

propelics



KICKSTART

Enterprise Mobile Roadmap

Build a spot-on mobile app strategy.

Your enterprise mobile roadmap starts here.

Quickstart your Kickstart.

www.propelics.com

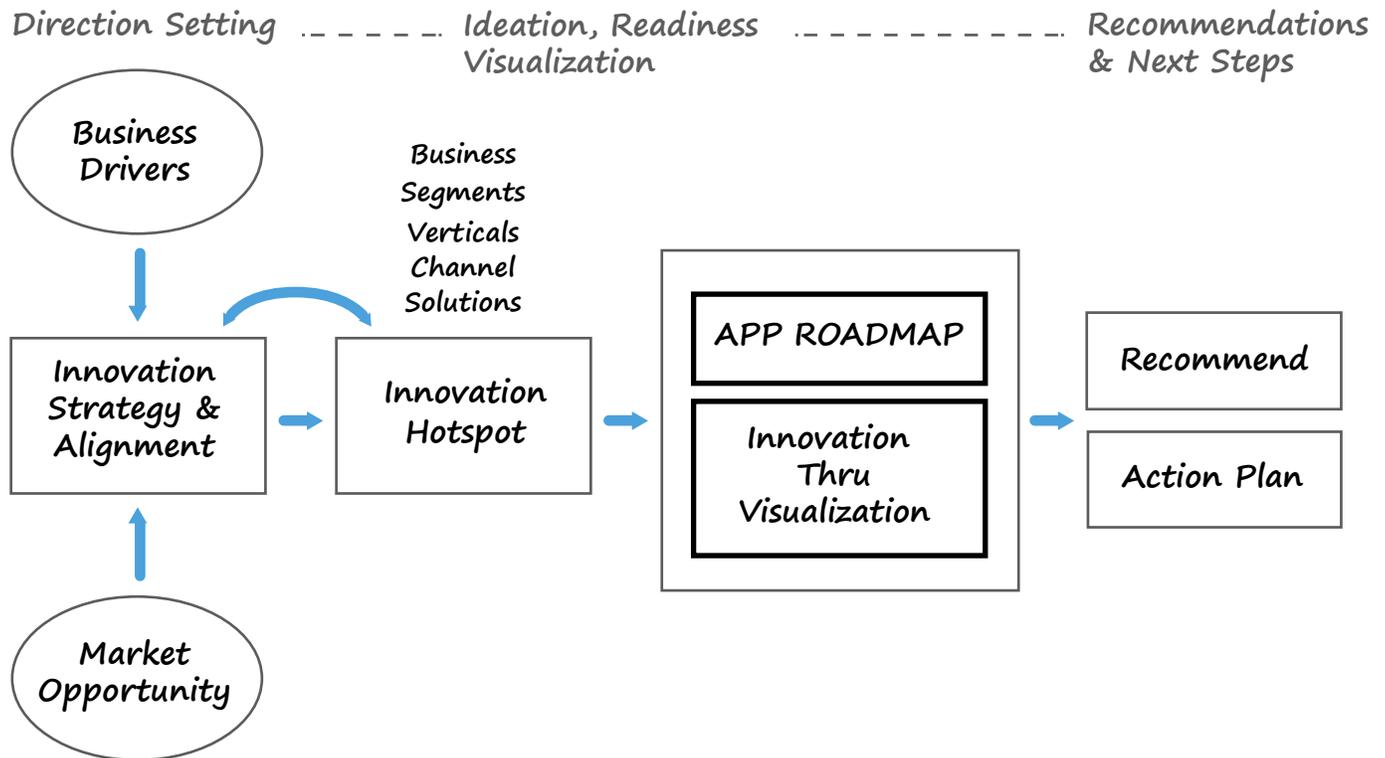
KICKSTART: Enterprise Mobile Roadmap

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.

4. Convergence

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

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.

