

bluedot

Precise Location Services and Analytics Help Bluedot Innovation Deliver One-of-a-Kind, Energy-Saving Mobile Solution

Powered by Rackspace, Bluedot Innovation is giving location-based developers new possibilities and state-of-the-art GPS.

Melbourne-based Bluedot Innovation is out to change what's considered possible in mobility and location-based commerce. Bluedot's state-of-the-art location services product, the Bluedot Point SDK, is a powerful enterprise-level solution that delivers the maximum achievable precision of GPS while achieving market-best battery performance.

The Point SDK allows smartphones and tablets to respond when they pass through pre-defined precise locations or 'geofences' (up to five meters wide) by triggering virtually any action in a mobile device, including opening websites, sending messages, playing audio or even charging payments. This can all be achieved with a fraction of the energy use that precise location services typically require.

"It is very precise. We invented a way to geosense a 5-meter wide area and react when the device enters, which is

20 times the performance of the current 100-metre standard." said Balendran (Bala) Thavarajah, Bluedot Innovation CTO. "We also have algorithms that don't drain a mobile device's battery. Our tech can pull data for mobile users while using far less power."

Without the need for any additional hardware, Point SDK can scale at low cost. The back-end system, Bluedot Point Access,

"Communication is excellent with Rackspace, which is key for us. Being in a fast-paced industry, we want things done quickly and efficiently."

Balendran Thavarajah
Bluedot Innovation CTO

requires no technical expertise for clients to use. It also provides analytics, helping users understand customer behavior, while protecting customer privacy. Bluedot Innovation typically hosts Point Access so that clients may easily get access.

SUPPORTING BLUEDOT FROM STARTUP TO MARKET

Secure, scalable, reliable Rackspace technology brings Bluedot Innovation confidence.

Thavarajah said Bluedot Innovation's 12-person staff are experts in iOS, Android, and geospatial information systems. For Bluedot Innovation's development, the affordability of the cloud was the first option. Initially staff signed on with Amazon Web Services and Azure, but also had an existing relationship with Rackspace.

"At the moment, our technical production

AT-A-GLANCE

CUSTOMER'S BUSINESS:

Location-based services and payments, geolocation, IT systems, mobile R&D, technological innovation.

CHALLENGES:

Deliver a highly scalable, secure, enterprise-level solution to clients internationally.

RACKSPACE® SOLUTION:

Rackspace Managed Cloud, Dedicated Servers, Firewalls and Load Balancers

BUSINESS OUTCOME:

Increased focus on ability to deliver powerful performance; greater customer engagement; flexible and secure infrastructure; globally scalable solution.

“During our technical production infrastructure, everything was done professionally. Having a very experienced team to put together a technical production infrastructure was really important for us. We have been extremely happy with Rackspace.”

Balendran Thavarajah
Bluedot Innovation CTO

infrastructure is 100 percent within Rackspace, utilising dedicated servers, firewalls, F5 load balancers and more out of the Sydney data centre,” said Thavarajah. “Because we were talking to some of the largest banks in Australia and overseas - security, scalability, availability, plus the reliability and reputation of Rackspace became deciding factors for us.”

The company load-tested its entire API mobile side with up to 120 million calls a day, something it couldn’t do with Azure. The result is that Bluedot Innovation can now deliver on both the technology and the performance. “We’re now talking with companies that provide infrastructure to 27 countries around the world,” said Thavarajah.

PREPARING BLUEDOT FOR GLOBAL SUCCESS

Delivering experience, technical reliability and security to an already robust innovation, Rackspace is helping Bluedot scale as it grows

There are 5.6 billion mobile phones already on the planet (with smartphone penetration at 1 billion and rising rapidly). As

location-based data proliferates, companies will gain a very clear understanding of how behaviors may be linked.

With Rackspace powering its efforts, Bluedot Innovation has raised considerable capital from strategic investors and continues to impress industry peers with its precision location services and analytics offerings. In its relationship with Rackspace, Bluedot Innovation notes that, from the beginning, everything has been professionally executed. In addition, the Bluedot API, website and back-end all are hosted with Rackspace, including the public site.

“Rackspace is our lifeline. We are extremely satisfied with the service. We hear back straight away from Rackspace.”

As innovation booms, based on consumers’ location and behavior, mobile industry players will continue to see massive growth. Juniper Research predicts that the value of the mobile context and location-based services (LBS) market will more than triple in the next five years — generating some \$43.3 billion in revenue by 2019. Bluedot Innovation looks to grab a healthy slice of that market.

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