

The Connection Between Innovation and Mobile

a strategy to improve business outcomes



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Why Mobile Matters - Overview

1. To improve business outcomes with -
 - A. More business opportunities
 - B. Additional sales - of current products / services
 - C. New revenue streams – from new services
 - D. Higher margin - with a self - serve delivery model
 - by being better at Business Innovation
 - E. Reduced costs - from greater efficiencies / productivity

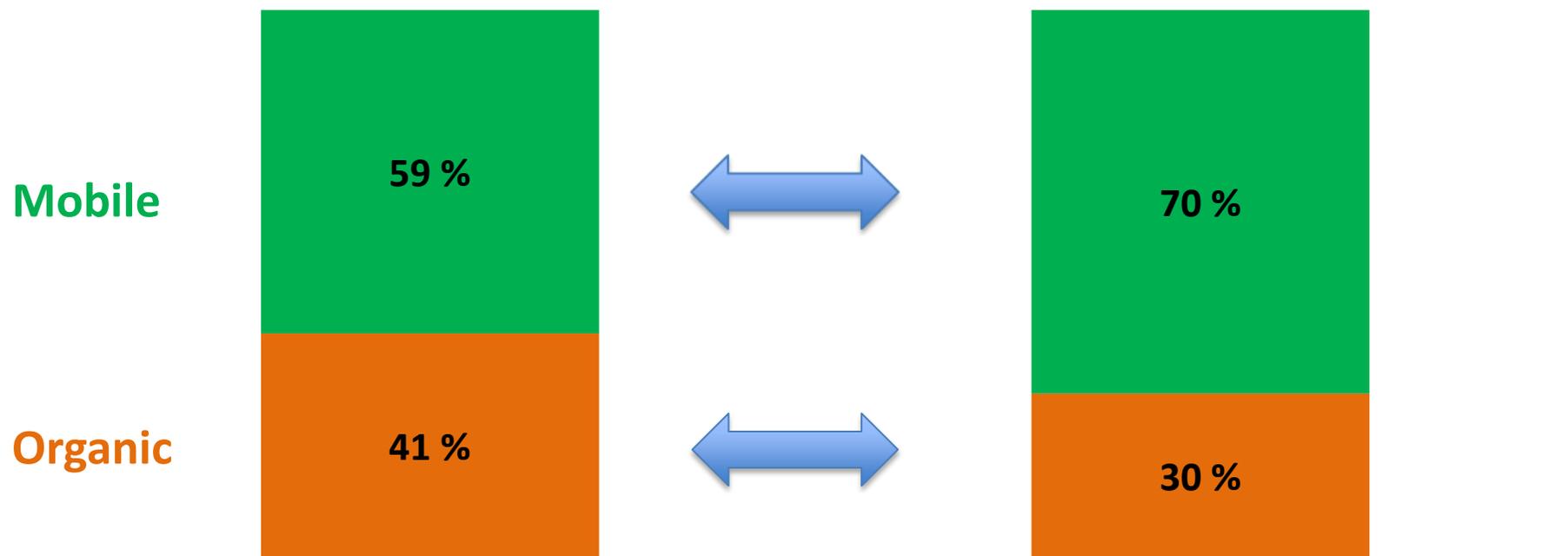
2. To increase presence in the strategically important mobile market



Why Mobile Matters

1. + 2,000,000 Smartphone & Tablet activations / day
2. + 80 % of business people have a smartphone
3. + 80 % of Businesses are planning on providing more Apps within the next 12 months
4. To benefit from Customers being 6.5 X more likely to interact with your business on a mobile device
5. Apps have an impressive ROI - for every \$1.00 spent businesses get back \$1.67. ([informationweek](#))
6. More Apps = more advantage over competitors
7. A well designed and functional App is a very powerful tool
8. Apps have high value since they increase the convenience, quality and speed of response

