

How Mobility Benefits Your Workforce, Your Customers, Your Business

Ankur Goyal
Product Manager
Progress Software

PROGRESS
EXCHANGE 2014



Mobile the Future?

Haven't we seen this all before...

Remember...

It must have been 1997

- First WAP phones in Belgium
- Why it failed
 - WAP was a Protocol. Can you sell someone a Protocol???
- Bad UX
- Network, what network?
- Something engineers would love
- It was better in the movie
- Closed, walled-garden, very I.O



Remember...

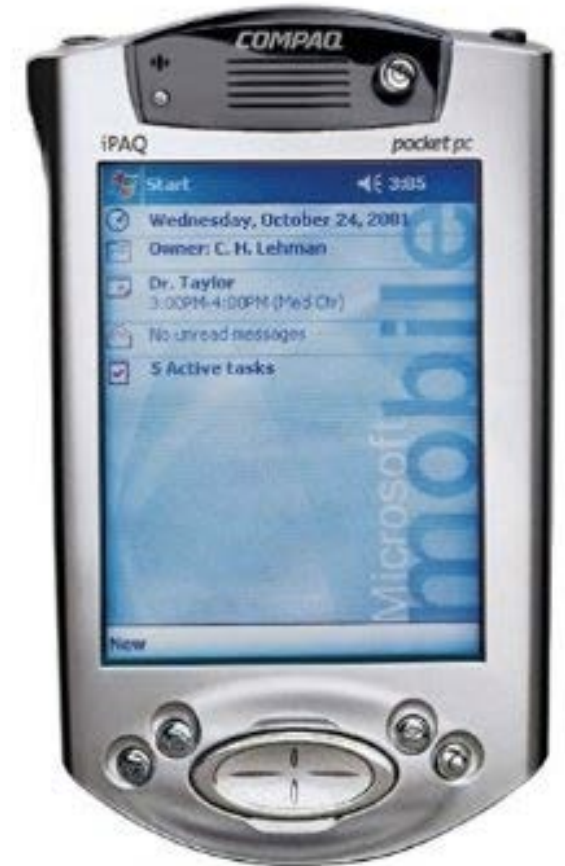
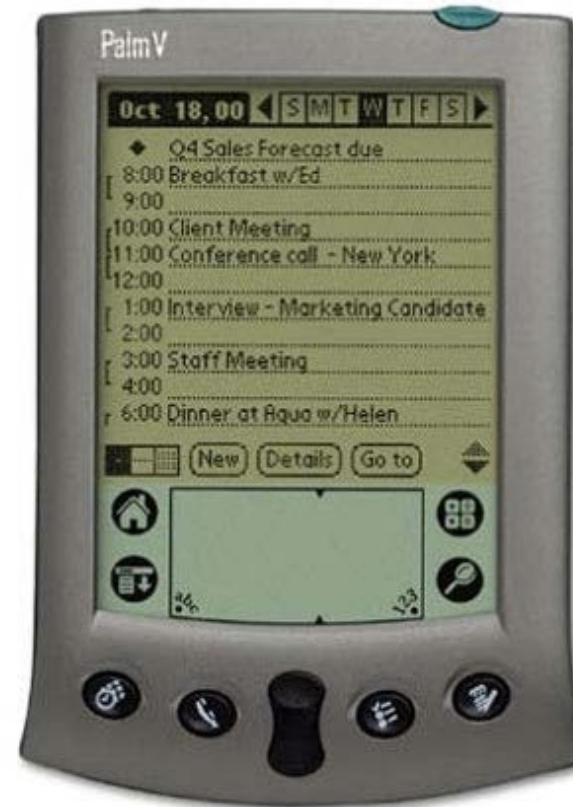
It must have been 1999

- Huge success in Japan
- I-Mode comes to Europe
- Why it failed
 - This is NOT Japan (culture)
 - Still no network
 - Better, but still lousy UX
 - The local operators messed up the business model (revenue split)
 - No added value, scarce content, walled gardens, closed...



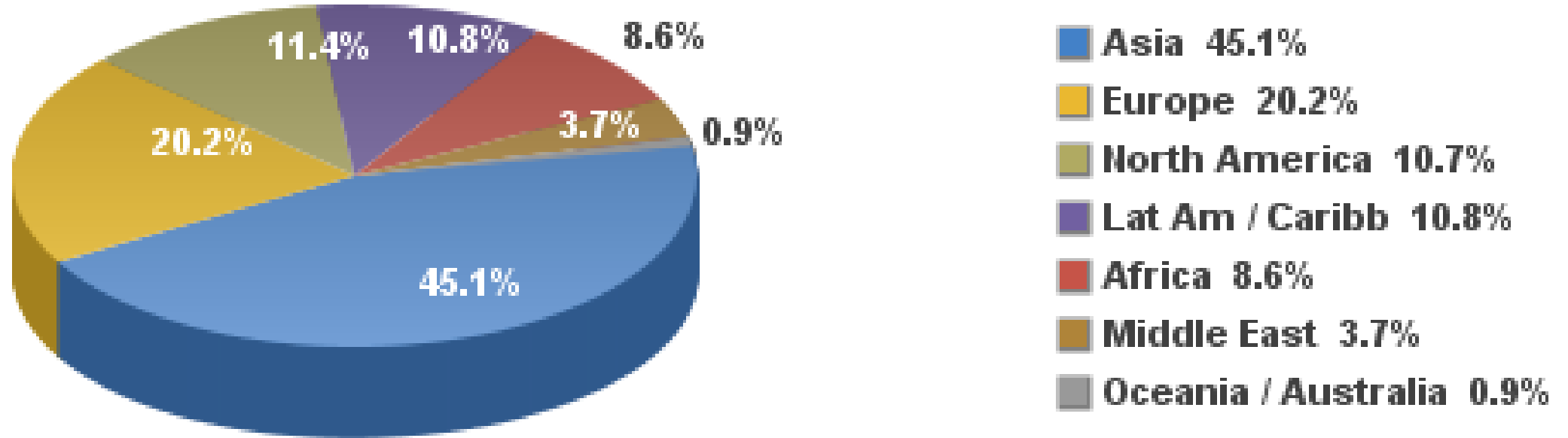
Remember....

