



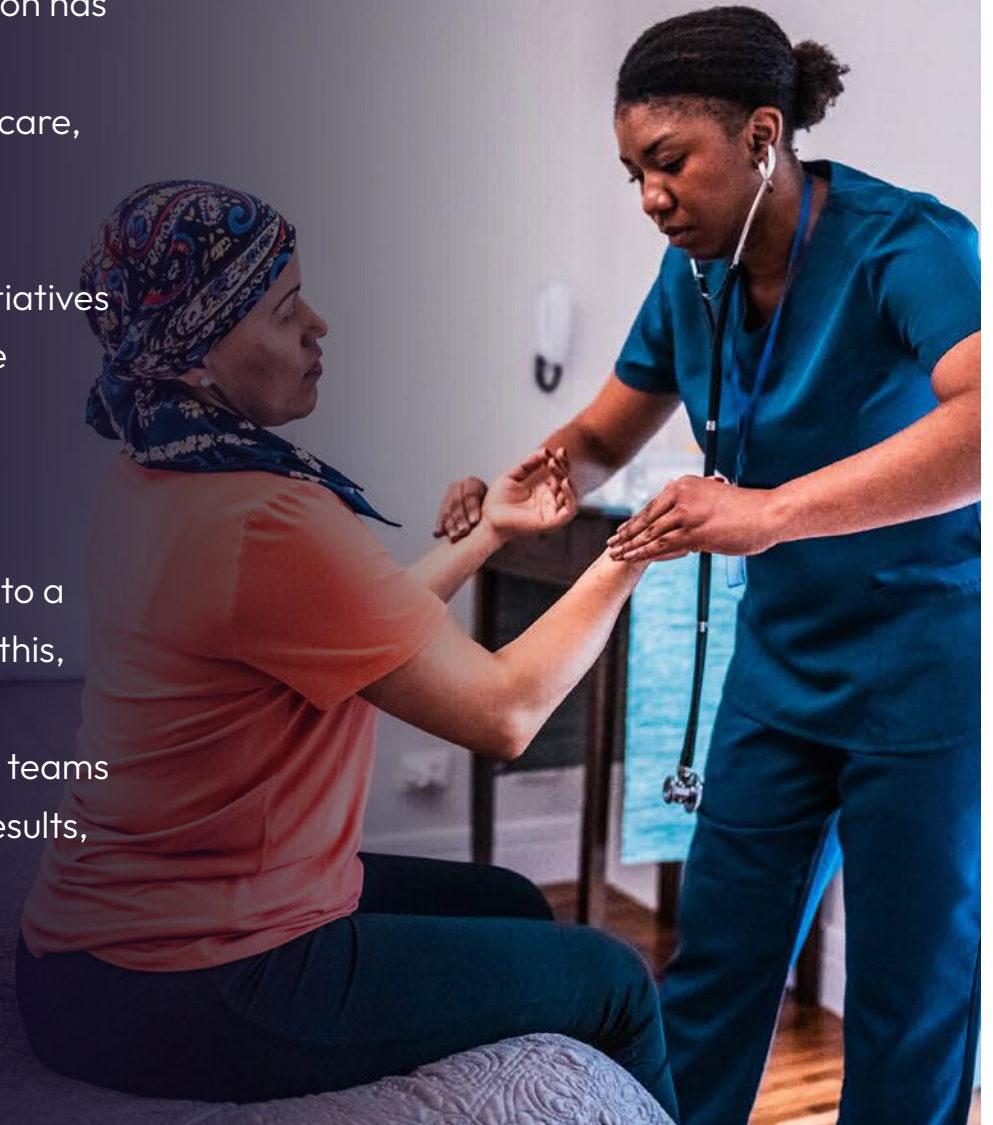
# Speeding to Market with a Conference App in 4 Months for Oncology Care

Enhancing scalability and  
engagement with Flutter



With a legacy spanning 60 years, this non-profit organization has established itself as a pioneer in the fight against cancer. Dedicated to research, education, prevention, and patient care, the organization has grown to nearly 50,000 members encompassing all oncology disciplines and subspecialties. Supported by a team of over 450 full-time staff, it leads initiatives to advance clinical cancer research, advocate for equitable access to high-quality cancer care, and provide continuing education to oncology professionals worldwide.

The organization sought to accelerate its transformation into a customer-centric, digital product-driven entity. To achieve this, three key digital product teams were prioritized: Meetings, Content, and Customer. The challenge was to enable these teams to scale effectively while consistently delivering impactful results, all without losing sight of the customer-first approach





# Engineering with Flutter for Cross-Platform Optimization

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To address this need, a partnership was established with Brillio to develop a seamless and user-friendly application specifically for the Meetings team. An innovative solution was proposed by Brillio, leveraging Flutter, a modern framework for mobile and web development, which ensured rapid development, high performance, and a consistent user experience across platforms.

The engagement was initiated by Brillio with a PoC for the mobile application. The Flutter PoC's performance, cross-platform efficiency, and intuitive user experience convinced the client, leading to its approval for full-scale development.



# Four Months from Concept to Live Deployment

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The mobile application was designed and delivered within an impressive timeline of just 4 months, well before the client's Annual Meeting. The app was launched on both iOS and Android platforms, ensuring accessibility to a wide audience.

