JaySoftware Ltd Case Studies

Over the last 5 years, details of my work appeared on Billboard campaigns and in:

- BBC Television - CLICK Stuff Your Rucksack 1.48mins in.
- The Observer,
- Guardian,
- Dailymail.co.uk,
- Sunday Times,
- Three UK billboard campaign,
- New Delhi Guardian,
- New Media Age Magazine,
- The Mail Online,
- Seventy Seven PR publication,
- Along with the showering of gifts and offers :)

JaySoftware is an independent digital marketing and communications agency. Specialising in Video creation and delivery.

Expertise area:

- API's – "Dynamic Ability" and very up to date.
- Ability to interrogate databases e.g MySql, Youtube with strong use of JSON.

- Viral Digital Marketing Strategies - consultative, development and marketing.
- Real-time analytics - SEO, CPC

Key programming skills:

PHP, CSS/3, JSON, JQUERY, HTML, AJAX, LAMP, FTP, CMS

Design: Photoshop

Video: Final Cut Pro X, Compressor, Green-screen, Infomercials, Short film, Music video editing.



Established in 2010 JaySoftware has experience in traditional branding and advertising, interactive design, planning and production.

Working for clients in the following markets:

Fashion, broadcast and production Music Beverages, Telecommunication, Travel, Government, Pharmaceutical, Charities and Property



Brands that benefited from services carried out by JaySoftware Ltd.

Case studies

Contents	Brands
1. Strand Enterprise UMBA – Upload and Manage Business Assets	
2. Sony Ericsson mobile phone promotion	
3. EMI Artist – Laura Marling website	
4. Fox International Channels UK - Nip/ tuck	
5. Turner Broadcasting - Robot Boy	
6. Breast Cancer Care (BCC)	
7. Vanco Arctic Surveys Sony Pictures Television	
8. Sony Pictures Television	
9. Paramount Pictures	
10. SHOWTIME	
11. Ralph and Co	
12. International Alert	
13. SOS Families Association	

14.	Number 10 Downing Street (Direct Gov – Edd Balls)	
15.	Mircoloan Foundation	
16.	Walt Disney	
17.	Virgin Media Sports Trivia Quiz	
18.	BBC Presenter - Kate Humble Stuff Your Rucksack	Multiple Awarding winning website and idea, Featured on BBC Click and Serialised in all the press.
19.	Nokia 97mini	
20.	JaySoftware Ltd	
21.	Turnkey Inventories	
22.	Lastminute.com	
23.	Johnsons & Johnsons	
24.	Spotify and Beroca Boost	
25.	KISS 100	
26.	Nicorette	

27. QVC Television UK	
28. Peroni Italy	
29. Sony Open Planet and WWF	Awarding winning Communicating Sustainability at the Guardian Sustainable Business Awards,
30. Holiday Autos UK	Won Best Travel Campaign at the Blades, Nominated for Corp Comms Digi Awards, NMA Effectiveness Awards
31. Nestle	
32. JaySoftware Ltd - Page Publisher	
33. Jägermeister	
34. Holiday Autos *UK*	
35. OpenIDEO	
36. Campari	
37. Three UK	
38. National Lottery	
39. Proctor & Gamble	

40. Unity Movement for Business Excellence Limited	
41. Impulse and Barrym	
42. Sony Open Planet Ideas - The Scenarios	
43. UMBE Ltd	
44. Holiday Autos *Germany*	
45. Peroni Italy	
46. Pempamsie	
47. Three UK National advertising campaign	
48. Waitrose - Easter Lunch	
49. Virgin Holidays	
50. Three UK	
51. Burson Marsteller	
52. JaySoftware Ltd	
53. Jesus House International	

54. ASOS	
55. Adobe Generation	
56. UMBE Ltd	
57. More involvement with high profile clients	See full screen shots on flickr
58. In the news Press and TV	See our Youtube channel
59. Brands I've worked with	Full screen shot of all client brands

Case studies

1. Strand Enterprise UMBA – Upload and Manage Business Assets

- This online tool gives you Administration access to organise and manage your everyday documents and clients, while promoting your brand loyalty through viral marketing campaign tools and techniques. It has a built in customisable email distribution system. Documents and users are linked. It allows you to give users access to documents via a permission and approval system (they see only what you want them to see). It also allows you to share specific accounts information externally using a system called the cloud, which also has account specific permission.
- Create individual client accounts with folders for each departments, subject, projects etc. Upload a large number of files types to folders within these accounts and have them approved by users. Add users to these accounts and assign users permissions to specific folders. Users can also be added automatically to the cloud, using viral marketing methods or added manually by an administrator. Access details to accounts are sent to users automatically depending of the permission of that account. Allowing users to gain instant access to specific information they require. It saves you time by being more organised, accessible online and save money on printing and postage. Build and maintain your client list while making your marketing budget go further.
- Very much like a file sharing application / content management system, but with a self contain marketing, communication and permission base system built in.
- The system is very flexible and is not limited to the above usage. It can run several social network type applications at once i.e. You can add to your existing product or service a social outlet or community which you control, by creating a social networking application to complement your business needs.
- E-invitation site, e-cards, dating site, clubs site, membership management site, brand loyalty and more can benefit form this tool.
- The system was designed to be moulded around any business process that involves, online communications, marketing, sharing of files, organising documents, people or events, setting up access rights of users to documents and folders and hierarchy within groups of users.
- www.jaysoftware.co.uk/umba/
- www.jaysoftware.co.uk/umba/cloud/
- www.jaysoftware.co.uk/umba2/cloud/