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



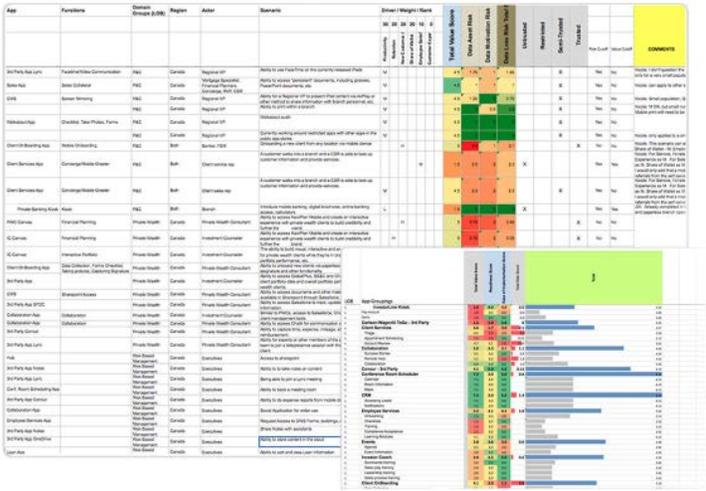
Innovation Heat Map

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, Propelics 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	Market Data	Integration	High Security	Workflow	Office Capabilities	Advanced Technology	Technical Complexity	Viability	
Contract Renewal App	Contract Renewal	Market Development	Obtain digital signatures and attach to established/renewed contracts. Automated today using windows XP tablets	H						5.0	5.0								3.0	3.0
CallPilot 2.0	Notifications	SDR	Request product suggestions from targeted (relevant) customers, based on past purchases	H						3.0	3.0								3.0	3.0
Contract Renewal App	Contract Renewal	SDR	Renew customer contracts, obtain digital signature (SDRs receive 85% of contract proceeds)	H						3.0	3.0								3.0	3.3
Contract Renewal App	Contract Renewal	SDR	Adjust pricing or provide discounted price upon renewal	H						3.0	3.0								3.0	1.7
Product Catalog App	Direct Sales	SDR	Place instant catalog orders via SDR mobile site (if delivering to individual employee)	H						3.0	3.0								3.0	2.3
SDR Assistant App	Training Aids	SDR	View (pre-recorded) videos of offerings	H						3.0	3.0								3.0	2.7
Contract Renewal App	Approvals	Executives (DM)	Approve business agreements while in the field	H						3.0	3.0								3.0	3.0
Contract Renewal App	Approvals	Executives (DM)	View required exceptions for business agreements	H						3.0	3.0								3.0	3.0
Sales Outlook App	Quotes & Proposals	Sales Rep	Provide pricing on-demand (quotes & proposals)	H						3.0	3.0								3.0	3.0
Product Catalog App	Direct Sales	Sales Rep	Enable single-click ordering from public catalog	H						3.0	3.0								3.0	1.7
Sales Rep App	Training Aids	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	2.7
MDR App	Training Aids	Market Development	Educate MDRs on current services to help facilitate sales across multiple divisions	H						3.0	3.0								3.0	1.7
MDR App	Customer Service	Market Development	Assume responsibility and receive CRPs remotely	H						3.0	3.0								3.0	3.0
Sales Outlook App	Pricing	Sales Rep	Provide pricing on-demand (quotes & proposals)	H						3.0	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 follow-up visit, attach photo to lead)	H						3.0	3.0								3.0	1.6
Lead Tracking App	Lead Submission	SDR	View customers in proximity to current location on map (filter by geofencing, attach photo to lead)	H						4.0	3.0								3.0	2.1
Customer Mgmt App	Customer Search	Service Management	View customers in proximity to current location on map (filter by geofencing, attach photo to lead)	H						4.0	3.0								3.0	2.8
CallPilot 2.0	Customer Detail	SDR	View real-time customer information (e.g. invoicing, employees, billing issues)	H						4.0	3.0								3.0	2.1
Customer Mgmt App	Customer Detail	Service Management	View real-time customer information	H						4.0	3.0								3.0	2.1
SDR Assistant App	Competitive Intelligence	SDR	Send competitive intelligence to follow in the field (currently available online to sales managers only)	H						4.0	3.0								3.0	2.1
SDR Assistant App	Customer Search	SDR	Get leads for other divisions in proximity with customer category and details (customers who used to be with a competitor). Filter results based on actor	H						4.0	3.0								3.0	2.1
SDR Assistant App	Customer Search	SDR	Identify current customers in proximity (geolocation) who	H						4.0	3.0								3.0	3.1

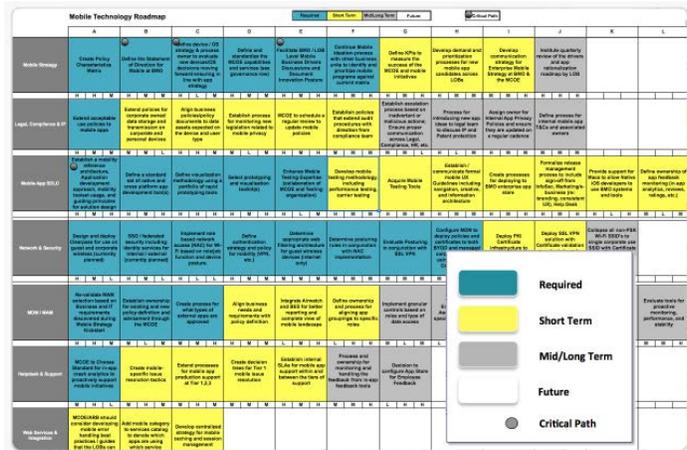


Prioritized Mobile App Portfolio

The Mobile App Portfolio catalogs the most-optimal scenarios from our ideation sessions, prioritizing app concepts and individually ranking each feature by utilizing projected ROI and technology constraints to distinguish real business and customer value from minutia.

Enterprise Mobile Roadmap

The Enterprise Mobile Roadmap provides a detailed, phased approach to your mobile strategy, noting critical elements and prioritizing each by business value, organizational readiness, and ease of implementation while indicating short, mid, and long-term steps to follow moving forward.



Recommendations – Network & Security

Themes

- Mobile Strategy
- Legal, Compliance & IP
- Mobile App SDLC
- Network & Security
- MDM/MAM
- Help Desk & Support
- Governance/MCOE

Recommendations

- Investigate the Feasibility and Cost Associated to Delivering 2 Factor Authentication Using Device Certificates
 - Publish certificates to mobile devices for use by:
 - WiFi authentication
 - SSL-VPN authentication to reduce authentication hurdles, and for use by Aruba ClearPass to determine appropriate ACL
- Develop M for Mobile
 - Extend exercise person
 - Invoke classifi
 - Develop V
 - Remove device

Mobile COE – Proposed Org Structure

Short And Long-Term Recommendations

The Executive Readout highlights key findings and objectives, recaps our approach and deliverables, reviews ideation-session findings, assesses the client’s mobile maturity, provides a roadmap overview and makes recommendations for future-state and next steps.

“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!