



## VERY LARGE BUSINESS APPLICATIONS

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# Sustainable CRM for E-Mobility Services based on SOA


## Project JINENGO



## 23. Januar 2011

### JINENGO – Sustainable Mobility Services”



- Stands for the vision of a software which enables you to move in a eco-friendly way.
- Jinengo is a project executed by a group of students from University Oldenburg and is supervised by the Department of Business Informatics.
- It started in autumn 2010 and is expected to finish the first prototype in spring 2011.
- Website: [www.jinengo.com](http://www.jinengo.com)
- Logo: 

# What is JINENGO - 2/4



A Mobile Application for sustainable moving as a smart phone application.



This mobile friendly application provides a framework which integrates different Mobility Services based on SOA and use a customized CRM system to keep user information and performing sustainable marketing campaigns.



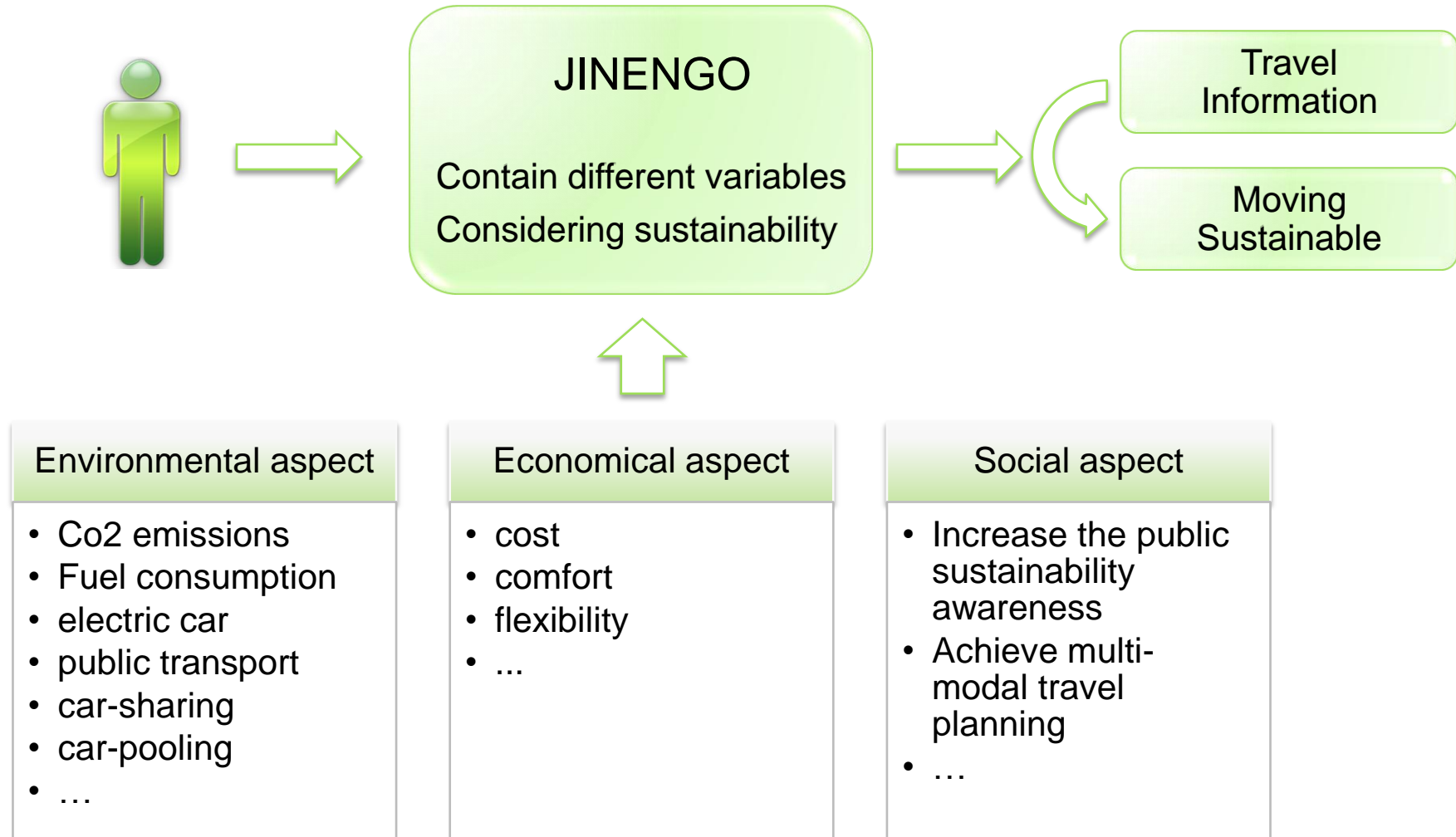
Using Modern Technology such as Mobile Agent Framework PurpleBee<sup>1</sup> for different service provider and a Microsoft CRM System to keep sensitive personal information protected.



