

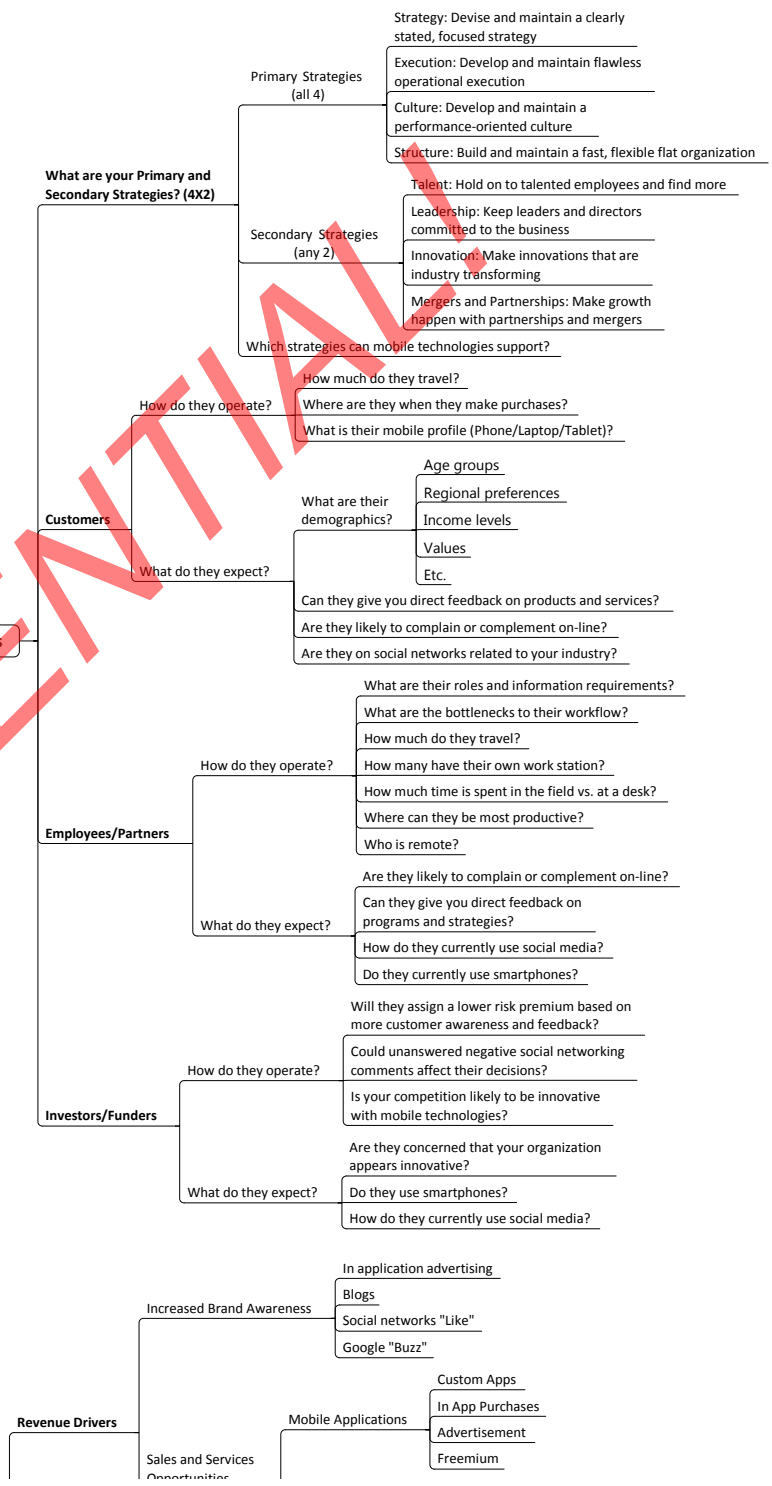
Mobile Strategy Survey



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Mobile Strategy Survey



Value Increasing Opportunities

- Opportunities
 - Mobile Web Sites
 - SaaS Pay Model
 - Point of Sales through site
 - Advertising
 - Freemium SaaS

Cost Cutting/Efficiency Improvements

- Mobile Learning and Training Platforms
- Internal and External Communications
 - Unified Communications
 - Telecommuting
- Remote Data Access
- Assessments and Surveys
- Mobile Time and Task Reporting
- Automated Logistic and Supply Chain Management

Competitive Responses

- How do your competitors use the technology?
- What are the technology trends that could influence how your competitors use the technology in the future?

User Adoption

Barriers to Adoption

- Environmental Issues
 - No Internet / WiFi connection
 - Security
 - Structural limitations (thick walls)
- Personal User Issues
 - Resistance to technology
 - Like the "Old Way"
 - Additional device requirement
 - Resistance to major changes
 - Believes this will slow them down
 - Interested but not comfortable using technology

Barrier Reducing Questions

- Who are the Key Influencers?
- How do you get influencers using mobile tools effectively?
- Can incentives be used to encourage use?
- What is the most effective human device interface for your environment?
- How do you get user feedback?

Decision Drivers

Technology

- What is your primary IT infrastructure?
 - Microsoft
 - Google
 - Apple
 - Open Source
- What technologies does your industry prefer?
- What information systems talent do you have in-house?

Culture

- Do lots of key stakeholders already use a certain brands of smartphones?
- What social media do the majority of your key stakeholders use?
- Stakeholders preferences for involvement in technology decisions
 - High Level?
 - Detailed Level?

Market/Brand Emphasis

- Show commitment to relationships
- Stay in touch with key stakeholders
- Collaborate to boost productivity and effectiveness
- Build industry recognition
- Share ideas
- Leverage other's ideas and viewpoints
- Additional sales and marketing channel

Roll Out Plans

Phased Approaches

- Regional
- Role Based
- Key Influencer Based

Training Methods

- Virtual
- In Person/One on One
- Class Room
- In App Guides