- This was one of the first Palm
- It actually did the job (more or less)
- But
 - Not connected
 - No internet
 - No apps
 - **No fun**
- Remember your first iPAQ?
 - It wanted to be a mobile PC
 - Not connected (in the beginning)
 - You still had to be an engineer to use it or love it



Today...

Internet Users in the World Distribution by World Regions – 2013 Q4

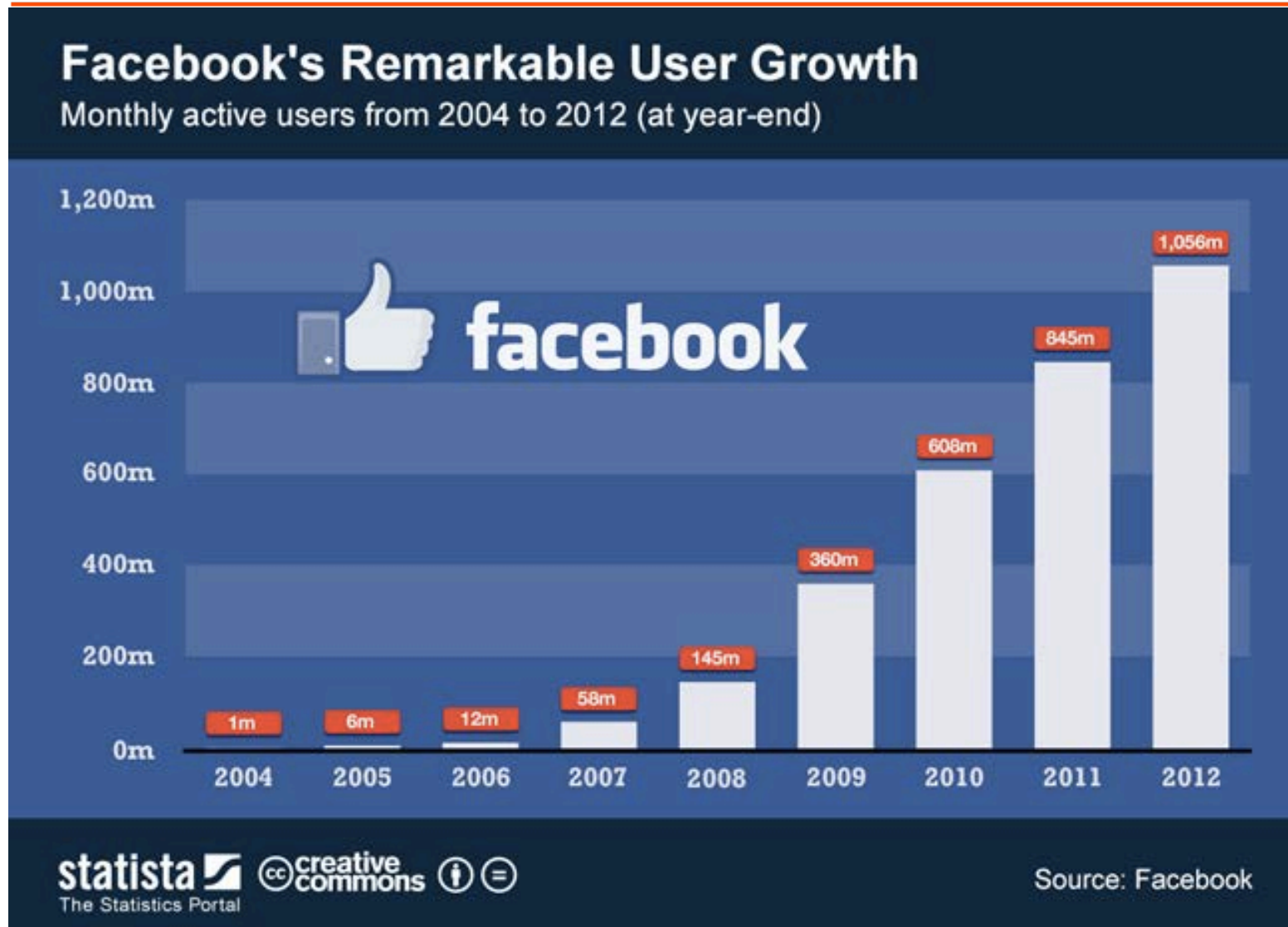


Source: Internet World Stats – www.internetworldstats.com/stats.html

Basis: 2,802,478,934 users on Dec. 31, 2013

Copyright © 2014 Miniwatts Marketing Group

Social Is Huge



Passed 1.19 billion monthly active users, 874 million mobile users, and 728 million daily users

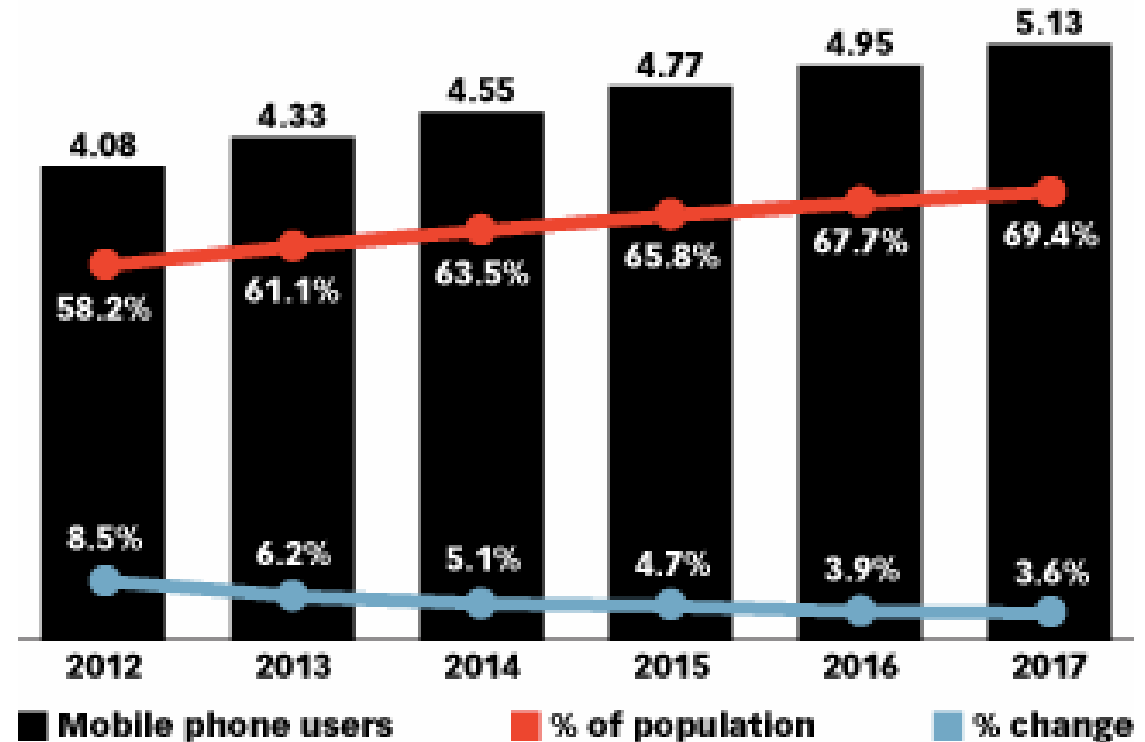
Mobile Is the Biggest!

