



Cybage helped a **leading imagery provider** in developing a native mobile app to enhance user experience


About the Client



A US-based company that provides the world's first image intelligence platform for marketers





Delivers audience-based creative recommendations




Offers AI-based software solutions along with on-demand royalty-free stock photography service


Business Needs

-  Develop/implement services such as authentication, push notifications, email alerts, backend business processing layer, and analytics
-  Meet nonfunctional requirements such as scaling, load balancing, and fail-over
-  Manage the application that comprises AppStore release and version management




Solutions






Implemented the mobile app with mobile **first architecture** and **Google Firebase** as MBaaS




Supported multiple enhancements & new features for the mobile app



Implemented ALM using CI-CD solution for Android, iOS, and Node.js and built automation using Jenkins and HockeyApp-, & achieved

- Reduction in build time for the app
- Increased app stability with a reduction in QA time



Released production versions to the appstore with enhanced features with help of faster release cycles

Technology Stack













Business Impact

-  **50K+ images** available on the platform
-  **1000+ active photographers** associated with the platform
-  **2000+ live production users** using the platform
-  **Team and Enterprise subscription** available at \$99 onwards



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