needed for each segment of their developer community.



THEIR NEEDS



Insight into a wide variety of niche audiences



A method for managing their community of developers



Flexibility to scale and adapt as they grow



Using Centercode to build our developer community has allowed a lot more voices into our product development process.

JAY MANIAR / Vice President of Corporate Development

THE SOLUTION

Even though the **Centercode platform** is designed for beta testing, Sonim Technologies saw the potential to use it instead to better connect with their developer community. Using the platform, they were able to segment their developers by the different markets they develop for, which allowed them to quickly provide each developer tools that were directly relevant to them, whether it be access to APIs, video tutorials, or device emulators. Aside from using the more traditional beta testing tools of the platform, they were also able to gain a better understanding of how their smartphones were being used by both the developers and customers, like seeing which buttons were not being used.

Sonim Technologies leveraged the platform to collect feedback from their developers about their individual needs, creating both trust and an environment in which developers felt comfortable enough to begin approaching them with ideas. "Using Centercode to build our developer community has allowed a lot more voices into our product development process," says Maniar.

They also partnered with their developers to reach out to customers in order to gain a better understanding of their individual experiences, frustrations, and needs out in the rugged conditions of their work environments. "Before, we didn't have access to end customers," says Maniar. "Now we have access to thousands of niche users through our app developer community." It has helped foster their relationship with their growing developer community, as well as provide invaluable insight into and connection with their customers.

“

Before, we didn't have access to end customers. Now we have access to thousands of niche users through our app developer community.

JAY MANIAR

Vice President of Corporate Development

Centercode for Sonim Technologies



*Increased
COMPETITIVE EDGE
in a tough market*



*Introduced
MORE VOICES
into product development*



*Built
STRONGER RELATIONSHIPS
with their community*