

### Customer profile

Unisurf offers break-through technology for mobile internet content. The combination of knowledge of the mobile market and its needs, and technological capabilities - positions Unisurf as a leader in Israel's mobile internet market. The company was established as a joint-venture of Unicell, specializing in development of mobile applications and content, and of InfoGin, specialized in customization of online content to mobile devices. The technology infrastructure and cumulative knowledge of both companies allow Unisurf to become a leader in both technology and content - thereby offering a mobile browsing experience which is pleasing and of high quality.

### Business challenge

As mobile internet evolved in Israel and overseas, demand for websites viewable using mobile devices sky-rocketed. Viewing websites using mobile devices is made possible using WAP technology. In order to satisfy the demand, Unisurf was required to develop dozens of WAP websites for itself and for its customers - which was time-consuming and heavy on development resources.

### Solution

MSBit has studied the nature of mobile websites and technology requirements, and then proposed a solution combining maximum simplicity, speed and functionality. For Unisurf, MSBit has developed Web2Mobile - a web application providing an easy-to-use web wizard which enables creation of WAP websites, including a simulator which presents the end product viewed on the mobile device.

### Results

Web2Mobile has shortened the time required for website creation from days to minutes. Creating a WAP website - which used to require development resources and other professionals - may now be achieved by end users, without involving developers at all. Introducing this platform has enabled Unisurf to present an innovative business model, with the number of websites currently created increasing many-fold: each year, using this application, hundreds of websites are created for dozens of customers.



The modularity of the system enables the customer to re-use parts of the system in other applications, allowing considerable cost savings in future development cost. Conduit is already busy integrating the mailing module with a new alert system - thereby saving on development of an additional component offering similar functionality.