Smartphone Users Worldwide Will Total 1.75 Billion in 2014

Mobile users pick up smartphones as they become more affordable, 3G and 4G networks advance

Mobile Phone Users Worldwide, 2012-2017

billions, % of population and % change



Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month

Source: eMarketer, Dec 2013

166971

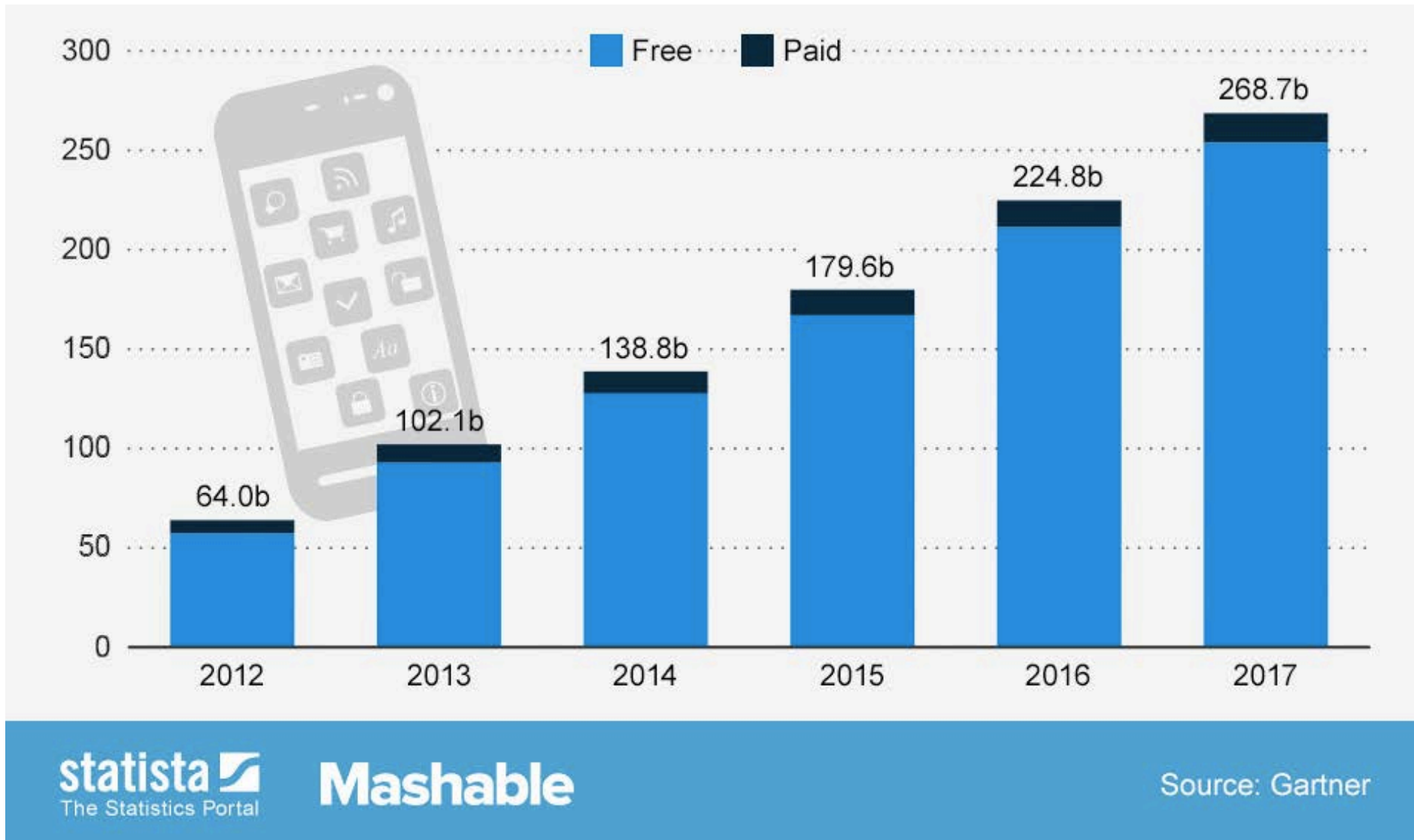
www.eMarketer.com

Mobile Is Finally Here

- For 10 years, mobile internet was really bad
- One disruptive player (Apple) changed the game entirely with a new mobile paradigm (iPhone) challenging all other mobile hardware/software providers
 - To create more than just a phone
 - To raise the level of consumer experience
 - To create a new eco-system where lot's of money can be made (content – tools – services)
- Today, 100% of the market is “SmartPhonized”



Global App Downloads to Pass 100 Billion This Year



**It's a new ecosystem.
It's a relevant experience.**

So how **does** mobility benefit your workforce,
your customers, your business?

How do you become a mobile enterprise?

