

INSIDENTITY

MOBILE APP DEVELOPMENT & REST API INTEGRATION

One Data Source. Two Seamlessly Connected Apps.

Developing Android and iPhone applications that seamlessly integrate with InsidEntity's WordPress CMS and pull structured corporate intelligence data through a REST API.

01

Executive Summary

InsidEntity is a global information provider focused on company, director, financial and country information. Its platform is positioned around helping users access structured corporate intelligence and "Know your Entity." For a business built on structured information, what users see in the mobile apps has to match what is managed in the website.

The brief was to develop Android and iPhone applications that could seamlessly integrate with InsidEntity's existing WordPress CMS and pull the required data through a REST API.

The challenge was therefore not simply to create two mobile interfaces. The apps had to connect reliably to the existing data source, consume structured information through the REST API and display that information accurately across both mobile platforms.

The brief was to create mobile apps that could seamlessly connect to InsidEntity's existing platform — pulling structured data through the REST API and presenting it accurately on Android and iPhone.

This case study is a working example of our ability to develop mobile applications that integrate with an existing CMS and data environment rather than operating as standalone products.

2

mobile applications: Android & iPhone

REST API

integration connecting apps to the existing platform

1

shared data source supporting both apps

The Business Problem

InsidEntity needed Android and iPhone applications that could access and display information already managed within its existing WordPress platform. The apps therefore had to integrate seamlessly with the existing system and pull their data through a REST API.

This created a more complex requirement than simply designing and developing two standalone mobile apps. The applications had to work within an established data environment, interpret the information supplied through the API correctly and present it consistently on different mobile platforms.

- Develop applications for both Android and iPhone.
- Integrate both applications with the existing WordPress CMS.
- Pull structured information through the REST API.
- Ensure the applications correctly consume the data returned by the API.
- Maintain consistency between the source data and what users see in the apps.
- Display the information accurately across different mobile devices.

This is where mobile application development becomes more than interface design: the applications, API and source data all have to work together as one connected system.

Why This Was a Hard Problem to Solve Well

Developing a mobile application is one challenge. Developing applications that have to integrate cleanly with an existing platform and rely on data supplied through an API introduces another layer of complexity.

Two apps relying on one external data source

The Android and iPhone applications were not standalone systems containing their own independent information. Both had to connect to the existing platform and consume the same underlying data through the REST API.

The API was central to how the apps worked

The REST API was not an optional integration added after development. It was the mechanism through which the applications received the information they needed, so the apps had to be developed around its structure and behaviour.

Accurate mobile presentation mattered

Successfully retrieving information from an API is only part of the solution. The applications also had to translate that data into a usable mobile experience and ensure it displayed accurately on Android and iPhone devices.

The real challenge was not simply building two apps. It was making the apps, REST API and existing data source behave as one connected platform.

Our Role: From Integration to Mobile Apps

Our work centred on developing the Android and iPhone applications and integrating them with InsidEntity's existing platform through the REST API — with one outcome to protect: reliable, accurate information across both mobile platforms.

- Developed the Android mobile application.
- Developed the iPhone mobile application.
- Integrated both applications with the existing WordPress CMS through the REST API.
- Built the apps to consume structured data and align with the existing data structure.
- Ensured API-supplied information displayed accurately and consistently across both platforms.

The Solution We Delivered

The result was a pair of connected mobile applications for Android and iPhone that integrate with InsidEntity's existing platform and pull their information through the REST API. Both apps work from the same underlying source rather than separate data environments.

Android Application

Android application connected to the existing platform through the REST API, consuming the structured information required by the app.

iPhone Application

iPhone application using the same integration model to pull and display the required information on iOS devices.

REST API Integration

REST API integration connecting both mobile applications to the existing WordPress data source.

Platform capabilities at a glance

- Android mobile application development.
- iPhone mobile application development.
- REST API integration.
- Integration with the existing WordPress CMS.
- Structured data consumption through the API.
- One underlying data source supporting both applications.
- Consistent, accurate presentation across Android and iPhone.

Technology Stack

Mobile Apps

Android and iPhone apps consuming data from the existing platform.

API

REST API connection between the apps and the existing data source.

Data Source / CMS

Existing WordPress CMS supplying structured data to both apps.

07

Delivery Approach

Delivery centred on the relationship between the applications and InsidEntity's existing data environment. Rather than treating Android development, iPhone development and API integration as separate pieces of work, they had to operate as one connected system.

Both applications needed to understand the structure of the data returned through the REST API, consume it consistently and translate it into the correct mobile presentation.

08

Business Value Delivered

One Data Source Supporting Both Applications

- Both the Android and iPhone applications consume information from the same underlying source.
- Information does not need to be maintained independently inside each mobile application.

Seamless Integration with the Existing Platform

- The applications were developed to work with InsidEntity's existing WordPress and REST API environment.
- The mobile solution extends the existing platform rather than creating a disconnected standalone system.

Cross-Platform Mobile Access

- InsidEntity's information is available through applications for both Android and iPhone.
- The same integration model supports both mobile platforms.

Why It Matters

This project is a working example of what is required when mobile applications need to become part of an existing digital ecosystem rather than operate as standalone products.

- Mobile apps often need to integrate with systems and data that already exist.
- API integration needs to be treated as part of the core application architecture, not as an add-on.
- Both applications need to interpret the same source data consistently.
- Successful integration depends on alignment between the source system, REST API and mobile applications.

If your organisation already has the data and systems but needs mobile applications that can connect to them properly, this is the kind of development we deliver: applications built around your existing environment, integrated through APIs, and designed to turn the data you already have into a seamless mobile experience.

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