



# Mobile Technology Solutions Group

July 2011

# Mobile Technology Solutions Group - Profile



## TECHNOLOGIES

### Platforms

- Android
- iOS
- Win Phone
- Blackberry
- J2ME
- MEAP & MCAP
- HTML 5.x

### Devices

- Smartphones
- Consumer & Industrial Mobile Internet devices

## PEOPLE

**500** member team experienced in:

- Mobile Strategy
- User Experience
- Device design
- Architecture
- Development
- Application & Device Testing
- Integration
- Project & Product Management

## INDUSTRY FOCUS

Industry experience and technology solutions for:

- Smartphone & Consumer device manufacturers
- Independent Software Vendors (ISVs)
- Manufacturing & CPG
- Banking, Insurance & Financial Services
- Travel, Media & Retail Industry

## PARTNERSHIPS

Partners for Solutions & Services:

- Quofore
- Sybase (SAP)
- Microsoft
- IBM
- Oracle
  
- ARM
- OMAP
- Bluetooth

**We deliver innovative mobile computing solutions and scalable services over mobile technologies**

# Mobility Solutions & Services



**MOBILE APPLICATIONS**



**MOBILE MARKETING**



**ERP - MOBILE INTEGRATION**



**MOBILE COMMERCE**



**MOBILE ENTERPRISE**



**PRODUCT ENGINEERING**

## Service Competencies

MOBILE STRATEGY DEFINITION

USER EXPERIENCE DESIGN

SOLUTION ARCHITECTURE DEFINITION

MOBILE APPLICATION & WEBSITES DEVELOPMENT

MOBILE APPLICATIONS & WEBSITES TESTING

COTS PRODUCT INTEGRATION & CUSTOMIZATION

MEAP & MCAP IMPLEMENTATIONS

## Platforms



## Technology Partners



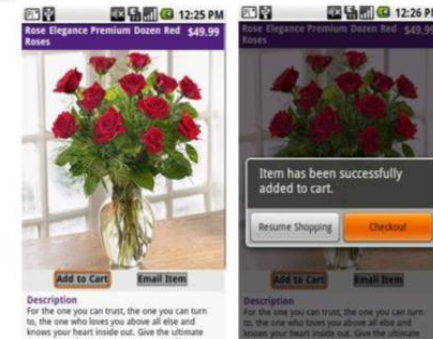
# Portfolio of Business Ready Mobility Solutions



## Digital Marketing on Mobile Channel



## Mobile Commerce Solutions



## Mobility Solutions for Customer Relationship Management

Say's here I can scan to get more product information. I can find out if it's organic.



Says it's organic! I'm going to try this out

## Consumer Brand Connect

**QuickRegisterForm**

Required Mobile Number: 9065790925

First Name: zaid

Last Name: e

Ext ID / Card #: OTHER

Email:

Sex:  Male  Female

Age Group:

Register / Submit    Reset

**Customer's Tracker Points Information**

Customer Tracker	Status	Action
Registered	Success	Release
Discussed on Sample/Feedback	Success	Release
Discussed on Sample/Feedback	Success	Release
Discussed on Sample/Feedback	Success	Release
Discussed on Sample/Feedback	Success	Release
Discussed on Sample/Feedback	Success	Release

Customer's Information

Last Visit: 5/1/2010 1:30:10 PM

Registration date: 5/25/2010 4:45:43 PM

Current Points: 479

Email:

Sex: Male

Age Group:

Address:

Customer Preferences

Address:

Anniversary: January (2012)

Was the Collection sufficient?  Yes  No

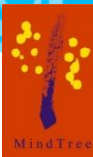
Customer Feedback:

Points: 479 (Available)