2. Sony Ericsson mobile phone promotion

- Build module onto on existing Content Management System (CMS) to handle registration and client feedback.
- Extensive use of AMFPHP to allows for binary serialization of Action Script (AS2, AS3) native types and objects to be sent to server side services.
- Manage the weekly draw for Sony Ericsson free mobile phone competition online.

3. EMI Artist – Laura Marling website

- Configure and build components onto an existing CMS system to meet client requirements.
- Liaise with EMI outsourced development team in India, on conference calls to install a CMS onto their server. Worked with Flash ActionScriptors, and took wire frame designs from front design specialist to integrate MySQL Relational Database Systems and FLA format Flash video.
- Provided detailed documentation on the use of newly configured CMS for novice users.
- Design and build most of the technical aspect of the website and some front end pages after given a static website template.
- Often working out of hours because of time differences in the client country.
- Laura sound box was a welcome reward for our hard work and much appreciated.
- www.lauramarling.com

4. Fox International Channels UK - Nip/tuck

- Worked on a contract to produce an application on Facebook within 3 weeks deadline. Facebook API skills acquired on the job.
- The application now has over 7000 members and 800 plus daily users.
- The Golden Ratio contest is still active and is being hosted on FOX website.
- www.niptuckgoldenratio.co.uk

5. Turner Broadcasting - Robot Boy

Work with Ralph - a digital creative agency to test an online game (produced in house) to promote Robot boy, the Cartoon Network series. Getting exclusive toys form the Cartoon Network was the icing on the cake for a job well done.

- http://www.robotboy.co.uk/
- http://www.creativematch.co.uk/viewNews/?95611

6. Breast Cancer Care (BCC)

- Developed a micro site for In the pink event which generated over 10,000 unique visits for BCC, the most ever hits in one day in its history.
- Liaised with internal clients and external agencies on various projects which involved travelling to other cities. Involved in overseeing the smooth running of projects, in the absent of my line manager.
- Involved in charitable softball games while working for BCC.
- Creating a Flash online version of Vita – the breast cancer magazine for BCC.
- www.breastcancercare.org.uk/inthepink/

7. Vanco Arctic Surveys

- Developed an exiting CMS to manage the front-end design of the site. Train staff on the use of the CMS.
- Built the functionality for the site, i.e. plugged it into the CMS.
- Involved in training staff on CMS usage and technical support.

8. Sony Pictures Television

Extensive testing on viral marketing used to promote Sony Pictures Television program, launched in America for the new show 'Breaking Bad', starring Bryan

Cranston (of 'Malcolm in the Middle' fame). It's been a really successful viral. It's even got Time magazine and USA today excited.

- http://www.waltswisdom.com/

9. Paramount Pictures

Ralph was approached by Paramount Pictures in LA to come up with ideas to promote the release of The Ruins in the US.

Ralph idea involved broadcasting a guy live on Webcam, showing people a vine growing in his arm after an accident he supposedly had in Mexico. It was only a pleasure working with Ralph, which is one of the best agencies in the world, to extensively test the finish product. Which was hosted live on Justin TV and serialised in business week online. This campaign is similar to the Dexter and Breaking Bad viral campaigns, which saw Ralph, gain a BEMA Award for their work on Dexter. Be warned this is a horror movie. Click at your peril.

- http://www.daemonstv.com/2008/03/23/the-ruins-viral-marketing
- http://www.justin.tv/humanlabrat
- http://www.ruinsmovie.com/intl/uk/

10. SHOWTIME

Correctly identified a desired location (The National Maritime Museum in Greenwich) for a viral to promote SHOWTIME series 3 of The Tudors. My role here mainly involved testing of the viral before general release.

- http://www.wkts-tv.com/?story=240236145

11. Ralph and Co

Worked on the redesign of Ralph and Co website. Taking wire frame and static design template form designers. Building the dynamic and technical aspects of the website. Plugging in a CMS system to manage content i.e. videos, images, documents and text. Gathering and preparing news clippings for publishing to the website. Building in pagination on some pages. Developing RSS *(*Really Simple Syndication*)* feed for the website.

- www.ralphandco.com

12. International Alert

Worked on a micro site to enable international alert to upload publications and manage content with a CMS.