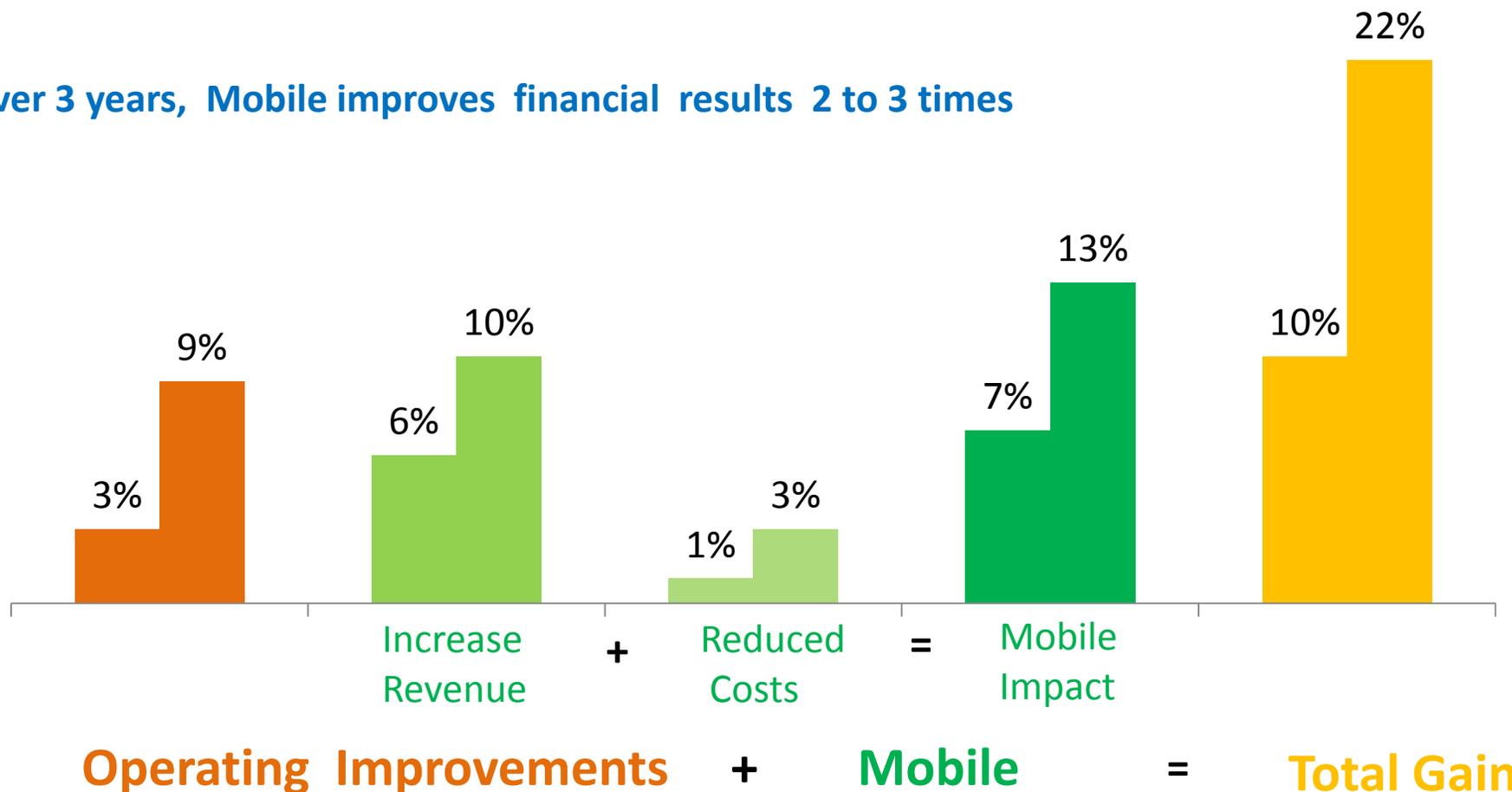
Why Mobile Matters - for more Growth (range over 3 years)



- A. Organic (operating improvements) + new Mobile Services / Apps = higher sales / profits
- B. + the value of having a growing presence in mobile

Why Mobile Matters - To improve business outcomes

Over 3 years, Mobile improves financial results 2 to 3 times



Why Mobile Matters - How do Apps contribute to success ?

1. By enabling organizations to benefit from the
“ *Convenience of Mobile* “ and the “ *Power of Apps* “
 2. By making Apps quickly - Business Innovation is more rewarding
- risk is reduced
 3. By improving organization agility / responsiveness
 4. By making it quick and easy “ to know “
- with Business people driving Mobile initiatives



Why Mobile Matters - To enable you to :

Expand the options for people to engage with your organization -

1. When they want - at any time
2. How they want - on their mobile device

To drive change, versus being driven by change

- that recognizes technology based companies are impacting industries :

- A. Apple - changed the music business
- B. Uber - changing the taxi business
- C. Airbnb - changing the accommodation industry
- D. Amazon - changing retailing
- E. Netflix - changing video content distribution / consumption
- F. etc.



The Changing Landscape -

... Change Triggers Opportunity

In the past, benefits were realized by those adapting to information technology with -

1. Corporate Systems
2. the PC
3. Internet

And now with

4. Mobile + Apps

For - more opportunities

- additional business capabilities
- greater personnel productivity
- improved operational efficiencies



+ Additional Changes and Opportunities in the Making -

5. the emergence of
- IoT : Sensors, Beacons, etc.
 - better Analytics
 - Cognitive Computing
 - Virtual Reality
 - Robotics, etc.

.... and with Apps, there are further opportunities to improve business outcomes with –

- new revenue streams / markets / products
- lower costs
- enhanced market / product segmentation
- mass customization / personalization
- greater stickiness with Customers / Partners

What's Changing ?

- the value of information is \geq the product or service
- the User expectation for quick gratification
- the need for “ high stickiness “ with - Partners, Customers, Internal personnel, etc.
- the need to do business : on - line
real - time
all - the - time



Managing Change - What's Important for Success in Mobile ?

1. A willingness to explore opportunities to grow and improve the business - with Apps
2. An Incentive Program that rewards
 - Learning
 - Business Innovation
 - The delivery of new Mobile Services
3. Prudently managing risk
4. Recognizing Homeruns, Base Hits, and Outs are all part of the game !

Managing Change - Strategy to Improve Business Outcomes

1. Find “Apps that matter “
2. Produce results quickly
 - initially
 - ongoing to - evolve the initial App
 - address other needs / opportunities
3. Fail fast - on Mobile Services not getting traction



Managing Change - How do Apps Help ?

Internal Apps - to improve productivity and decision making

External Apps - for Customers, Partners, the Supply Chain, etc.

.... to make it easy and convenient

- to Know
- to do Business

ie: select an icon and “ stuff happens “ - at 11:00 AM or 11:00 PM



Next Steps - To explore opportunities with Apps

1. Have a meeting to share insights on –
 - A. areas of opportunity
 - B. new Mobile Services
 - C. making business innovation more rewarding
 - initially
 - ongoing
 - D. apply metrics and processes to –
 - confirm progress
 - manage risk
2. Check out - www.cail.com/Innovation , www.cail.com/AA
3. Contact CAIL – info@cail.com 800-668-5769