The app delivered comprehensive features including conference schedules, detailed presentations and speaker profiles, abstracts, posters, video content, and a personalized agenda builder that enables attendees to manage their schedules effectively.

Out of 45,000 Annual Meeting attendees, 22,000 downloaded the app, demonstrating its strong adoption and usability.

# Building on Success: Expansion to Web

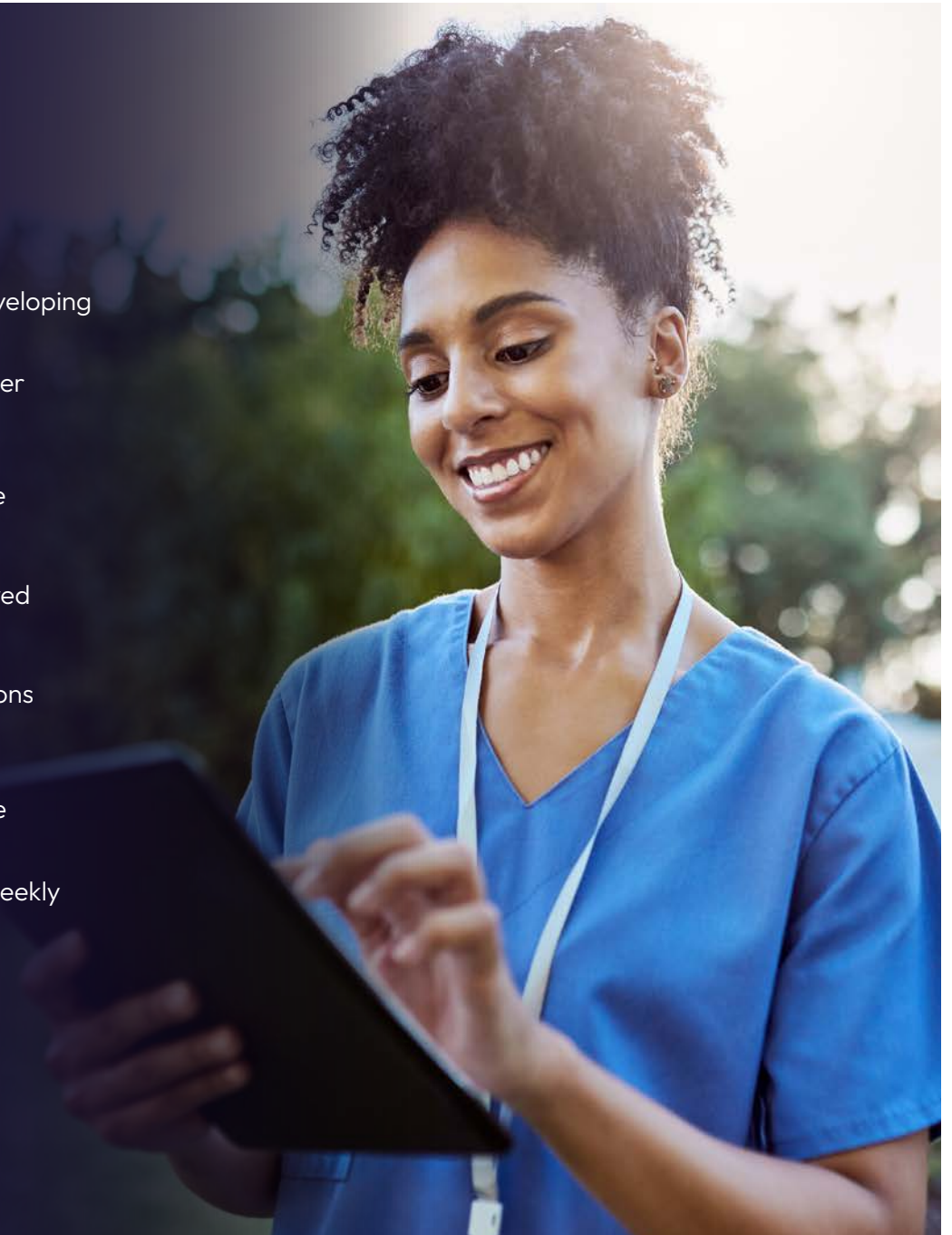
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Building on the mobile app's success, Brillio has been entrusted with developing a Flutter Web application. This web app will replace the client's existing Progressive Web App for meetings, offering a unified and consistent user experience across platforms.

- **Streamlined Development:** Flutter's single codebase accelerated the development process for both mobile and web applications.
- **Enhanced User Experience:** The application's intuitive design improved user satisfaction and engagement.
- **Scalability:** The solution empowered product teams to scale operations efficiently without compromising customer focus.

Brillio also introduced the concept of a dedicated learning initiative, the Brillio+Client Academy, to upskill talent in the client's ways of working, alongside structured governance practices, including daily standups, weekly reports, and quarterly executive reviews.

- **Speed-to-Market Focused Delivery**
- **4-month time to market**
- **~ 50% attendee app adoption**
- **Intuitive, User-friendly app**







## ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



<https://www.brillio.com/>

Contact Us: [info@brillio.com](mailto:info@brillio.com)