- http://www.jaysoftware.co.uk/ia/publications/

13. SOS Families Association

Worked on a website, enabling SOS to upload, edit, delete and update photos to a flash gallery. Mange publications and manage content with a CMS.

- www.sosfamiliesassociation.org.uk

14. Number 10 Downing Street (Direct Gov – Edd Balls)

We was contracted to develop a Facebook application for Direct Gov, to highlight the dangers of drink amounts children between the ages of 12 to 14 years old. We provided the Facebook user Journey to pitch for the contract. We worked with XML JSON, PHP and Flash ActionScript (ASP). Giving the users the ability to select four of their friends to be included in the game. We was supplied with the assets (videos and Designs) to incorporated the selected users into 4 scenarios. The project was serialised in The Independent, The guardian and aired on TV, radio and in the cinemas.

- www.apps.facebook.com/whyletdrinkdemo/

15. Mircoloan Foundation

Worked on a Facebook application beta site, enabling Facebook user to donate to charity when the update their status, 1p and a time.

- www.apps.facebook.com/updateanddonate/

16. Walt Disney

Worked on a five web pages to promote Walt Disney movie Alice in Wonderland.

- http://wonderland.claires.com/europe/

17. Virgin Media Sports Trivia Quiz

Worked on a facebook page and application for virgin media. Put together the user journey and built custom tabs to integrate the application onto pages.

- http://www.facebook.com/virginmediasport?v=app_108573302513240&ref=ts

18. BBC Presenter - Kate Humble Stuff Your Rucksack

Worked on the CMS, and Google Map for Stuff Your Rucksack. Allowing content managers to add charities to the Map dynamically with a title, description and link to the charities pages for more information on what to bring.

- http://www.stuffyourrucksack.com

19. Nokia 97mini

- Developed two Facebook Fan pages for Nokia in English and French to promote the Nokia 97mini. API's used on the pages Facebook, Twitter (to load specific promotional related live streams), Flickr (to load specific promotional related images) and Youtube (for loading promotional videos).
- http://www.facebook.com/nokiacanada
- http://www.facebook.com/nokiacanadafrancais

20. JaySoftware Ltd

Fully incorporated Facebook connect with the website, to allow users to login via Facebook, register with the website and synchronise their Facebook account with the members database. Users once logged in can share content back to Facebook and add comments on products and services on offer. Once shared traffic is driven back to the website from Facebook.

- http://www.jaysoftware.co.uk

21. Turnkey Inventories

Services were required to take over a project which was purely a static html website. The site is now managed by an easy to use CMS with a MySQL database backend. New layouts and graphics were introduced and a social element ISM (Integrated Social Media) widget added. IMS introduced the client to a range of benefits partly maintained by JaySoftware Ltd including:

- Email notification and verification (before adding tags to the ISM network) of users streams created via ISM on the client site or across the network.
- Create other ISM clients.
- Create and share specific content via shareable links.
- The ability to manage the live streams from Flickr, Twitter and Youtube via a CMS using simple forms to manipulate the live content.
- Allowing user to create their own live streams whiles sharing their own own content.

- http://www.turnkeyinventories.com

- http://www.facebook.com/pages/ISM-Widget/154094361275326?v=app_109035605817618

22. Lastminute.com

Given full control to set the tone of design and functionality to deliver a project that allowed Facebook user to:

- Invite 3 friends, by posting an invite onto their friend's wall. Once they have RSVP'd they are entered into a draw to win theatre tickets or meals out & 5* hotel stay.
- This involved using PHP, MySQL relational database and Facebook FBML to get the user friends details i.e. id, name and photo. Making it available to the user to select 3 friends to invite. Once a selection is made the users ID is stored on an external server on a MySQL database.
- The user is encouraged to post a message with a unique link, for their friends to click on to RSVP their invite, which qualifies them for entry into the competition. Once all 3 have RSVP'd their invite, they are entered into the draw that takes place on that day.
- To complement Facebook own stats and provide real-time usage feedback on how many people entered on a given day, how many users friends RSBP'd their invite, an admin section was created. This section also gives the ability to make the competition live or offline at the click of a button. A winning entry is obtained randomly, the admin is presented with all three entries and the invitee and is able to send an email message to the invitee Facebook inbox, with a prewritten message informing of the outcome of the competition.

- http://www.facebook.com/lastminute.com?v=app_120328964683088

23. Johnsons & Johnsons

Commission to provide consultancy services on Social Media platform integration outlining the pros and cons of a project to promote Benlyin cold and flu products on Facebook
Revised the work load and provided support in the form of:

- Work flows
- User journeys
- Creative's directives
- Review points raised by Facebook (FB) around policy issues and provide a work around while still fulfilling FB policy.

