

Cobham iPad Presentation Tool



CGI built Cobham an interactive iPad sales app to wow their customers.

Cobham Antenna Systems is a world leader in the design and manufacture of communication systems and navigation antennas that enable people and systems to communicate on land, in the air and at sea.

They asked us to design and build a bespoke presentation tool for the iPad that could be used by their sales team to present company and product information to customers.

Their existing app lacked interactivity and was difficult to update with new content, so our team developed a cloud-based publication tool that allows the Cobham sales force to create branded interactive presentations online from any computer that they can then sync to their devices and present offline in the app.



“CGI became an extension of our team in delivering a solution for Cobham. Their professionalism, service and understanding of our needs exceeded our expectations. Where there were challenges the team helped us at every stage working through the problems and creating solutions.”

Nathan Siddle
Strategic Marketing Director,
Cobham Antenna Systems

The presentations can include video, interactive content, image slideshows and animations, all optimised for touchscreen tablets. As well as running as a linear presentation, the app allows the presenter to link to other presentations from within each slide. This creates custom navigation flows in the app which allows the presenter to easily expand the presentation and quickly shift focus to areas of particular interest to each client.

The app can also be used to collect customer information, which is cached offline if there is no internet connection and then synced with the server when a connection is re-established.



“The overall solution delivered has helped Cobham communicate and present our extensive product portfolio in a completely different way to both new and existing customers.”

Nathan Siddle

Strategic Marketing Director,
Cobham Antenna Systems

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 77,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information

Visit cgi.com/uk

Email us at Enquiry.UK@cgi.com