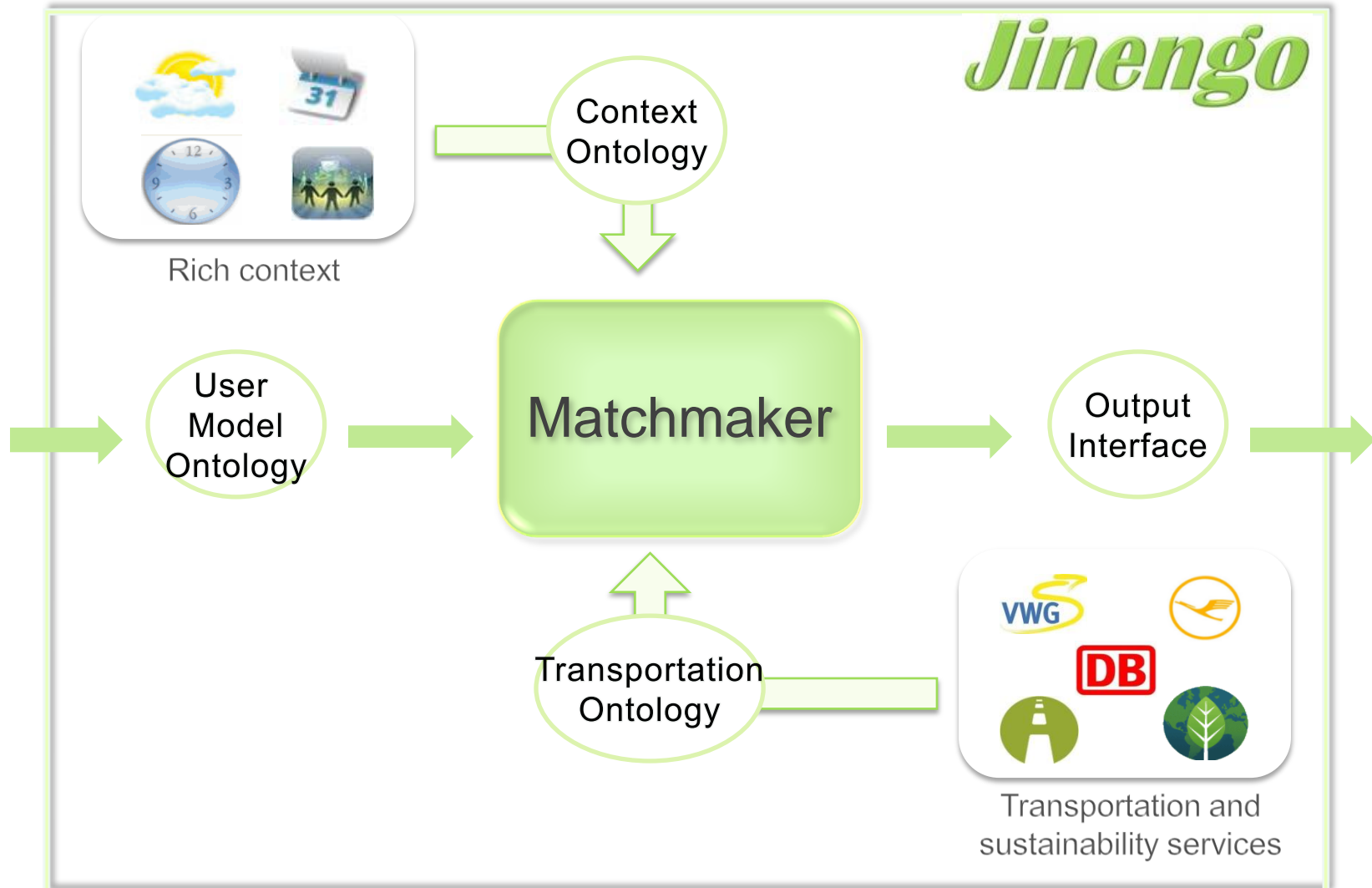
By using this application the users and the service provider both could get benefits in different aspects.

<sup>1</sup>PurpleBee: Ammar Memari 'A Model for Adaptive Applications on the Semantic Web'

# What is JINENGO - 3/4



# What is JINENGO - 4/4

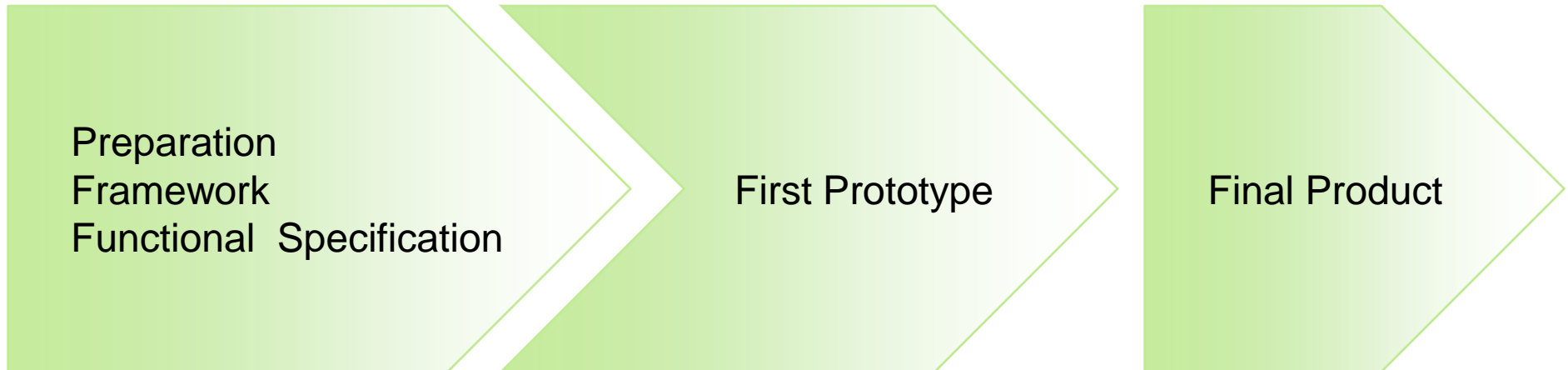


# Project Process

**10.2010**

**03.2011**

**09.2011**



# Thank you for your attention

## Project JINENGO

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We are expecting further cooperation with you on the basis of mutual benefit and the exchange of needs.

[www.jinengo.com](http://www.jinengo.com)