24. Spotify and Beroca Boost

It has been some time since working to produce Laura Marling website for EMI, that work had been done around music. Spotify teamed up with Berocca Boost to request the development of a Facebook Connect application with the integration of a playable playlist where Facebook users can search the whole of Spotify from Facebook for music and create their own playlist on Facebook to share with their friends. Friends would then vote on tracks that have been shared.

- http://www.facebook.com/BeroccaBoost

25. KISS 100

Using FACEBOOK Connect, Graph API, XML and AJAX, we equipped KISS 100 very own Father Kissmas with the knowledge he needs to recommend gifts to facebook users based on their likes (books, writers, movie, sports, music, games, fashion, travel), age, gender, how many friends they have, status updates, how many photos, photos tagged and other habits. This information then triggers an appropriate response from pre-recorded videos. Users were given the opportunity to ask Father Kissmas what they wanted via an intelligent search, with video response to match.

For example some request may have been too expensive, rude, unrecognised or recognised. All triggering related videos. Engaging KISS 270,030 FAN base on facebook.

- http://www.facebook.com/kiss100london?v=app_154627337915431&ref=ts

26. Nicorette

Requited to provide the development of a facebook project which I successfully consulted on. Establishing the pros and cons and technical requirements required to deliver the project.

Using the initial Work flows, User journeys and Creative's directives an application was created to support Nicorette One Week Challenge for no smoking week 2011. In addition to this we also created a product listing tab and promotional video tab.

Users who which to try to give up smoking was given a selection of quit pick icons ranging from a high five to a tombs up. Once icons were selected users was encouraged to post this to their walls. Friends will then be able to support the quitter by clicking on one of the four support icons from the quitters wall post. The quitter is then able to check back to see which one of their friends is supporting them and which quit pick icons is being used to give the most support on the campaign scoreboard. Quitter was also able to send an update to friends to let them know that they are still smoke free. Friends were also able to send messages of support to the quitter. Quitters was informed on the member of days they have been smoke free and how many days to go. At the end of the one week challenge they was awarded a trophy which they then post to their wall.

27. QVC Television UK

QVC Television also the world's largest shopping channel needed to integrate a fan gate, it's Youtube channel, monthly newsletter, and encourage their 21 thousands plus fans on facebook to like the page and send it on to their friends. This project was achieved in record time. QVC remains a valued client.

- http://www.facebook.com/QVCUK

28. Peroni Italy

The project in question is entitled "Italian Style on the Silver Screen" to promote photographic exhibition in partnership with Peroni Nastro Azzurro. The involvement here was to deliver a new facebook tab that support a stunning collection of sort after prints supplied by the British Film Institute from movies such as Casino Royal, Casablanca, The Barefoot Contessa, and Brigitte Bardot in the 1950's During a Shopping Spree to name a few.

Delivered a built to spec and well received custom gallery, which has been seen by over 5000 monthly users.

- http://www.facebook.com/peroniuk?sk=app_199270763434517

29. Sony Open Planet and WWF

To support Open Planet Ideas by Sony and WWF work was needed to build in some new functionality on an existing fan page. Design creative's was received and amendments were made to the page layout and functionality. Two tabs highlighting the judging process with YouTube video embedded and the winning idea was successfully delivered.

- http://www.facebook.com/openplanetideas?sk=app_182695368431205

30. Holiday Autos UK

A new fan page was required to promote one of Lastminute.com group of companies Holiday Autos UK. A content manageable deals page promoting the main website

special offers was developed. Giving administrators the ability to add, delete, update and make offers live or take them offline if needed.

- http://www.holidayautos.co.uk/offers/
- http://www.facebook.com/holidayautosuk?sk=app_199760923384842

31. Nestle

As part of Nestle campaign entitled Creating Shared Value which is a fundamental part of Nestlé's way of doing business that focuses on specific areas of the Company's core business activities – namely water, nutrition, and rural development where value can best be created both for society and shareholders.

Nestle needed to create an extension to its website on facebook providing case studies and News & Events. It was requested that all content including images and text be manageable.

- http://www.facebook.com/JaySoftware?ref=ts#!/JaySoftware?sk=app_192916807405447

32. JaySoftware Ltd - Page Publisher

JaySoftware Ltd needed to create a tool that allows for the perfect marriage between twitter, YouTube, facebook and flickr. If something is trending the application would have the ability to allow you to see related videos via YouTube integration with trending topic. Once you are able to see what is trending you are then able to like or comment on that topic directly to facebook or post to your wall. Users are able to search YouTube and create a playlist to later share with friends or tweet content without leaving the publisher. The system had to be connected to a mobile application called ISM, built using HTML5, which is plugged into a wider network of websites and fan pages.

Facebook users and administrators were equipped with a tool to access all of their pages or search the facebook graph and add pages to the publisher, allowing fans to comment, like or tweet pages.

