

CREATING A SUCCESSFUL

**MOBILE
STRATEGY**

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3 Initial Thoughts

We live in a mobile world and mobile initiatives are more than frequent nowadays. I've been involved with enterprise mobility for some time now and never before have I seen so many companies struggling to define how to deal with mobility.

**“ What apps should I do?
What platforms must we support?
How can the app be monetized? ”**

These are just some of the questions I keep hearing when meeting customers. And, most of the time, I do have answers for these, or at least I know how to work together to find them. However, there's one question that rarely gets answered when I ask it.

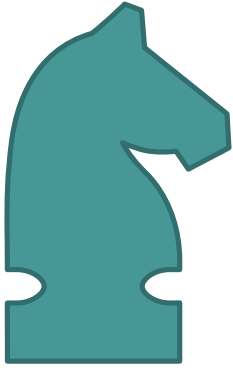
What is your mobile strategy?

Yes, it is that silence that Xpand IT wants to fill. This e-book aims to explain our vision on how to define a mobile strategy and suggests some initiatives and activities to help you create a standard approach to mobility in your company.

Why your business needs a **Mobile Strategy**

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Why a Mobile Strategy?



Mobile is a huge thing. Let me specify it – the whole mobile ecosystem nowadays is a huge thing. The concepts existed already for a long time, but the last 6 years have completely changed the mobility landscape.

We've seen a shift in the companies that command the market. Where were Apple and Google 6 years ago? It looked like a David and Goliath history when they launched their devices and Operating Systems, but the fact is that, as Malcolm Gladwell said on one of his TED Talks, David was never the weak one.

The number of devices out there, the fact that mobile networks are faster everyday and the broad price range of devices people may buy are just some of the reasons that led to an increase in the universe of people we can reach when we consider a mobile initiative.

The fact is, a lot of companies are doing something to try and take advantage of all this – but they are rarely taking a consolidated approach.

22%

Smartphone penetration
considering global
population

Numbers for
Individual
countries are
even bigger



Tablets show a faster
adoption rate than
smartphones



Major web brands lost
unique views on a year-
over-year basis in 2013



Mobile Banking,
Payment and Financial
apps are rising



More than 80% of app
developers face
Distribution and
Monetization Challenges

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The regular approach

From my experience, when companies start to perceive the real potential of mobility, they are eager to start doing something. Whether a Marketing initiative or just a pilot project for one of the business departments, the objective is to make a stand and be present.

Most of the times companies think that a mobile project is just another IT project, and assume:

- 1 We can use the same technologies;
- 2 We can use the same people and skill set;
- 3 We can ask Marketing department to design the app;
- 4 It's a project as any other.

And this is where the problem start...



Even though some of the things above may be considered – we want to optimize resources & accelerate project delivery – it's not a linear decision.

And most of the times it will lead to loose projects that just don't make sense when you consider mobility as a company-wide initiative.

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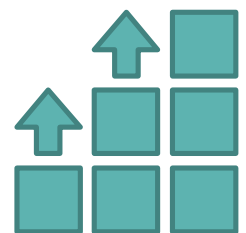
The regular approach

Difficulties when dealing with a mobile project:

- 1 **Knowing the mobile ecosystem:** trends, market, players, platforms, etc.
- 2 **Lack of technical skills** to develop the apps, native or hybrid.
- 3 **User Experience & Usability:** Undervaluation of their importance in mobile scenarios.
- 4 **Lack of alignment** with the defined IT Governance model.

These problems are just a subset of what companies face when they enter the mobile chapter of their story – and it's perfectly normal. The important thing that needs to be acknowledged is that if a company doesn't have a mobile strategy all these questions will end up being asked differently by different departments and people.

And, because Einstein was right when he said "*Excellence is doing a common thing in an uncommon way*", we propose a different approach to your mobile strategy definition.



Defining a Mobile Strategy The Xpand IT way

10 The Xpand IT way

A mobile strategy should be built over 3 main vectors.



Business Objectives

A mobile initiative should always answer to specific objectives identified by Departments inside a company. With that in mind, it is important to make sure that all the Departments have the same mindset regarding what mobility really is, free from any personal experiences or preferences.



User Requirements

It's no secret that applications should meet the users' requirements and not the other way around. However, users nowadays have also experience and usability requirements that they want to see met, and this needs to be considered in every mobile project.



Mobile Opportunities

A company will have a lot of initiatives that can potentiate optimization and growth. However, they should be analyzed in a standard way, and ensuring that they are aligned with what the company wants to achieve. Again, it is important that all the people involved have the same mindset.

Mobile Landscape

Where we are and where is the market heading



Mobile in the company

What has been or is being implemented

What was discontinued

What is already identified as needed



Departments vision on mobile

What is mobile for each department



Mobile Strategy Framework

Vision & Strategy

Business areas involved

Partners & Customers

Technology

Framework and Processes

Governance



Mobile Strategy Definition

12 Conclusion



Enterprise Mobility – Precision & Efficiency

Conclusion

Defining a mobile strategy is a fundamental step to companies that want to face mobility in a serious way. Following a structured approach in the definition process will allow for a strategy much more aligned with the company's objectives.

There's a lot to do before choosing technologies and apps to create.

LET US HELP >

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EFFICIENCY**

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