

 KICKSTART

Enterprise Mobile Roadmap_

Build a spot-on mobile app strategy.

Your enterprise mobile roadmap starts here.

Quickstar your Kickstart.

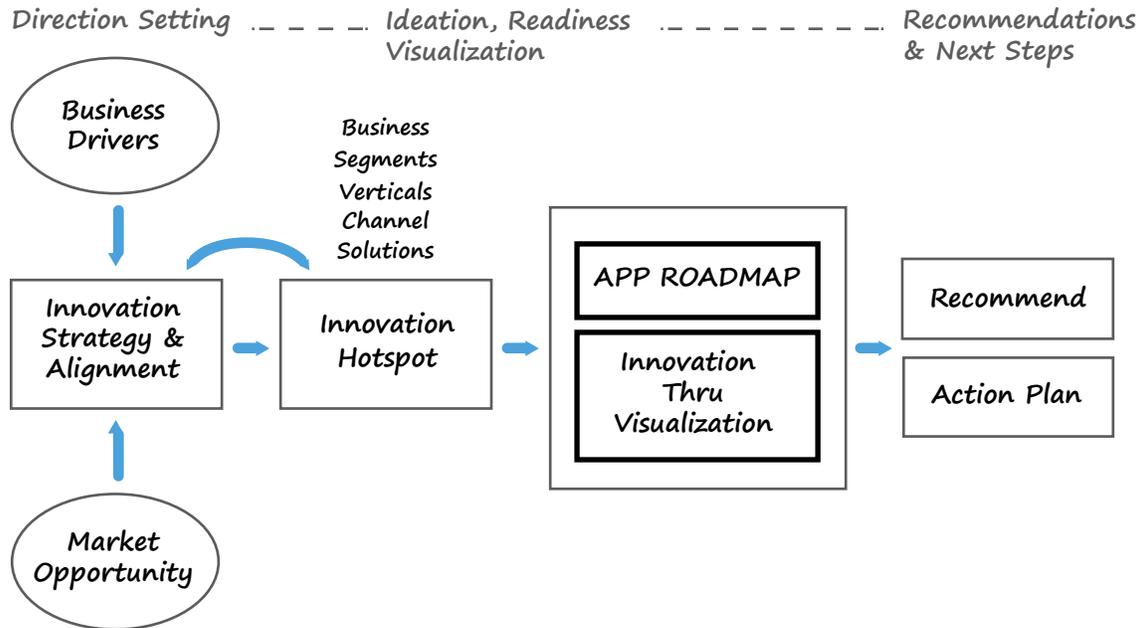
KICKSTART: **Enterprise Mobile Roadmap**

The Enterprise Mobile Roadmap Kickstart takes you from ideation to action-plan in as little as one week. Working together with our strategists, we'll flush out and prioritize innovation app ideas based on growth opportunities such as revenue creation, profitability and brand enhancements.

Then we juxtapose the perceived value against potential restraints like technology infrastructure, risks and cost.

The result is a Mobile App Roadmap fine-tuned for maximum business benefit and end-user adoption.

Our Approach



1. Innovation Strategy

We establish a solid foundation by confirming our approach and goals, aligning expectations with business value and drivers, and defining the metrics for success.

2. Ideation

Brainstorming app ideas through process visualization, storytelling and role-play brings to light innovations beyond simple extensions of existing desktop applications.

Exploring use-cases that support key drivers and leverage mobile capabilities helps us create truly unique user experiences.

3. Concept Generation

Our best collaborative ideas are further refined through visual mockups and storyboards.

4. Convergence

We prioritize scenarios and app concepts based on projected ROI and technology constraints to separate real business and customer value from minutia.

5. Roadmap and Planning

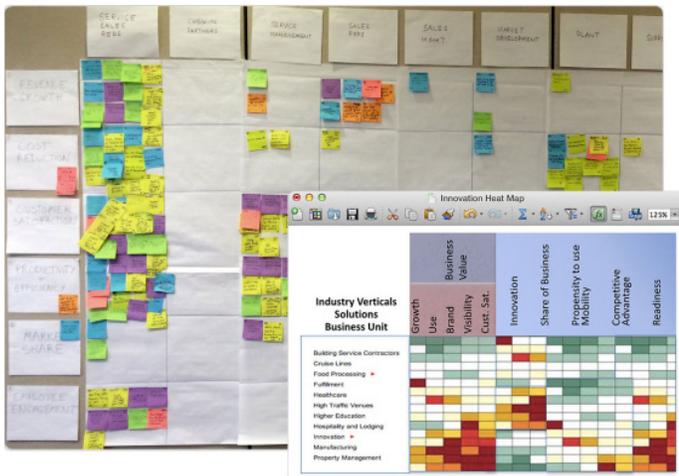
You take away a realistic and tactical roadmap and timeline that provides business and IT with an action plan to make possible the realization of your mobile app strategy.