- http://apps.facebook.com/page-publisher/

33. Jägermeister

After our piece for Peroni beer, up next came Jagermeister. Producing designs and custom built fan page tabs. Taking over work on the fan page in the run up to Alice Cooper promotion of Jagermeister ice cold event at Battersea Power Station in Battersea, South London. Jagermeister remains a valued client.

http://www.youtube.com/watch?v=cXi-pWwZfYU&feature=player_embedded#at=14

34. Holiday Autos UK

Delivered on driving users to Holiday Autos UK fan page. Created an application that achieve a conversion rate (someone initiating) of 10% as compared to most online ads. Fans increased from 200 to 2000 users in 14 days. The application allowed users to select a destination in the world that you will like to travel to and three friends to go on a road trip with. Once all the friends accepted the invitation posted to their walls or sent to their inbox. The initiator is automatically sent notification of entry. Weekly reminders were sent so that initiators can check to see if all their friends have accepted. Once all accepts, they are then in with a chance of winning their selected road trip. The fan page numbers tripled in two days and continues to grow when the application is run.

- http://www.facebook.com/holidayautosuk?sk=app_199760923384842

35. OpenIDEO

Rather a new challenge, nevertheless an opportunity to expand on skill set using Git, Command line and gaining basic hand on experience of Python. During the

development of OpenIDEO website, roles here involved, cross browser scripting, CSS, designing WebPages, basic coding in python, testing, developing and building Google maps that can access json files and debugging.

36. Campari

Designed and coded Campari monthly newsletter on brand and on budget.

- http://www.flicker.com/jaysoftware

37. Three UK

UK's biggest 3G network, with over 50 thousand fans on facebook, required the development of an application based around a competition where user where given the opportunity to be featured on Three UK wall and in Three UK advertising campaigns on billboards, major news papers and to win prizes ranging from discount vouchers on electronic equipment and clothes.

In return they had to access the competition through a fan gate developed to boost fan numbers, register and upload photos to be judged suitable for Three UK advertising campaign. A backend admin section was created to enable the selection process of prospects by administrators. GD, PHP, CSS, Cross browser scripting, MySQL relational database and JavaScript was used. Designs were provided in the form of Photoshop Documents (PSD's). Alteration to designs was made where required. Communicated was established with the client development team, where advice was provided on suitable platform and application requirements. The campaign started with 34,066 fans and over 7 days averaging 150 new fans per day liking Three UK fan page. The page now has over 50,000 fans as a results of existing fan engagement.

Other engagement: Called on to replace and touch up the welcome page on Three UK.

- http://www.facebook.com/ThreeUK
- https://www.facebook.com/JaySoftware?sk=app_220500678017451

38. The National Lottery – Euro Millions

Landed a good role here in the run up to Christmas 2011, the national lottery wanted to create 50 millionaires in the UK. Constructed form PSD's supplied was the main welcome landing tab for a fan page with over 156 thousand fan base. A fan gate which is our usual protocol for pages was not required. Users needed to click straight through to the information page to join up. The application has added over 6000 new users since launched.

- https://www.facebook.com/TheNationalLotteryUK

39. Proctor & Gamble – Herbal essences

A simple affair here to slice up some PSD's, create a few tabs, and code the page for the Herbal essences page. Make some amendments to existing banners. Purely front end related which we also excel in when called upon.

- https://www.facebook.com/HerbalEssencesAUNZ?sk=app_258342534204798

40. Unity Movement for Business Excellence Ltd (UMBE Ltd)

Kick started a new company, with a new team. Focusing on social media offering with the development of a points based reward systems for buyers and sellers, which rewards fans with points for sharing while giving buyers and sellers real-time feedback from ads sent in the form of private massages and wall post. Once an ad has been posted, it's URL can be manipulated for the duration of the ad existence anywhere on the internet. The page feeds off a group of over 1200 registered businesses. This was a complex project built from the ground up.

- http://www.umbe.co.uk/facebook

41. Impulse and Barrym

Called on to get a new project idea off the ground. The aim was to develop an application that allows facebook user to create diary entries including text and photos and adding it to a chosen calendar date. These entries are then shared with friends using a functionality developed to allow users to created specific groups of friends to share content with on facebook and via a parallel Blackberry system created by another stake holder, while administrators had the ability to create sponsors offers and share it on any user calendar.

My role here included creating user flow diagrams, wireframes, prototype, server setup, Database Normalisation, taking the designs in Photoshop format and coding it using PHP, creation of MySQL Database Schema, CSS, facebook graph API, JSON, and JavaScript. While working with different stakeholders,.

- https://www.facebook.com/pages/Secret-Social/112572765506721?sk=app_191202120939724

42. Sony Open Planet Ideas - The Scenarios

Open Planet Ideas by backed by Sony, needed a new tab which features an idea entitled 'FutureScapes', which is all about imagining what the world of 2025 will look like and how technology will help us in the future. So to inspire it's fans on facebook and provide a starting point for their thoughts they've come up with four different scenarios of the world we may be confronted with in 2025. Work here involved creating a page which highlighted the four areas with text, video and allowing users to comment, like and send the page to friends, groups or email addresses. The delivery of the design was also my responsibility and approved by Sony once completed. Not failing to mention the creation of a facebook app then puling the page in as a tab.