**This time, there is a business model....
Actually, there are several.**

-
- Building a Mobile Enterprise is not about supporting the newest smartphones and tablets...
 - It's about turning interactions into opportunities
 - It's about responding to customer demand quickly and anticipating their next moves even faster

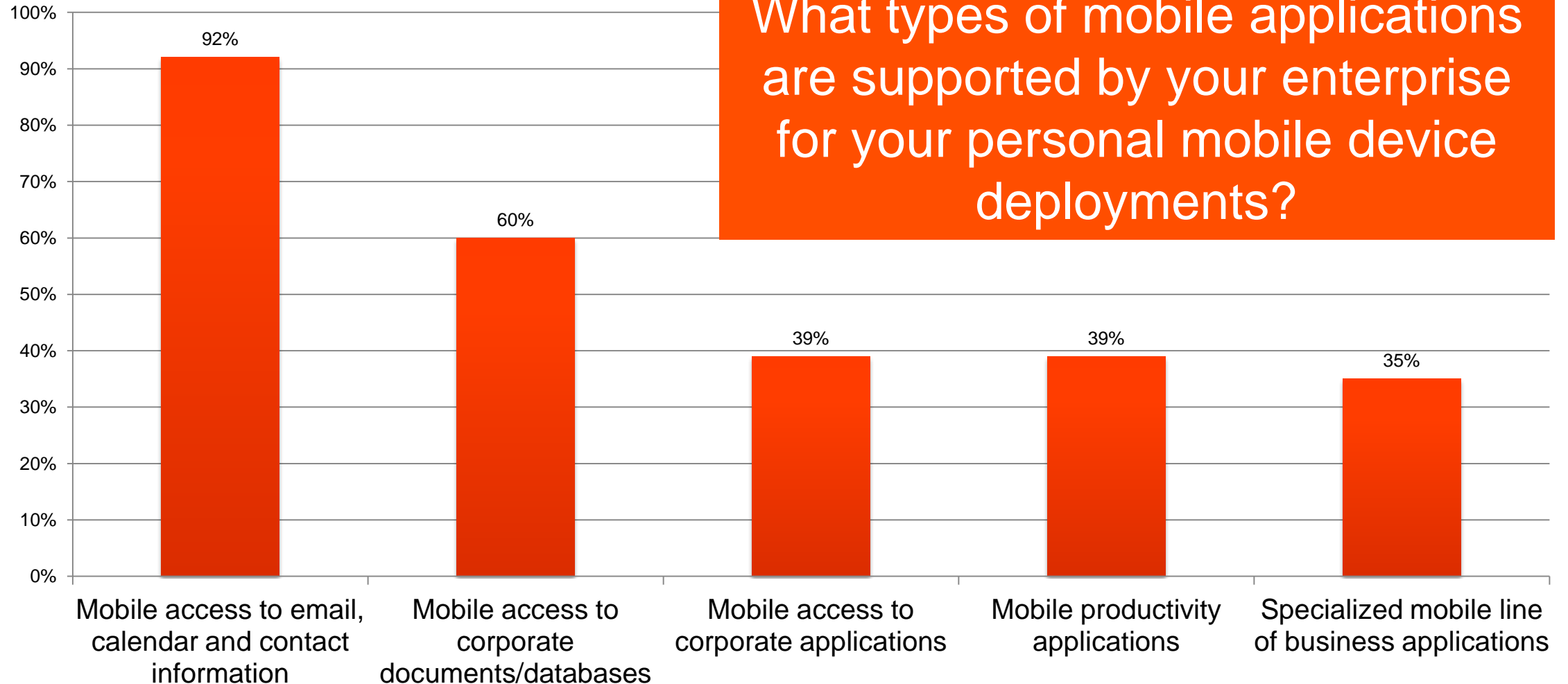
Grocery Store



Warehouse



Mobile Application Usage in the Enterprise





67% consider mobile devices to be important to improving business processes

45% believe mobile devices would improve their speed of response by >3X

Yet **>75%** have made no progress toward these goals

Financial Services

- Customer onboarding
- Mortgage & loan apps
- Appraisals
- “Trailing” documents

Insurance

- New policy quotes
- Customer onboarding
- Claim submissions
- “Trailing” documents

Healthcare

- New patient onboarding
- Clinical documentation
- Medical claims submission
- Revenue cycle management