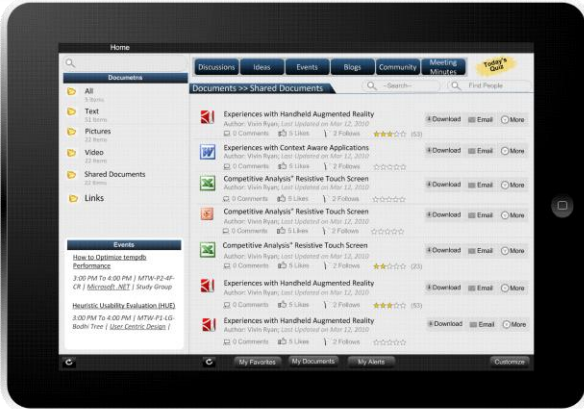
Submit    Change Mobile

## Customer Loyalty Management

# Portfolio of Business Ready Mobility Solutions



## Knowledge Management



## Field Sales & Service

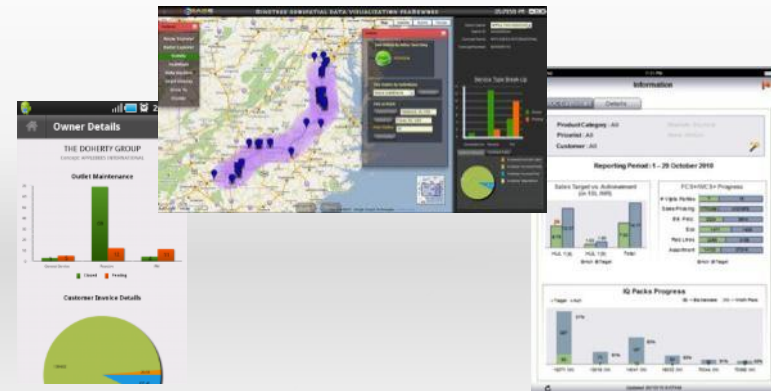


Start Date	04 Nov 08	
End Date	05 Nov 08	
Start Call	Expand	
Start	End	Customer/Item
Tuesday 04 Nov 08		
09:00 AM	10:00 AM	Family Dollar - Dexter
11:00 AM	12:00 PM	Hannaford - Townsend
01:30 PM	02:30 PM	Hannaford - Ayer
03:30 PM	04:30 PM	CVS Pharmacy - South
Wednesday 05 Nov 08		
09:00 AM	10:00 AM	Jack'n Star Market
10:30 AM	11:30 AM	Jerrys IGA Supermarket
01:00 PM	02:00 PM	Just A Buck - Derby
02:30 PM	03:15 PM	Lyons IGA - Lubec
03:30 PM	04:15 PM	Mac's Valley Market -
04:30 PM	05:00 PM	Market Basket - Woburn

## Solutions for a Mobile Enterprise



## SAP Mobility Solutions



## Mobile Business Intelligence



## MiWAP

- Solution accelerator to enable faster mobile portal development
- Provides support for Web standards such as Java, PHP and .Net
- Integration with deployed services



## MCAP

- Deliver applications utilizing the power of cross platform frameworks.
- Provide integrated channels to reach the consumer across SMS, MMS, Mobile Web or others



## Mobile App Framework

- Library of Custom components on various mobile platforms to implement UI components



## MEAP

- Partnership with Sybase & Quofore for enterprise mobility solutions
- Integrated framework for efficient backend integration, robust device management and faster implementation



## Mobile App Test Lab

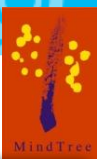
- Mobile Testing Services on fixed price
- Use of proven testing methodologies
- Inventory of Lead devices to provide good coverage



## Mobile App Test Automation

- Test automation frameworks for Mobile Web and Device testing
- Adopted Android test
- Efficient testing methodology

# Mobility Solutions – Customer Success



## MOBILE APPLICATIONS



## MOBILE MARKETING






## MOBILE COMMERCE

- Knowledge Management
- Portal Enablement
- Personal Finance Management
- Travel Plan Management
- Track-on-the-go for financial markets

- Brand mobile sites
- Social Network Integrations
- Event based Marketing
- QR Code based promotions and tracking
- Coupons
- Product Information & Consumer reviews

- M-Commerce Integration
- Travel Bookings
- Store locator – Where-to-buy / Buy-it-now
- Mobile payments



# Mobility Solutions – Customer Success



## ERP-MOBILE INTEGRATION

- CRM and Distributor Management Solutions
- Expenses Management Solutions
- SYBASE Unwired Platform
- Netweaver Mobile Solutions
- Retailer Connect Solutions



## MOBILE ENTERPRISE

- Mobile Sales force Solutions
- Distributor Management Solutions
- M-Pad for Remote retailer connect
- Mobile BI and Analytics



## PRODUCT ENGINEERING

- Mobile Sales Force Automation Products
- White-label M-Commerce Platform
- Digital Media distribution management
- SITEsMART – Mobile website builder

SYBASE®



Quofore



Coca-Cola®



United Technologies

SONY



Microsoft



LG





**Our Mission**

**Successful Customers**

**Happy People**

**Innovative Solutions**