- https://www.facebook.com/openplanetideas?sk=app_222538944499185

43. UMBE Ltd

UMBE Ltd is a sister company of JaySoftware Ltd which delivers alternative and complementary social media marketing strategies to its clients as a media partner. JaySoftware Ltd develops the tools to make this a possible and seamless process. Created an application that allows registered UMBE Ltd clients to list products/ services on their own fan pages and allow other users to do the same, all of this at the heart of social media giant facebook and twitter. The system aims to be a credible alternative or complementary service to pay per click, allowing you to still have all the statistics on unique visits, clicks and driving users to your chosen destination website address with product/service specific listing, also making full use of your local collection of marketing photos, title, description that you have on your computer or already uploaded onto social media site like facebook. Users get to share with friend's your product/services that is of interest to them onto their walls, in their friend's inbox or via twitter. Incentives are given for sharing including points for money off preferred supplier's products/services.

Ad posters/administrators get to know instantly when an ad has been click or open via the inbox. Real-time feedback is at the heart of our 'Smart Ads' system. Adds in circulation can be easily manipulated even after going live. Optimisation of live ads also adds value to our product offering for our members. No pay per click founds to be depleted.

- www.umbe.co.uk
- https://www.facebook.com/Unity.Movement.for.Business.Excellence/

44. Holiday Autos Germany

Going international this time around (Ref:#34 above) with the award winning app developed a year ago of Lastminute.com sister company Holiday Autos. After the massive success of our application development which achieve a conversion rate (someone initiating) of 10% as compared to most online ads. Fans increased from 200 to 2000 users in 14 days. The agency who subcontracted out the work to us also picked up Best Travel Campaign at the Blades, Nominated for Corp Comms Digi Awards and NMA Effectiveness Awards.

The application needed some updating since it was last run; such is the nature of facebook constant changes. Being at the forefront of technology JaySoftware was best placed to implement the technical changes needed and to liaise with the German development team to get the application translated and hosted on another platform.

- https://www.facebook.com/holidayautos?sk=app_175299632571584

45. Peroni Italy

In the run up to London fashion week Peroni Italy Launched the Peroni COLLABORAZIONI TALKS. They needed to setup a fan page to allow fans of their page on facebook to view a live, broadcast from the Royal Albert hall and later serialised in Vouge online and Harpers bazaar.

Speed was needed here. Within two days the concept page was initially sketched out in old fashion paper and pencil by the agency requiring the page. After giving insight on the possibilities, a mock up of the sketch was quickly created online on a test page to guide the designers who prepared the PSD files to be sliced by me and coded using CSS, DIV layout, cross browser scripting, PHP, prelaunch content, live video embed code and end of campaign video footage.

The end result being a slide effect for videos, related content and inclusion of a like and send button for each video. Naturally auto play was required for the first video. This campaign turned out well and at the end of the day the client was pleased with the work and the speed of execution.

- https://www.facebook.com/peroniuk?sk=app_232732210148195

46. Pempansies

Pempansies one of our special clients has seen our (UMBE Ltd and JaySoftware Ltd) services at it's best as we have a habit of under promising and over delivering especially to SME's. As part of a monthly subscription package taken up from UMBE Ltd all Pempamsie social media marketing strategy is taken care of. Their products and services being offered on their own fan page using tools developed by JaySoftware Ltd, we created a page to highlight and list over 100 products from Pempamsie website for users to share and all content being manageable and tracked in real time provides live statics that helps to complements and boost existing strategies.

- https://www.facebook.com/pages/Pempamsie/242618265819080

47. Three UK National advertising campaign

Three UK Star in our ad campaign which we (as administrator on Three UK fan page) build the application on facebook for users to upload their photos for a chance to star in three national ad campaign. The competition has seen hundreds of users uploading their photos to be part of the campaign. Now that the selections process has passed below you will find a collection of videos which features the winners on billboards across the country and in national news papers.

http://www.youtube.com/watch?v=_vt0oh065qg&feature=colike

48. Waitrose - Easter Lunch

Waitrose Limited the upmarket chain of supermarkets and one of the 6th largest grocery retailer in the UK, marked the Easter vacation whit the launch of an app developed where fanpage users was given the ability to upload receipts along with associated youtube and photos to be included in a competition to win a day with their chefs in London.

The best submitted recipes was listed on the application. Waitrose also use this opportunity to highlight their own range of recipe delights and their very own cookery school. CSS, JavaScript, HTML, Lighbox, PHP, MySql and facebook API.

https://www.facebook.com/Waitrose/app_254900097933006

49. Virgin Holidays

Opportunity knocks! Virgin Holidays What's in your Suitcase facebook game. Users of Virgin fan page had the opportunity to test their memory by remembering 6 items to place in a virtual suitcase, for a chance to win a £3000 Virgin Holidays Florida voucher, plus many other prizes which was up for grabs.