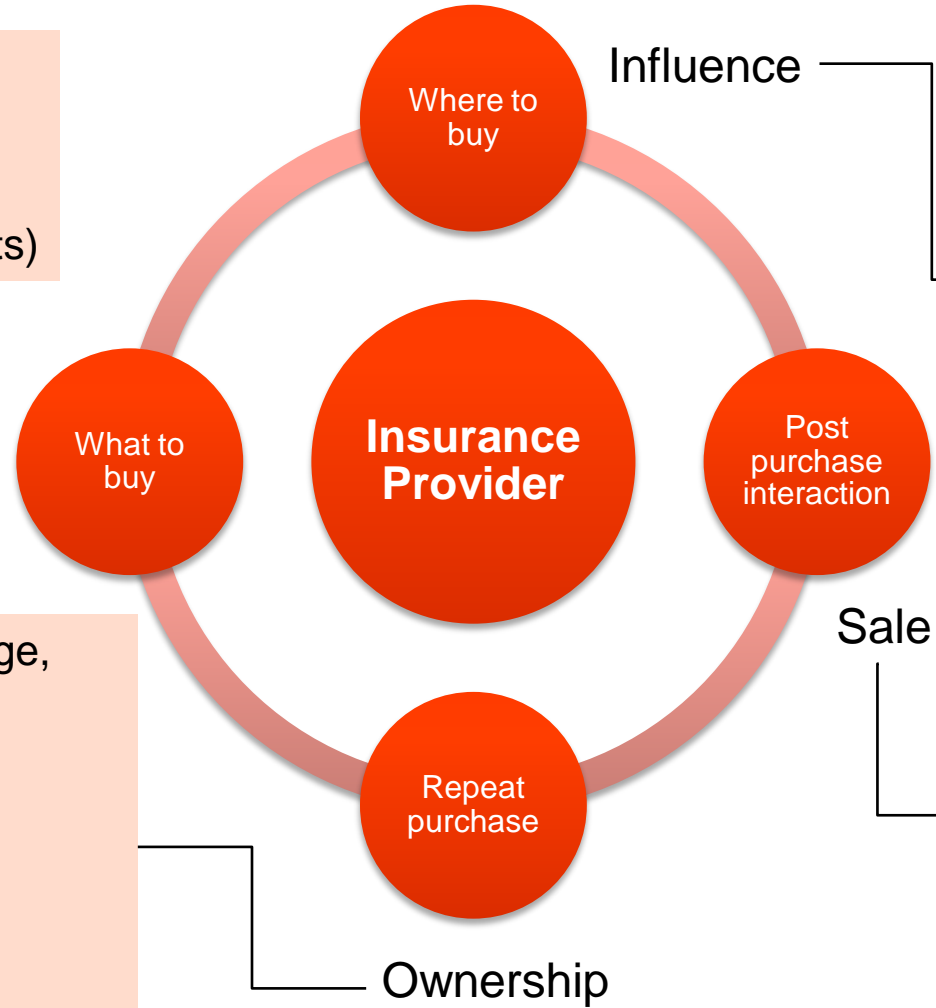
Government

- Citizen benefit enrollments
- Claim submissions
- Licenses, permits & renewals
- “Trailing” documents

...Because It's Supporting Customers Through Their Buying Journeys

- Branded content
- Home inventory lockers
- Tools (e.g. calculators)
- Utility applications (e.g. accident kits)

Discovery



- Agents – local contact, information
- Consumers tend to rely on trusted advisors – both professional and friends/family for investment decisions, but mobile can offer support tools
- Pricing comparisons
- Product information

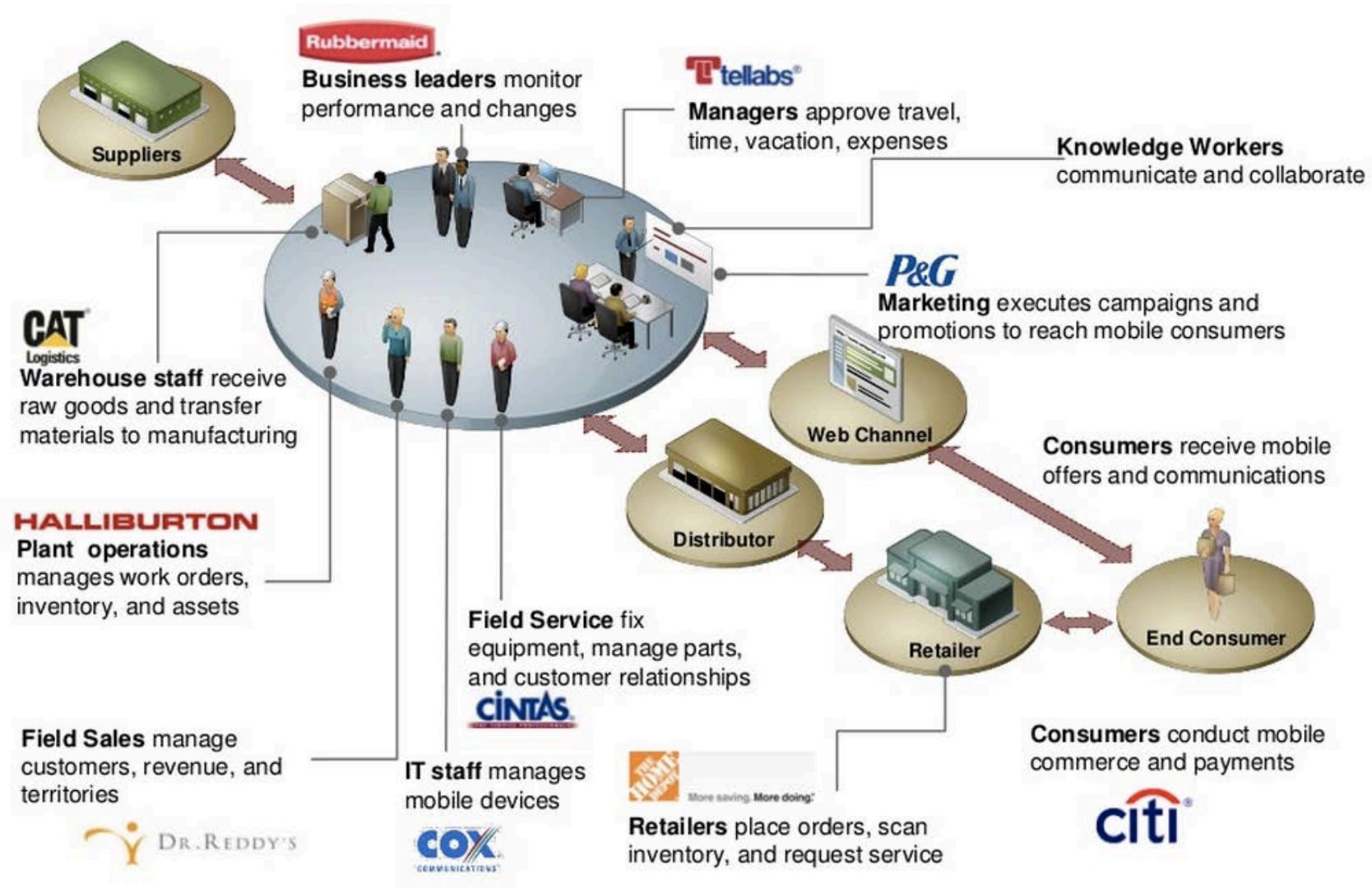
Sale

- Contextual lead generation (e.g. confirmation on the automotive lot)
- Notifications (e.g. missing information)
- Sales through agents, advisors or professionals – especially utilizing tablets

- Account status (e.g. balance, coverage, policy information)
- Account services (e.g. pay a bill)
- Claim kits – accidents
- Contextual information (e.g. how to prepare for an impending hurricane)
- Ensure appropriate coverage as new purchases made

Ownership

Mobile Enterprise in Action



Mobile: A 4-Tier Opportunity

Engagement goals are supported by mobile apps

Empower people by focusing on their tasks and context in their moments of decision

