

Consumers are more demanding than ever before, expecting...

For the first time, mobile devices outnumber people. This milestone underscores one crucial fact for companies: as the number of mobile devices rises, so do their importance.

Consumers expect:



a seamless and integrated experience

as they move across mobile, online and offline channels.



to be known as an individual

acknowledging their interests, preferences, behavior and interactions.



personalized, timely information, service and promotions

in the right place and at the right time for maximum relevance.

85% of consumers believe their mobile devices are essential to daily life. Clearly, the mobile interface is crucial for consumers, and the savvy businesses that hope to connect with them increasingly choose to do so via smartphones and tablets. A mobile strategy can help companies of all sizes reach more customers and help maintain a strong industry advantage.

Building and delivering great mobile experiences will be the beating heart of your customer engagement strategy for the next 10 years

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But creating a mobile strategy involves more than building an app. A great strategy ensures that your in-person, mobile and traditional online experiences communicate a cohesive message that motivates customers to interact with your business. Here are six ways to maximize your mobile efforts:

1. Align your strategies
  - Develop a mobile strategy to meet our goal to better connect with customers.
  - Ensure your app is anything but average to make your mobile strategy worthwhile.
2. Design great experiences.
  - Focus on delivering a customer experience that enables users to interact with your brand in new and exciting ways. The majority of users expect their apps to load within two seconds, and 85 percent of users prefer an app to a mobile website.
  - Develop your app with the goal of alleviating frustrations with mobile website such as distorted layout and difficult navigation
3. Make your strategy scalable.
  - The smartphone market is forecasted to grow by more than 10% every year for the next four or five years, and the number of mobile app downloads is projected to double in the next three years. Given these rates, your mobile strategy *must* be flexible, so allow and plan for rapid growth.
4. Foster a streamlined experience.
  - Align your mobile experience with your webpage experience so users can switch between devices. Only 16% of users will try a buggy app more than twice, so the transition should be smooth. Spotify, for example, has a seamless mobile and

desktop component. If users are listening to a song during their commute, they can pick up where they left off when they sit down at their desktop.

5. Secure your customers' data.

- If you handle client data, information *security is crucial*. Implement data encryption, and address customer privacy when you consult with cloud vendors. With an increase in bring-your-own-device practices, the array of devices and platforms makes you vulnerable, so do everything you can to secure confidential data and give your customers the peace of mind they deserve

A mobile strategy that's tailored to your goals and connected to your customers' needs can help you connect with your target audience on a deeper level. A strong mobile strategy can also accelerate your company's growth on a promising trajectory.

**Futurum IT can help you:**

- Discover where you are on your mobile strategy journey. Knowing where you are is the first step in knowing where you're going
- Define your Mobile journey in alignment with your business process transformation. This enables you to innovate faster, meet your current business needs and establish a secure foundation for the future
- Define a meaningful strategy by drilling down into your specific business needs
- Deliver a roadmap for the implementation that supports your strategy

Our transformation program supports each step you as a company need to take to reach mobility on enterprise level.

Our process at a glance:

- Discover and Assess
- Align and Define
- Plan and Implement
- Deploy and Manage

The outcome:

- Mobile maturity assessment

- Mobile Strategic engagement plan
- Mobile Transformational roadmap (incl. mobile technology evaluation)
- Mobile implementation plan

## Mobile Platform:

In order to take advantage of the opportunities presented in the mobile space and address the challenges they pose, enterprises from all industries need a comprehensive mobile platform that bridges the gap between the diverse and fragmented mobile devices (tablets and smartphones) and the back-end systems that deliver content.

The needs of the mobile business are varied. Futurum IT and IBM offers a unified portfolio that allows clients to build mobile applications, connect to and run backend systems, while managing and securing their business while extending capabilities to mobile devices and transforming their business.