On this occasion, the role here involved 80% backend work working alongside a Flash developer. The requirements was to provide a registration script and table that will store the details of users playing the game and also storing the scores of each user and returning the information to the leader board.

PHP, MySQL, JavaScript for Cross Browser Scripting, facebook API for facebook integration. New timeline page width 820px was used. Own scripting to override the default height of the page. Cross Browser testing.

https://apps.facebook.com/virginsuitcase/?ref=ts

50. Three UK

Three UK one of the regulars clients, had a mosaic facebook app created by other media partners and needed it to be setup on their new hosting package.

Create the database, make the connections and set a few permissions to allow the users to upload photos that will eventually be part of a Mosaic with other app users.

https://www.facebook.com/ThreeUK/app_352620751448197

51. Burson Marsteller

Burson Marsteller an international brand marketing agency, had a website developed to highlight the top 150 G20 influencers across the Globe. It was required that each influencer, ten per page, most recent two twitter feeds be pulled into each country page. Generating 20 calls to twitter per page load.

The main difficult was to overcome that fact that twitter only allows for 150 hits per IP address and then it will not service the pages. So the solution was to store the most recently updated tweets to a database and only call on the database when the 150 limit was reached, therefore still showing the user relevant content. JSON, PHP, MYSQL was used.

For screen shots visit: www.flickr.com/jaysoftware

52. JaySoftware Ltd

JaySoftware Ltd now in its third successful year with Daniel Mason at the helm of a small team of four people. While most contracts are carried out on our clients premises, we have picked up generous offers from former clients to make full use of their central London offices free of charge as the experience gained over the years has proven to be invaluable in helping them to win contracts.

The work load has increase, so has efforts to increase staff levels, training and yet more documentation on procedures with regards to winning contracts and creating residual income in the form of a newly build marketing software application. Using expertise gained over the last 7 years in marketing to attack businesses with free offers, then further encouraging them on a try before you buy model. Established a range of packages to suit most businesses budget. Continually adding features to our software to take the best advantage of social media and adding value to our client base.

Management experience

- Managing staff time in the interest of business continuity in my absence.
- Ensuring that procedures are adhered to and it is business as usual.
- Ensuring that skill learnt are transfer from top down.

53. Jesus House International

In the run up to father's day, Jesus house International approached our sister company UMBE Ltd to come up with a pitch to celebrate fathers. Proposed was an application to allow users of facebook to tell other friends why their father deserves to be number dad. A new tab was created on the clients existing fan page called number one dad. An upload form was created to allow users to upload a photo of their dad along with a description. An automatic message was then posted onto the wall of the app users to encourage friends to show their support, by voting, to enable them to win one of three great sponsors prices.

54. ASOS

ASOS the United Kingdom's largest independent online and fashion beauty retailer, required consultation on three facebook related projects with regards to their feasibility and technical requirements. A meetings was held with the chosen agency to explore the options and possibilities. Guidance and samples was supplied with regards to demo of key components that will be required. Feedback was given to ASOS and a decision was reached as to the best options moving forward.

55. Adobe

It was a great pleasure to improve Adobe Generation registration process. I was asked to synchronise a users registration database for a games course with a Moodle CMS database both on different servers. Wrote the algorithm that checks the registration table for new entries, do a search for the single entry in the Moodle table if that entry was not found, add the new entry to the Moodle users table with login details for that user so that the user will be able to login to the course environment without the need to register twice. The registration table entry was then marked as being already copied into the Moodle database, not needing to be read again. The algorithm written in PHP and MySQL was set to run automatically using a Cron job.

56. UMBE Ltd

Developed software from concept through product development, deployment, documentation, training for administrators, marketing, after-sale service and creating a successful subscription service. This included creating a marketing platform to qualify potential customers. Creating backend admin system to process users and demonstrate the advantages of the product as a complement to their existing marketing tools.

57. More involvement with high profile clients

You are more than welcome to have a look at my portfolio website where you will find many more of my work, links, screen dumps to these work and more. www.jaysoftware.co.uk or for a more detailed case study with screen dumps of work done for associated brands follow this link http://www.jaysoftware.co.uk/000/downloads/

