

Twitter

Customer Stage: Large Global 1000

Azumo Role: Mobile Application Development

Twitter partnered with Azumo to create a custom mobile application for use with their largest branded clients at special events globally events.

An Intelligent Mobile Tweet Platform



CHALLENGE

- ❑ Twitter's Brand Strategy focuses on creating engaging ways for their advertising clients to interact with the Twitter platform
- ❑ They are constantly innovating looking for ways to draw attention to uniquely branded live events
- ❑ Twitter wanted a user-friendly, customizable mobile-first solution they could market to their advertisers and easily scale



SOLUTION

- ❑ Azumo built an IOS-native mobile application for Twitter
- ❑ The app, Twitter Studio, is an innovative solution focused on driving spontaneous engagement at high-profile and branded events
- ❑ Users could create their own Tweets and broadcasts them in the event



BENEFITS

- ❑ Agile development approach produced an enterprise-ready solution
- ❑ Twitter has a reliable easy to use solution that they can leverage for sponsored events globally
- ❑ Users of the app can rest easy that their content will only be consumed by those at the event

"Azumo helped my team with the rapid development of a standalone app at Twitter and were incredibly thorough and detail oriented, resulting in a very solid product."



Our mission is to help you compete and thrive. We affordably build and maintain modern software for you.



DATA



MOBILE



AI+BOTS



CLOUD



SECURITY