

Simplicity through whitelabeling

Client

Virtual Badge

Department

Cloudfive mobile app
whitelabeling software

Team

Brett Samson - VP

Launch

January 1st, 2022

Overview

Virtual Badge has followed a classic startup path: a winding journey filled with pivots and adjustments as they honed in on how their idea could best solve real-world problems.

The first iteration of their mobile app product focused on connecting and coordinating first responders during natural disasters. Later, they branched out, building in new functionality for managing volunteers for a variety of scenarios. Most recently, they've expanded into the construction and manufacturing spaces.

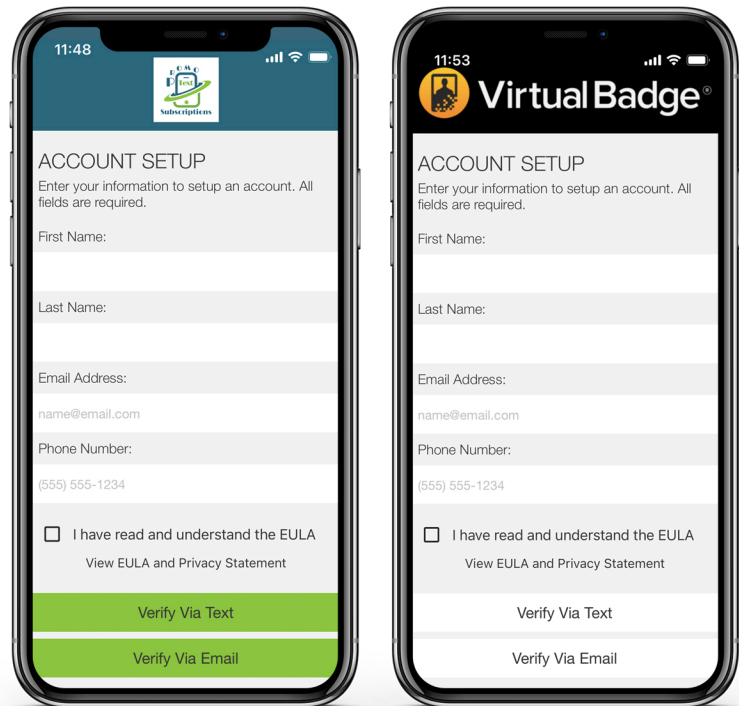
As their portfolio of clients grew, the specific needs they wanted their software to address began to grow, too. They didn't just want to customize colors, logos and entries in the App and Play stores - they also wanted to customize features on a per-app basis.

Happily for Virtual Badge, Cloudfive was able to do both.



"Simplicity is what I like overall [about Cloudfive]. The process is easy to use and it makes things user-friendly."

- Georges Duplessy, co-founder of Virtual Badge

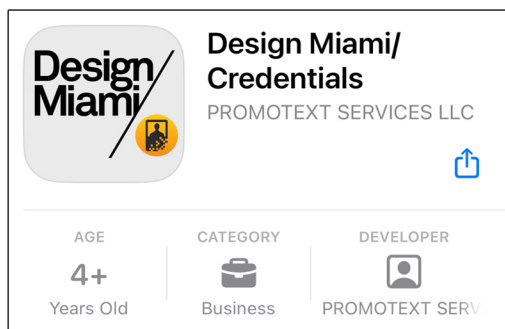


An easy, straightforward process

Solution

Whitelabeling can be a costly, inefficient, time-consuming process. Virtual Badge co-founders Georges and John wanted to focus their time on growing their business, not uploading new updates to the App Store and Play Store one at a time.

As decade-plus clients with Ten Forward, Georges and John were familiar with Cloudfive, and eager to harness its ability to further customize their clients' experience without adding more work to their own plates.



Empowered to quickly close deals

Apart from the new customization options, Virtual Badge's clients also appreciated the speed with which their branded app could get online - clients such as Design Miami, who runs a subset of the renowned global art fair Art Basel.

"We were able to ship a whitelabeled app out quickly for them, because you can do everything in Cloudfive."

- Georges Duplessy, co-founder of Virtual Badge

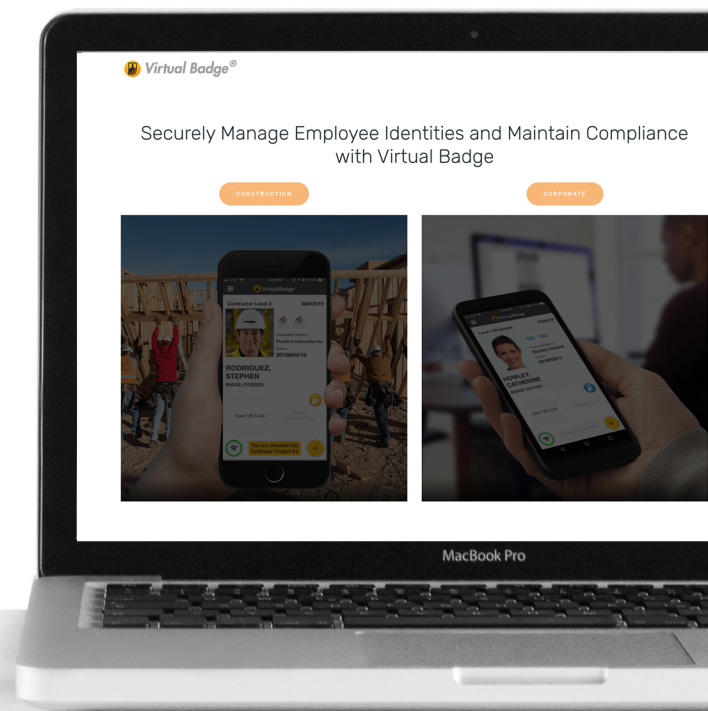


Increased ability to support clients

Results

Not only was Virtual Badge able to offer affordable, efficient whitelabeling to their clients, Cloudfive also enabled them to provide additional customization through the feature flipping capabilities of the platform.

All-in-all, this created opportunity for Virtual Badge to increase their clientele across product needs, offer multiple avenues for customization, and do it all with zero developer time.



Growing together.

“The team’s never-ending intelligence around their expertise constantly amazes me. They’re very understanding in terms of trying to help us get to where we want.”

*John Simion
Co-Founder, Virtual Badge*



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