NOT ONE SIZE FITS ALL!

We prioritize scenarios and app concepts based on projected ROI and technology constraints to separate real business and customer value from minutia.

What You'll Get

Each kickstart session concludes with a final presentation that packages up



Innovation Heat Map

Large companies often feel overwhelmed by the sheer number of mobile app possibilities and have trouble just knowing where to start. An Innovation Heat Map, coupled with our ideation sessions, helps you build a realistic, actionable plan by organizing and prioritizing each idea to best determine which toe to dip-in first.

Prioritized Mobile Scenarios

Through facilitated sessions across a wide range of business teams, Anexinet captures all mobile app ideas in a Scenario Matrix that helps establish viability and prioritizes functionality based on business value, organization readiness and technical complexity.

App	Module	Actor	Idea	Revenue Growth	Cost Reduction	Customer Satisfaction	Productivity & Efficiency	Market Share	Employee Engagement	Business Value	Business Readiness	Regulatory Data	Compliance	High Security	Workflow	Office Capabilities	Advanced Technology	Technical Complexity	Viability	
Contract Renewal App	Contract Renewal	Market Development	Obtain digital signatures and attach to contract/renewal contracts. Automated today using windows XP tablets	H						5.0	5.0								3.0	3.0
CoPilot 2.0	Notifications	SSR	Request product suggestions from targeted (relevant) customers, based on past purchases	H						5.0	5.0								3.0	3.0
Contract Renewal App	Contract Renewal	SSR	Renew customer contracts, obtain digital signature (SSRs renew 85% of contract renews)	H						5.0	5.0								3.0	2.3
Contract Renewal App	Contract Renewal	SSR	Adjust pricing or provide discounted price upon renewal	H						3.0	3.0								3.0	1.7
Product Catalog App	Direct Sales	SSR	Place instant catalog orders via SSR mobile site (if delivering to individual employee)	H						3.0	5.0								3.0	2.3
SSR Assistant App	Training Aids	SSR	View (pre-recorded) videos of offerings	H						5.0	3.0								3.0	2.7
Contract Renewal App	Approvals	Executives (DM)	Approve business agreements while in the field	H						5.0	5.0								3.0	3.0
Contract Renewal App	Approvals	Executives (DM)	View required exceptions for business agreements	H						5.0	5.0								3.0	3.0
Sales Closter App	Quotes & Proposals	Sales Rep	Provide pricing on-demand (quotes & proposals)	H						5.0	5.0								3.0	3.0
Product Catalog App	Direct Sales	Sales Rep	View internal (pre-recorded) training videos before meeting with a customer to learn ways to overcome issues & objections	H						3.0	3.0								3.0	1.7
Sales Rep App	Training Aids	Sales Rep	Educate MDRs on current services to help facilitate sales across multiple divisions	H						5.0	3.0								3.0	2.7
MDR App	Training Aids	Market Development	services to help facilitate sales across multiple divisions	H						5.0	1.0								3.0	1.7
MDR App	Customer Service	Market Development	Assume responsibility and receive CRPs remotely	H						5.0	5.0								3.0	3.0
Sales Closter App	Pricing	Sales Rep	Assume responsibility and receive CRPs remotely	H						5.0	3.0								3.0	2.3
Contract Renewal App	Contract Renewal	Market Development	Obtain signatures on renewals paperwork for add ons. Submit leads for other divisions (e.g. good candidate for a low submittal), attach photos to lead	H						5.0	1.0								3.0	1.6
Lead Tracking App	Lead Submission	SSR	View customers in proximity to current location on map (filter by geofencing/lead, contract status, proposal, etc.)	H						4.4	3.0								3.0	2.1
Customer Mgmt App	Customer Search	Service Management	View real-time customer information (e.g. invoicing, employees, aging issues)	H						4.4	5.0								3.0	2.8
CoPilot 2.0	Customer Detail	SSR	View real-time customer information	H						4.4	3.0								3.0	2.1
CoPilot 2.0	Customer Detail	Service Management	View real-time customer information	H						4.4	3.0								3.0	2.1
SSR Assistant App	Competitive Intelligence	SSR	Send competitive intelligence to folks in the field (currently available online to sales management only)	H						4.4	3.0								3.0	2.1
SSR Assistant App	Customer Search	SSR	Geo-locate current customers in proximity with customer category and details (customers who used to be with a competitor). Filter results based on actor	H						4.4	5.0								3.0	3.1

“You have truly improved the quality of life for our Field Leadership team. You have provided them with a tool that makes their job easier, improves communication, and lays the foundation to advance our team significantly farther and faster than ever before in our history.”

Josh Jewett, CIO, Family Dollar.

Get on the road to the right mobile strategy.

Contact us today to quickly accelerate from ideation to action.

Thanks for reading our whitepaper.
And be sure to take advantage of this limited-time offer for a **FREE 30-minute Strategy Consultation.**

Get yours now!