Project your business value by provisioning partners with tools in their daily workflow and context

Accelerate business decisions by putting data dashboards into executives' hands in their meeting moments

Control smart products from mobile devices and extend the value of products with an app ecosystem

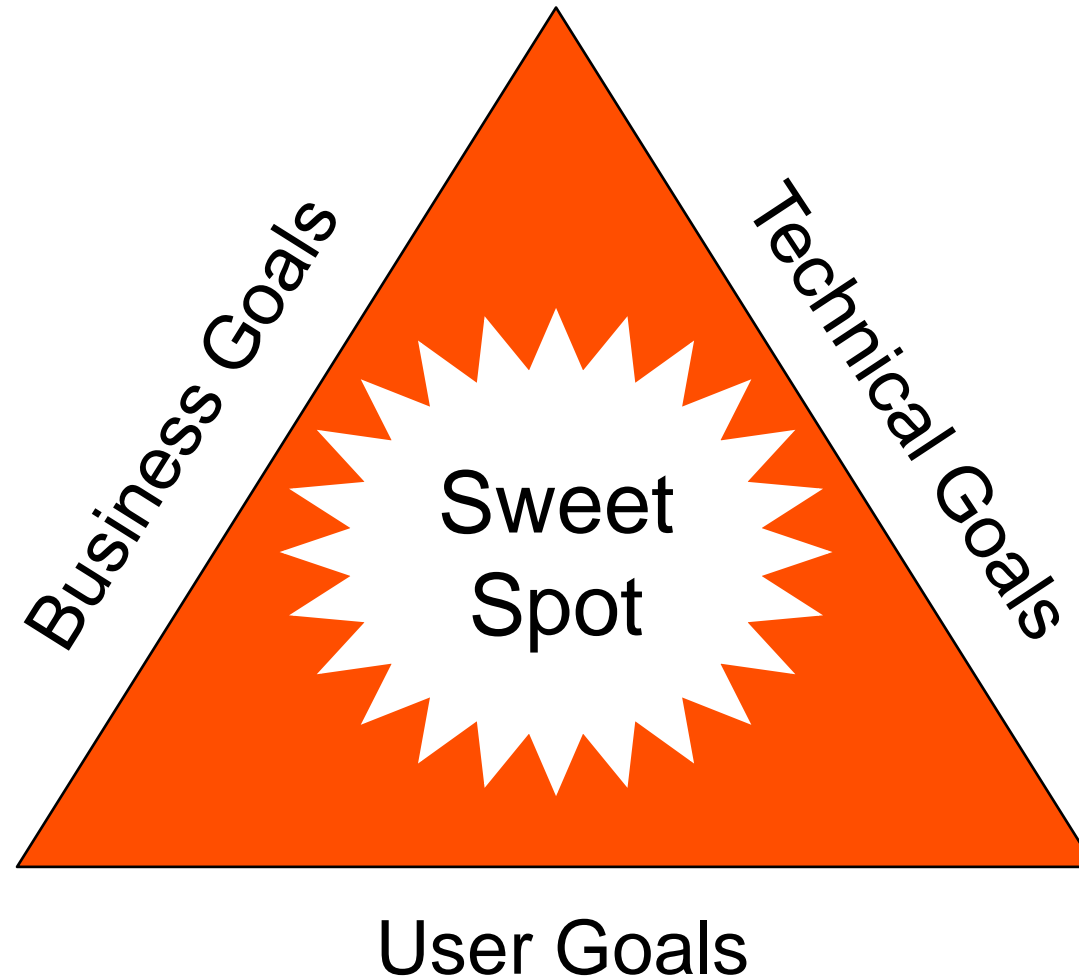
Customer apps

Partner apps

Employee apps

Mobile apps for smart products

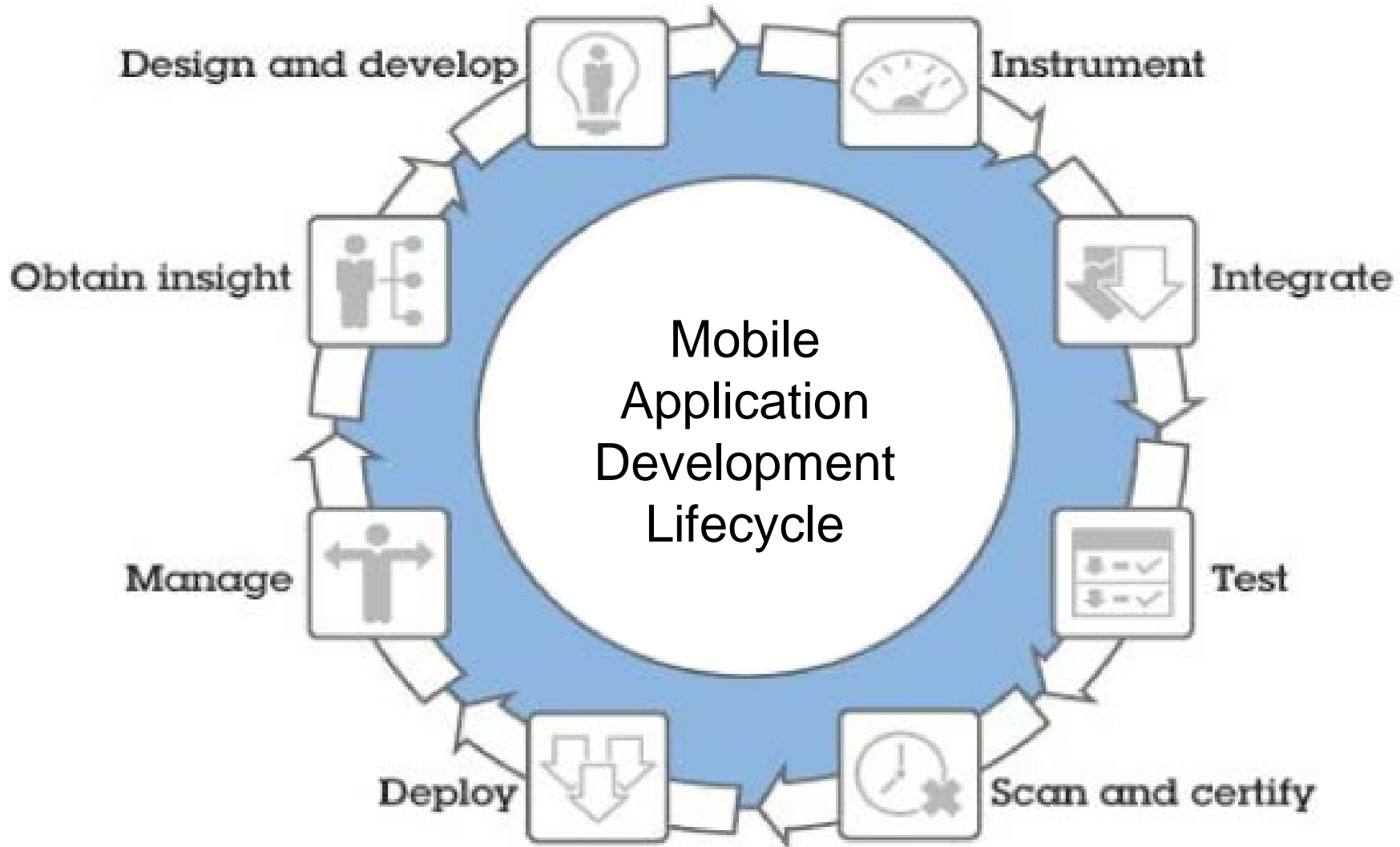
Balancing Goals



The 3 C's of the Mobile App

Cost	Content	Context
<p>If you don't develop your mobile application responsibly, the user would get stuck with a big bill in order to use the application and view the content</p>	<p>Issues like navigation, image sizes, content, page weight and scripts all need to be considered when thinking about your application on mobile devices</p>	<p>What does your application add to the user's mobility? How do you add value to their physical context? What is the context in which they will use your application? On a bus or train?</p>

Development Lifecycle for Mobile Solutions



PROGRESS EXCHANGE²⁰¹⁴

Visit the Resource Portal

- **Get session details & presentation downloads**
- **Complete a survey**
- **Access the latest Progress product literature**

www.progress.com/exchange2014



PROGRESS

Desktop-Sized NYTimes.com

The screenshot shows the desktop version of the New York Times website. At the top, there are navigation elements including 'SECTIONS', 'SEARCH', and 'U.S. INTERNATIONAL 中文'. On the right, there are buttons for 'SUBSCRIBE NOW', 'LOG IN', and a settings gear. The main header features the 'The New York Times' logo, the date 'Sunday, October 5, 2014', and links for 'Today's Paper', 'Video', and 'Weather'. A secondary navigation bar lists various sections like World, U.S., Politics, New York, Business, Opinion, Technology, Science, Health, Sports, Arts, Style, Dining, Home, Travel, Magazine, Real Estate, and ALL. The main content area