

CERTUS WHY MOBILE MATTERS

The dramatic adoption of tablet and smartphone devices mean the paradigms of how you serve up information, make transactions happen and connect socially are all rapidly morphing. Here are just a few of the impacts that touch each of our lives...

62% of doctors use tablets professionally.



Although security concerns may be hindering wider adoption, clinicians are increasingly using tablets to speed up diagnosis. **How ready is your security policy for this wave of technology?**

Utilities that deploy mobility solutions achieve

30% productivity improvements



Unplanned outages are your most unpredictable cost. Timely, relevant information in the hands of the right people, means faster response and lower costs. **How are you getting relevant data into the hands of the right people?**

Engineering companies are achieving a

36% reduction of customer calls through increased predictive maintenance - saving \$\$\$ and increasing customer loyalty.

From predictive maintenance, to just-in-time manufacturing - mobile devices are serving up KPI's that are driving even greater efficiencies. **Where could you get smarter?**

HEALTH CARE



RETAIL



APAC will have the most m-payment users by 2016 in a market worth: **\$617 billion.**

FINANCIAL



64% of smartphone users make bill payments using their mobile.

Reducing the barriers to making payments improves cashflow and enhances the customer experience. Smartphones and tablets are the new point of sale devices for modern day vendors. **How are you making it easier for your customers to transact?**

ENGINEERING + LOGISTICS



PHARMA-CEUTICALS



75% of adults are nonadherent to a prescription in one or more ways, costing the health sector over \$100B.

Successful treatment requires consistent use of prescribed medicines. \$100 billion is the estimated cost of nonadherence annually, including costs for avoidable hospitalisations, nursing home admissions, and premature deaths. **What initiatives do you have underway to increase adherence?**



INTERNAL WORKFLOW IMPROVEMENTS BUSINESS TO ENTERPRISE

CONNECTING WITH CUSTOMERS

Enable your people to build a closer relationship with customers, using applications that speed transactions and make it simpler to interact via a tablet in the field. Put the technology in the hands of the people who can build a closer relationship.

Example:

E-catalogue presentation on a tablet for field sales, coupled with a configuration tool means complex orders that require specialist knowledge can be transacted face-to-face as well as on the spot.

DRIVE EFFICIENCY AND PRODUCTIVITY

The impact of cloud technologies mean that now small businesses are able to be more competitive - using location based services, as well as dispatch and service order fulfillment. As an enterprise you are now competing with smaller businesses who are able to leverage the cloud to gain cost advantage. If you are not driving greater efficiency in the field, your market share will be eroded.

How are you addressing the competitive threats of faster service, lower costs and quick deployment times?



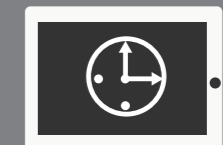
44%

of email is now opened on a mobile device first overtaking the desktop.

8.7 million

is the number of smartphone users in Australia, with more tablet users per capita worldwide.

8hrs

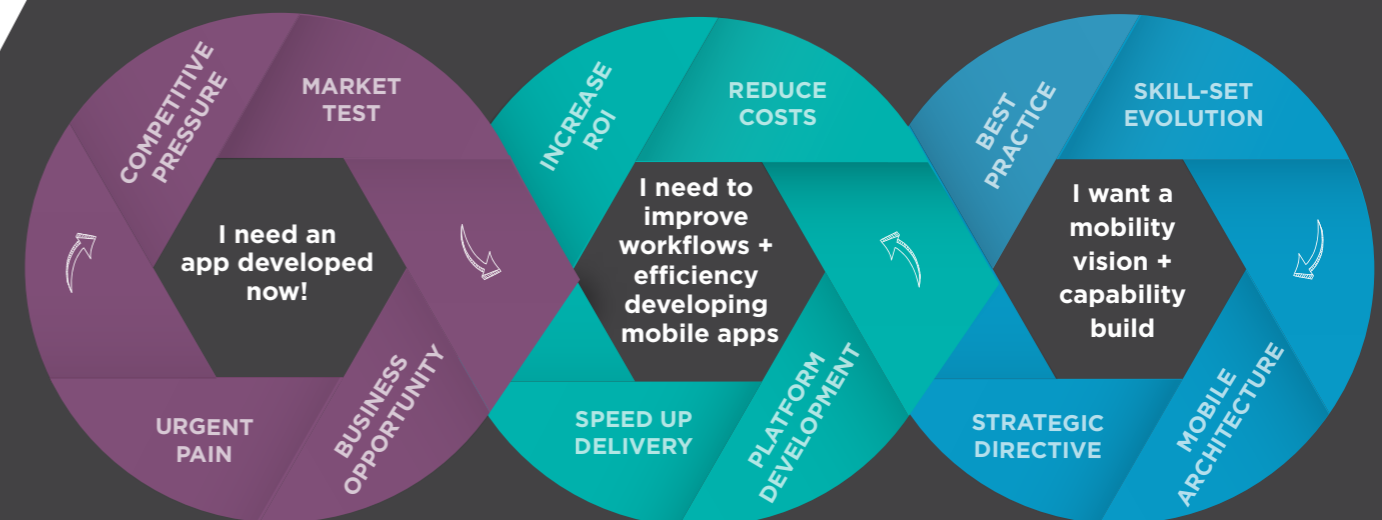


The average mobile-enabled employee works an extra eight hours a week.

SHIFT YOUR APPROACH WITH CERTUS

BE GUIDED...

Helping you respond to the mobility challenge, is what Certus Mobile is here for. We can help your enterprise - irrespective of where you are at, on the mobile maturity spectrum. Talk to one of the team to get your mobility questions answered.



TACTICAL

STRATEGIC