58. In the news Press and TV

The worlds largest shopping channel QVC called on my services

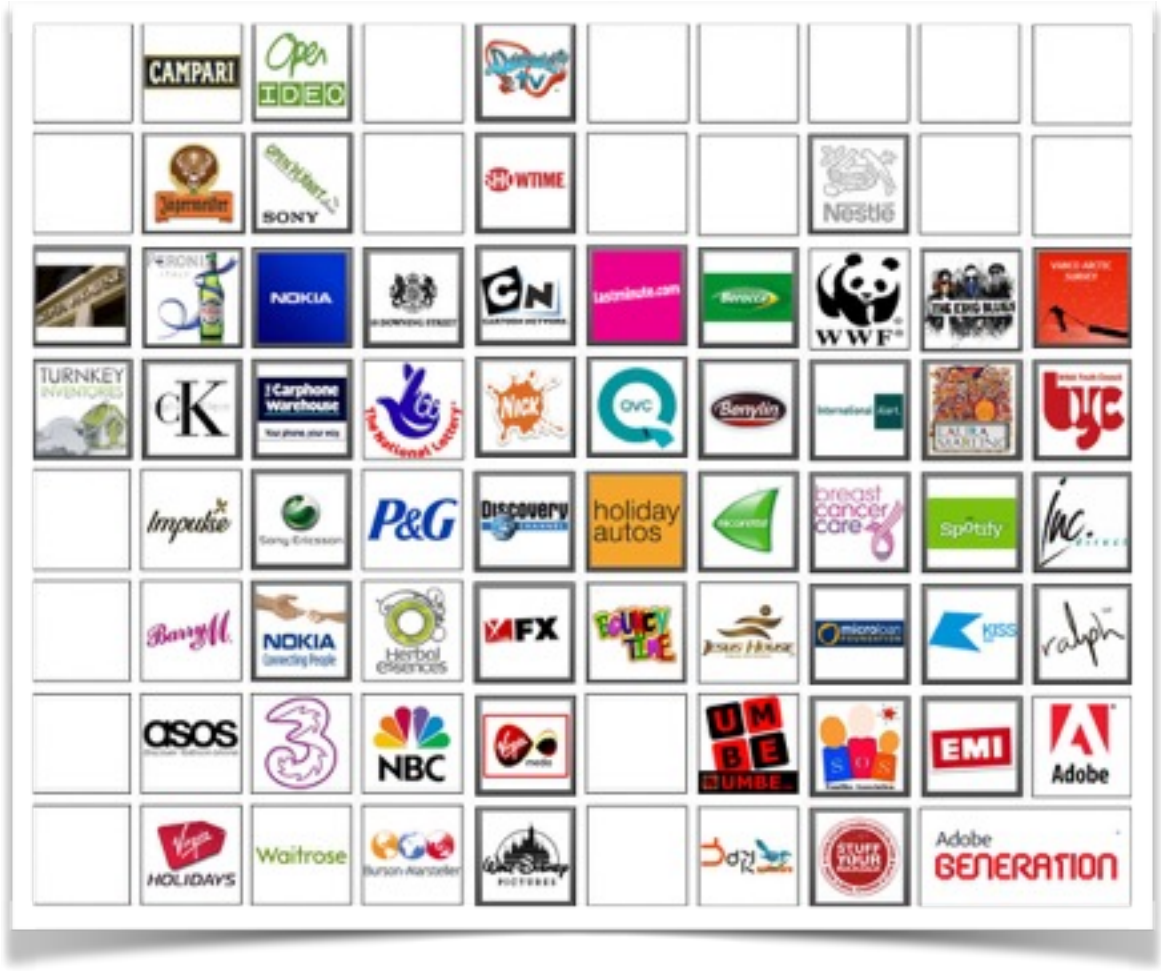
Work was carried out to revamp QVC Shopping Channel social media efforts. They remain a close and valued client.
http://www.facebook.com/QVC?rewrite=no#!/QVCUK

Flickr www.flickr.com/jaysoftware
Youtube www.youtube.com/trendingbiz

Featured work on the BBC

BBC featured our work on Stuff Your Rucksack. Developed for Kate Humble. (second minute) http://news.bbc.co.uk/1/hi/programmes/click_online/8912348.stm This website continues to gain press coverage and win awards.

59. Brands we've worked with



Other project involvements

was responsible for the development of a software application that had the ability to

import a CSV (comer separated value) into a MySQL Relational Database. The application interface was written in PHP and MySQL and made available online for administrators, staff, clients and guest to check publications from thousands of magazines across the EU. The system had to be able to query thousands of data entries and flag publications that are older than a given date for checking. Checked publication shows up in green along with the date checked and person name that checked it.

The system had built in queries written in SQL, to search publications according to country, user input, and publications name.

The system was able to recognise different user levels (administrators, staff, clients and guest) after login and give administrative privileges accordingly.

At any time the CSV could be downloaded and used in File Maker Pro, which was the application that this online system was modelled to mimic.

During and at the final state of its development I had continued liaison with the client. This involved testing the data integrity, installation and training in the use of the application. All of which ensure that application was delivered in a timely manor.

I believe with my knowledge of the database backend plus the front end I will be able to communicate problems that arise more effectively.

In my previous role I was the point of contact to resolve technical issues or further develop existing applications i.e. adding new functionality. To secure this application, MD5 password encryption was used.