is divided into several sections: a large article on the left titled 'Facing Monday Deadline, Hong Kong Protesters Start Pullback' with a video player below it; a middle section titled 'Love and Independence in Rhode Island' with a video player; and a right section titled 'Sunday Review' with a list of editorial pieces. At the bottom, there is a large blue advertisement for Citi with the text '10% CASH BACK'.

THE NEW MARCJACOBS.COM IS HERE

U.S. INTERNATIONAL 中文

The New York Times

Sunday, October 5, 2014 | Today's Paper | Video | Weather

SUBSCRIBE NOW LOG IN

World U.S. Politics New York Business Opinion Technology Science Health Sports Arts Style Dining Home Travel Magazine Real Estate ALL

Facing Monday Deadline, Hong Kong Protesters Start Pullback

By KEITH BRADSHER and CHRIS BUCKLEY 8:56 AM ET

In a deal announced with a handshake, pro-democracy demonstrators began pulling back after the government set a Monday morning deadline for the police to ensure access to the government complex.

RELATED COVERAGE

- Live Updates From the Protests 40 minutes ago
- Hong Kong Police, Under Scrutiny, Have Own Troubles
- Video: Hong Kong, One Week Later

U.S. Is Trying to Counter ISIS' Bid to Lure Young Muslims

By ERIC SCHMITT

The Obama administration is attempting to stanch the flow



PLAY VIDEO | 10:17

Angel Franco/The New York Times

Love and Independence in Rhode Island

By DAN BARRY

Peter Maxmean and Lori Sousa, who formed a bond at a workshop where people with intellectual disabilities performed jobs for little pay, are celebrating a new freedom.

33 Comments

Afghanistan Reverses Expulsion of Times Reporter

By AZAM AHMED 7:56 AM ET

Matthew Rosenberg, who was expelled from the country in August, will be allowed to return effective immediately, according to the Afghan attorney general's office.



Sunday Review

OPINION

Who Are 'We the People'?

By ERIC L. LEWIS

If corporations are legal "persons," why aren't Muslim detainees?



