

Tulsa Software Firm Focusing on Web on-the-Go

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A Tulsa software development firm is leaping toward a service they said was right on the brink of the next big concept in Web sites.

Bluefrog Interactive is creating Web sites specifically for mobile devices. They are the only Oklahoma group certified with the .mobi domain.

Jeff Beasley, president and CEO of Bluefrog, said .mobi is a new domain that has been active for one year. He said this form of Web sites is something that businesses will need but most people currently do not have the service yet.

"In the last five years, cell phones have outpaced the sales of desktops and laptops," he said. "More and more people are gaining information from a mobile handset."

Being able to access the Internet on mobile devices is not a new concept. What makes this a new idea is the fluid capability of the Web sites. Instead of waiting for information and graphics to download, .mobi sites are more text based.

Beasley said .mobi certification require certain standards so the Web sites are displayed the same way on all types of devices.

He said their development of mobile sites is focused on presenting the right information, but not the same as they would see on standard Web sites.

Seth Spillman, vice president of Bluefrog, said the sites are simple, basic applications, and the investment is less than conventional Web sites. He said in order to be a leader in the technology industry they have to be proactive, and not just reactive.

"You have to be on top of trends - this is the next trend, it's so new you are not seeing many people doing it," he said. "What you are going to see is just like Web sites, everybody is going to be getting that information like this one of these days. What we are saying is there is a need now and there is going to be a need."

To make mobile sites easier to manage, Bluefrog developed MobiManage software so anyone with basic word processing skills and Internet access can manage their mobile site.

Striving to be ahead of the curve is one of the foundations Bluefrog is set upon. Beasley and Spillman formed the firm last July and did not face obstacles many new businesses face. They already had clients due to Beasley's 10-year career in consulting.

Though driven to be on the forefront of the .mobi era, Beasley said their bread and butter is creating Web sites and software development. He said when they recognized technology was moving to mobile domains, they saw a lucrative opportunity.

"We saw that as a unique way for us to set ourselves apart from other companies and also offer complementary tools to people's Web sites," he said. "We are not only experts in the Web, we are experts in getting information across in an appropriate matter, and with that comes the mobile site."

Bluefrog just moved into a 2,000-square-foot space in south Tulsa. Beasley said they have a wide client base and add approximately five new clients per month. About 15 of their clients have expressed interest in mobile sites and MobiManage.

While many of their clients are Tulsa based, Spillman said Bluefrog is not regionally locked and they foresee MobiManage attracting clients outside the area.

"It's very new technology, we have set ourselves apart and as far as we know we are the only dot mobi certified development firm in Oklahoma - really in the region," he said. "It's one of those happy circumstances because there are not a lot of people in the playing field."

Originally published by Heather Caliendo.

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