App Hacking & Packing Subs in Your Mobile

Sarah Berg
Rodrigo Calloni

@sarah_A_berg
@calloni

Inter-American Development Bank
#cildc
#appphacking
#mobilefhl
3 Takeways

• Idea to Promote Electronic Subscriptions
• Creating Apps can be Fun
• Users Love Simple Access
How many of your Libraries subscribe to Electronic Content?
Electronic Subscriptions

- They are Expensive!!
- +80% of our Library Budget
- Unlimited 24/7 Access
- Bankwide Access
- Requires lots of Promotion
- Lots of Passwords to remember

Target Audience

- IDB in the Region
- 48 Member Countries
- 26 Borrowing Members
- 26 Country Offices
- 32% of Potential Users in Countries
- They need timeliness and precise information!

Image: http://www.tacaairlines.nl/img/taca.map.big.jpg
Connecting A to B is not that simple
Our Challenges

- Keep it simple
- Single-Account & Password
- Dynamic IP addresses
- Bandwidth restrictions
- Android, iOS, Windows, Blackberry, etc

Our Plan

- Use Apps to Promote Electronic Subscriptions
- People Love their Phones
- People Love having Apps
- Unique Authentication
- Responsive Design
- Install Apps Campaign

Does your library have an authentication platform for digital content access?
Single Sign On
Active Directory / Ex Libris PDS / OCLC EZproxy

Image: http://emersondirect.files.wordpress.com/2011/04/safe1.jpg
Active Directory

IDB Phone Directory — “Contacts”

Image: https://www.udemy.com/files/images/article/2013-08-26_09-42-56__Contacts_iOS7_App_Icon_Rounded.png
Ex Libris PDS

Our simple login screen
EZproxy
Your personal information “waiter”

Image: https://www.mnpals.org/system/files/images/ez%20in.preview.png
The MobileFHL App
Responsive Design

IDB Apps group
How many of you have already **created** an app?
Packing Subscriptions

• One EZproxy Link
• Login with IDB Account
• A nice App icon
• Frame it!
• We got an App!

App Building Tools

Notepad

Paint
<html>
<title>BNamericas</title>
<body>
<link rel="apple-touch-icon" href="YOUR IMAGE GOES HERE" />
<iframe seamless src="YOUR LINK GOES HERE" width="100%" height="100%" frameborder="0"></iframe>
</body>
</html>
The Simpler Code

<html>
<META http-equiv="refresh" content="0;URL=YOUR LINK GOES HERE">
</body>
</html>
App Campaign

How many of you have already **installed** an app for an user?
Questions?

rcalloni@iadb.org  sberg@iadb.org