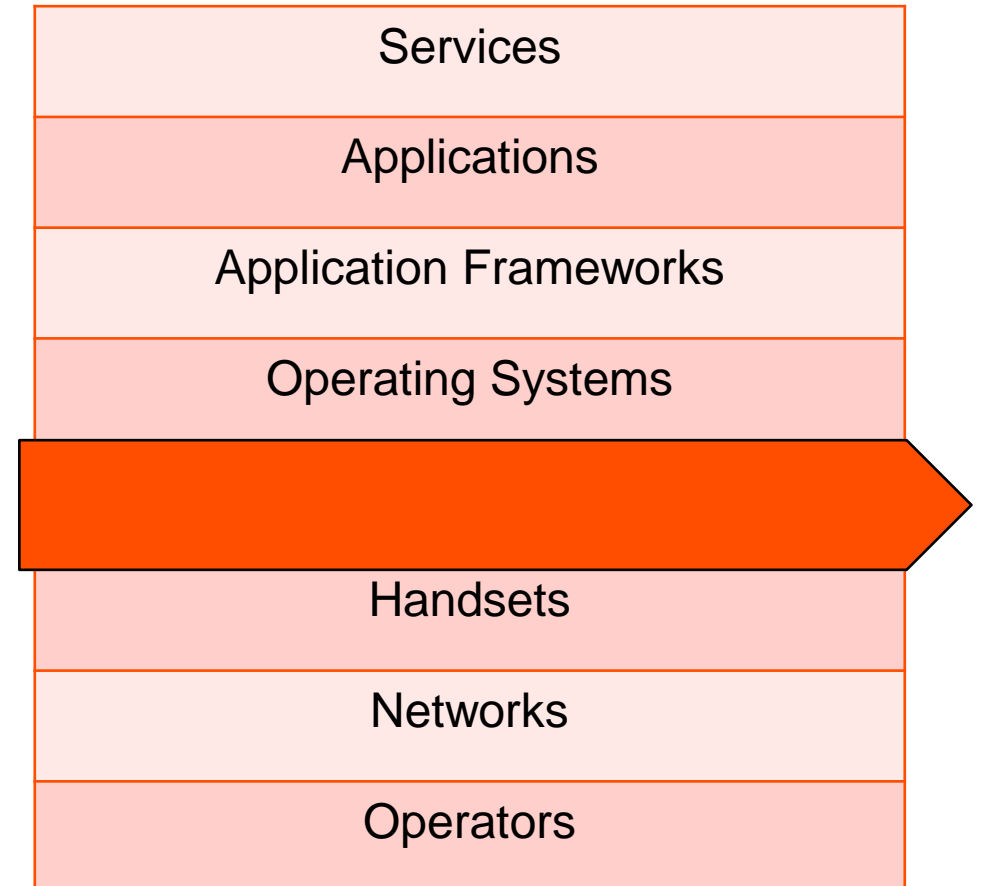
- Editorial: Silicon Valley's Diversity Problem
- Bruni: The Church's Gay Obsession
- Douthat: I Love Lena
- Dowd: Too Many Secrets, Not Enough Service
- Friedman: ISIS, Boko Haram and Batman



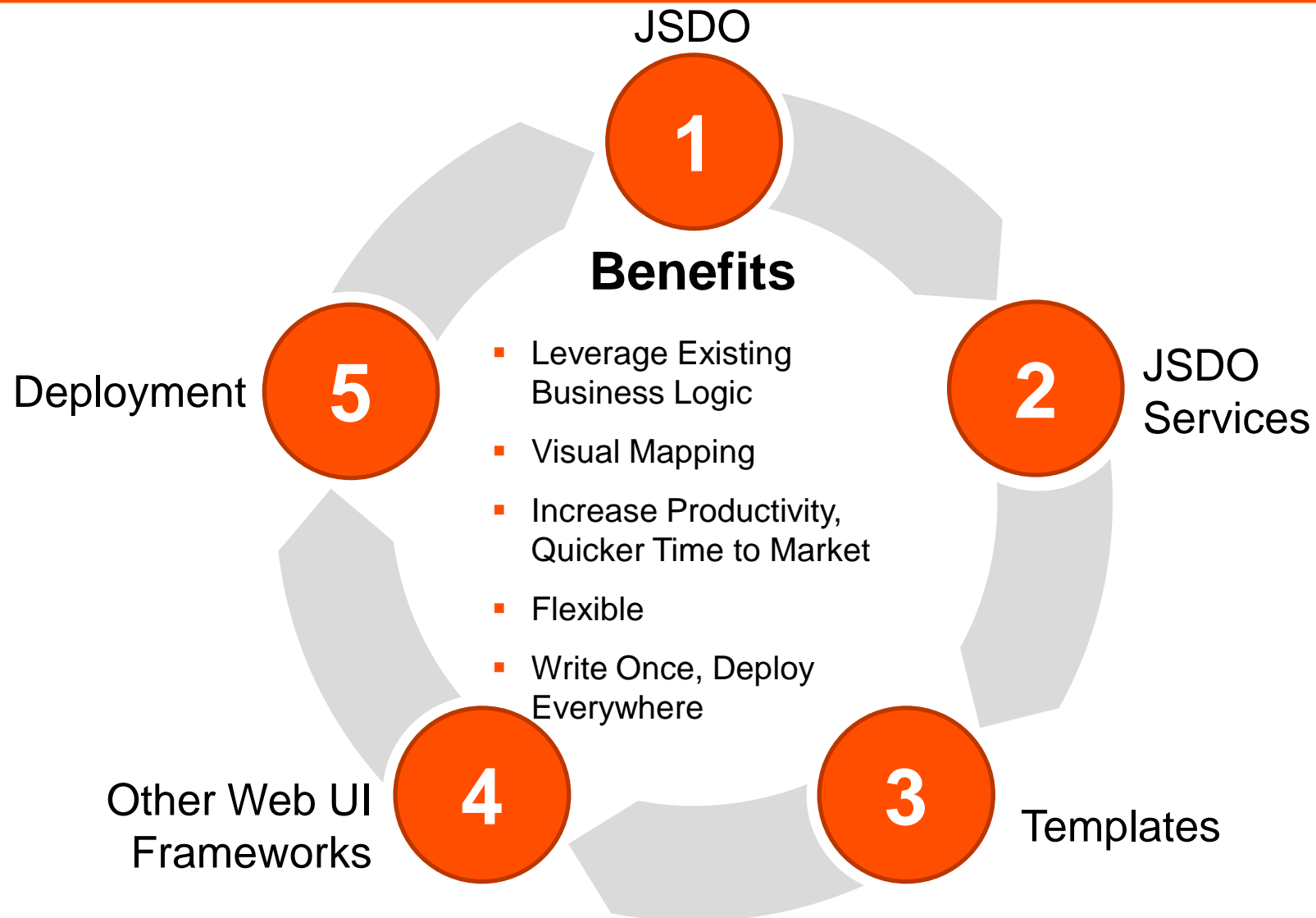
Mobile Is Finally Here

- Building a Mobile Enterprise is not about supporting the newest smartphones and tablets
- Its about turning interactions into opportunities
- It's about responding to customer demand quickly and anticipating their next moves even faster

Layers of Mobile



Rollbase Mobile



2005



2013



Today's World Looks Like This



iOS



Windows
Phone



Microsoft
Surface™

BlackBerry



Google play



BlackBerry
App World™

