Zielpuls has full stack developers covering both the app and the microservice backend with several interfaces to external service providers. Besides, they also developed the backend for the app.

Zielpuls developed Urby as a cross-platform application, but the team also went way beyond the development because they took care of the app at every single step of the DevOps lifecycle. That means that they optimized the build process and ensured that new versions of the app were well tested and deployed regularly.

Urby was invented as part of a research program in 2017. The question was how does the mobility of the future look like when BMW Group is looking at corporate mobility with the special challenges?

They talked to a lot of employees inside BMW Group to figure out what are their pain points when they need to get around for business travel. And it turned out that companies are providing a lot of solutions to get from A to B, cars, bicycles, shuttle services. But information about these services is scattered across apps, intranet and postings on pin boards.

So it’s quite challenging to find the optimum solution for your travel from A to B. So the idea was to incorporate all of these mobility services into a single app to make access to these mobility services as easy as possible.
With more multimodal options being added and the ever growing number of users, the app became an integral part of BMW Group’s corporate mobility. They now have 18,000 employees using Urby for their corporate trips. The collaboration with Zielpuls made the project a real success.