CASE STUDY

Ultra-Rugged Smartphones

USER

Jay Maniar, Vice President of Corporate Developmen

PRODUCT

Centercode Platform

KEY CHALLENGES

Collecting and managing feedback from niche audiences

Maintaining the flexibility to scale and adapt

sonim + **centercode**

Since introducing Centercode, Sonim has...

Gained on-demand access to

thousands

of niche users, introducing more customer voices into product development

Deepened its understanding of

12

different industries made up of field operators with unique day-to-day operations and ruggedization requirements

OVERVIEW

Before Centercode, Sonim hosted a community of developers in order to collect feedback and set itself apart from competitors. Because its products serve a niche market, Sonim relied on its community to help set its products above the rest.

CHALLENGE

Communication with the developer community was not cutting it. Sonim needed a platform that allowed it to provide support tools and software to community members, collect feedback more easily, and scale both of those efforts over time.

SOLUTION

Sonim's team utilized the Centercode Platform to build out and connect with their developer community. They were able to segment developers by market and provide each group with the most relevant tools. Using Centercode, Sonim's team is able to better understand the unique ways field operators across industries are using their products. It's easier for them to collect feedback and build relationships with community members, which ultimately allows them to gain more valuable insights into their end users' attitudes and behaviors.