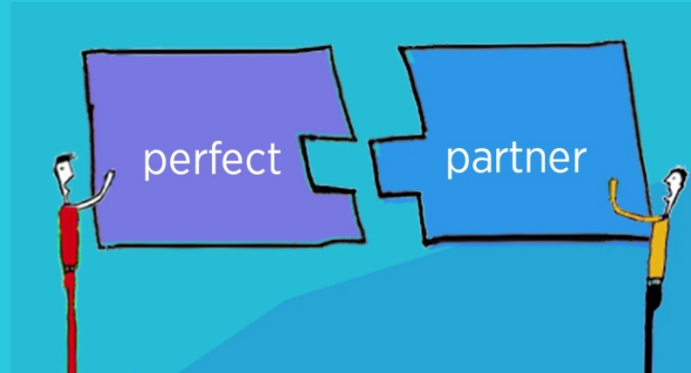


Enterprise Mobility Strategy

Mobile: The new online
frontier for your business

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Mobile: The new online frontier for your business

Your business is already online. It has been for years. But are you ready for the new opportunities that will emerge for your business as the internet makes its next big leap? The world has felt this before: the exhilarating mix of energy and apprehension as a new technology arrives in the workplace and ends up transforming it. In the 19th century, that technology was the typewriter. In the 20th century, it was the mainframe, then, in quick succession, the desktop, the personal computer, the laptop and - last but not least - the internet. And today? The transformative technology of the 21st Century?

The highly personal, highly interactive, context aware mobile.

With over half of all UK mobile users already using smartphones and accounting for over 85% of monthly sales, smartphone ownership is predicted to climb to over 90% by the end of 2014.

The revolution is happening. Already more calls are made using mobile phones than fixed phones, and the growth of the mobile internet saw people in the UK spending more time browsing on their mobiles than their PCs back in 2011. With well over half of all UK mobile users already using smartphones and accounting for over 85% of monthly sales, smartphone ownership is predicted to climb to over 90% by the end of 2014. These devices have fundamentally changed

the nature of human interaction and will radically alter the way businesses reach their customers over the next decade. Look at the facts: the mobile advertising market is set to break the \$1bn/year barrier, already over 60 billion apps have been downloaded and the momentum is growing. Mobile, with its global reach, is becoming the primary platform for global product innovation.

And the customer mindset is changing alongside this empowering technology. Consumers no longer seek brands, they expect brands to come to them wherever they are. They have their own mobile world, and they expect it to work for them.

Consumers are therefore always in reach and the old rules about how they interact no longer apply. Mobile creates a new dimension to talk to customers directly, and unlike anything we've seen before, we can do it in context wherever they are – we can talk intelligently, providing consumers with real-time, relevant and location sensitive information or services that reflect their interests while - crucially - respecting their privacy.

So the challenge is: How should businesses use this technology intelligently to meet the needs of the empowered consumer?

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It's not easy. According to a 2012 Forrester report:

“Firms will waste too much time and money as marketing goes after a mobile loyalty app, sales builds tablet apps, the CFO implements mobile expense approvals, the CTO does his app in support of the new smart product line, and the head of Asia resellers builds a mobile dealer app.”

Another 2012 report, by Computerworld UK, concluded that “60% of companies had no mobility strategy, 38% of those surveyed are yet to consider their strategy and 22% have only just begun initial research. Only 15% have fully deployed them in their firms, while a further 25% said that policies were already developed but only partly implemented”

Mobile is primarily viewed by businesses today as a way to improve internal business efficiencies, customer engagement and satisfaction, although they recognise that it can play an even greater role in their future success. However, the majority of companies face organisational issues and struggle to allocate the right resources for mobile – or to be able to truly measure the success of their mobile consumer initiatives. So what are the biggest challenges to be overcome?

Businesses cite:

- A lack of measurable business goals often clouds early success
- Limited investment and expertise, plus a lack of resource slows their progress
- Cross-functional and cross-geographical complexity cause inefficiency

And yet it's been around for a while. After all, there are companies that use elements of the capability offered by mobile as part of their digital marketing mix including SMS advertising, mobile apps, a mobile website and even location based services. But this isn't a complete answer and where a clear, pragmatic and aligned mobile strategy should come in to play.

Embracing mobile at the heart of your business strategy

Forrester's view is that businesses "need to develop a forward-looking strategy that blends social, mobile and business analytics technologies to better connect workers, customers and partners – co-ordinating various initiatives such as advertising, CRM, coupons etc. across the technologies best suited such as messaging or apps."

For many businesses clarity over their mobility strategy could bring

dramatic results and a far better return on investment. It's not just about the headline results though – it's about really making the investment work as hard as possible. What many businesses don't realise is that the average amount spent on a typical customer mobile app - £30,000 to £100,000 - turns out to be just 35% of the true two-year cost once operational and ongoing support is taken into account.

The start point for any enterprise is therefore to identify mobile projects that are already in place and then find out how those initiatives are funded and whom they serve. Furthermore, businesses need to audit their mobile activity against their strategic priorities in order to identify synergies, overlaps, and even clashes. What are their objectives? How can mobile be used to achieve these? Has the impact of this mobile revolution really been considered in sufficient detail within the existing business strategy? Above all, there are two key questions for the business:

- How can we use mobile to build a better relationship with our customers?
- How can we capitalise on mobile technologies to realise internal business efficiencies?

These questions are symbiotic in nature: they are not standalone. Using an understanding of the spatial and temporal patterns of movement for customers using insight from an app or mobile operator based analytics can substantially improve marketing activity and CRM while informing distribution planning. For example, imagine a text-based response to a marketing campaign on a chocolate bar wrapper. Where and when was it consumed? What age and gender was the consumer? Where did they buy it? Where do your consumers live? Where are there more of them and do you have outlets there? This transformative insight can inform business planning and deliver real competitive advantage. Once this has

been understood forward looking businesses can really plan. The business should create an over-arching mobile strategy that draws on using mobile effectively.

There are some searching questions to be answered.

- *How can you put mobile at the heart of your business?*
- *Have you considered the integration of mobile applications and services including commerce, payments, advertising, CRM and analytics?*
- *How can your business gain vastly deeper insight into your customers and serve their needs while still respecting their privacy?*

Implementation is critical. Having created the plan, it needs to allow the business to develop its mobility strategy to keep pace with the growth of mobile usage. Above all, the successful enterprise in the future will have invested in the right platforms with the right partners, ones that are able to provide the solutions that will grow with the business and capitalise on the transformation that is underway. There has never been a better time to consider how mobile can transform businesses and create meaningful relationships with customers. The future is an exciting place!

About Piran Partners

Piran Partners provides clear, practical and straightforward advice to clients in the converging mobile, media, retail and financial sectors.

We enable businesses to capitalise on the revenue streams that can be achieved by placing mobile technology and mobility at the heart of your business strategy.

We approach consultancy engagements from a wholly commercial perspective, implementing solutions that solve problems, create deeper customer relationships and drive results through commercial value.

The Piran Partners' team consists of world leaders in the field, and works with an impressive client list of Mobile and Virtual Network Operators, Vendors, Banks, Retailers and Media Companies.

For more information on our services, please visit www.piranpartners.com, call **+44 (0) 207 349 5127** or email info@piranpartners.com

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