

Mobile Strategy – The New Corporate Imperative

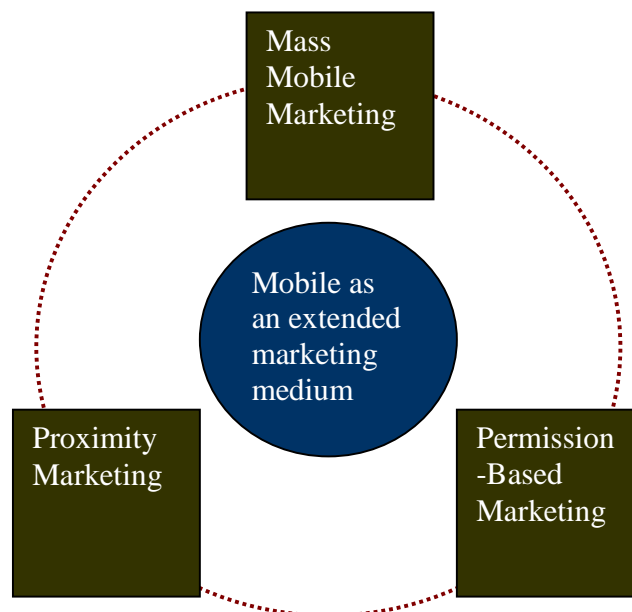
The Mobile world is here. It is influencing consumers and businesses in ways which were previously un-imaginable. Mobile technology is a new paradigm for businesses. The mobile device is emerging as a powerful sales channel and marketing medium which these businesses must strategize and plan for. With the proliferation of data services, the mobile is slowly taking on bigger roles in all aspects of businesses and consumers' lives the world over. The world is slowly reaching a point where developing a viable mobile strategy is becoming an imperative for small and large businesses for their long term growth and sustenance.

Mobile Marketing and Messaging

Firms need to develop powerful branding in the mobile arena. They need to clearly state how their business is relevant to mobile world and how they can leverage the latest marketing channel, the mobile device, to reach their customers, partners and suppliers.

Mobile advertisement is a new and exciting domain which firms or businesses must master. Firms need to determine how to use mobile as a powerful advertisement medium. Mobile is penetrating a large percentage of population in every country and overtaking the internet in terms of reach and scale. It is fast becoming the best way to reach a mass audience for messaging and marketing of a firm's products and services.

Firms can adopt a multi-pronged approach to Mobile Marketing. There are three primary means for mobile marketing



- *Mass Mobile Marketing* : This has two flavors. One being the plain old SMS/MMS based marketing. In countries in APAC region, SMS remains the killer mobile application and firms can leverage this to send out mass marketing messages to a large no of people. However this approach has the danger that people question unsolicited messages as spam leading to lack of trust and efforts to inhibit such marketing communication from marketers. The second flavor involves intelligent context and location sensitive ad insertion technology in SMS, video and banner ads in mobile websites.
- *Permission-Based Marketing* : In this case, customers actually sign up for receiving SMS based messaging. This sign-up can happen over the internet on firm's website, via postal solicitations or via Opt-in mobile messages.
- *Proximity Marketing* : This is a unique marketing technique which allows location sensitive marketing communication to the users. This involves development of Bluetooth or NFC (Near Field Communication) networks at consumer points of presence like shopping malls and tourist spots and sending out ads to Bluetooth/NFC-enabled devices present in the area.

Each of these marketing techniques requires unique software and device infrastructure, definition of the customer profile, data acquisition and customer segmentation. Firms like CellStrat are dedicated to helping the customers analyze their marketing needs, evangelizing the mobile as a marketing medium and implementing solutions which can extend the marketing initiatives of successful firms to this new media channel, the ubiquitous mobile device.

Customer targeting via innovative mobile social networking and location-based services have opened up highly sophisticated mechanisms of directing ads to the correct audience at the correct time and location. CellStrat is working on highly personalized mobile marketing infrastructure development using customer's location and profile as key attributes when rendering SMS-based or insertion-based ads.



Mobile Marketing offers a compelling new medium for corporations to communicate with the customer where the customer wants, when the customer wants and how the customer wants.

Mobile Commerce

Mobile commerce is expected to shoot from being a \$2 billion worldwide business to being a \$21 billion worldwide business from 2007 to 2011. This will take away substantial revenue from traditional brick and mortar and even online commerce avenues and move that revenue to mobile world. Firms need to decide if their products and services can be marketed and sold via mobile commerce channels. Once they pin down the need for mobile commerce and the particular products and services which need to be sold via mobile channels, firms must choose the mobile commerce solution. This could include standard mobile portals like Amazon Mobile, EBay mobile or others. It could also mean a custom home grown mobile commerce website for the firm.

Mobile commerce enablers can help firms create custom mobile-optimized commerce websites. Firms can implement mobile coupon solutions using a variety of technology providers. Consulting firms like CellStrat can work with customers to develop their mobile commerce models and to deploy solutions which will lead to new revenue streams using the mobile device as a business enabler.

If firms do not plan and strategize for mobile commerce options, they risk losing out to more nimble competitors who adopt this new channel faster. As it stands today, it is possible that mobile commerce will prove to be a disruptive channel in consumer shopping arena and will quite likely create the impact which internet created on consumer buying patterns. The focus is always the consumer, who wants to control over the timing, content and format of shopping.



Mobile opens up these aspects of shopping and empowers the consumer to make decisions in real time, anytime and anywhere.

With the proliferation of consumer oriented devices like iPhone and entry of Google Android operating system, a proliferation of mobile commerce websites is a natural phenomenon which one expects in near term. Just as in case of an ecommerce shopping web-front, each firm needs to develop a mobile store-front. The technology and device variance which exists in mobile presents a challenge to any firm trying to develop a mobile store-front. Firms must account for the myriad of mobile devices and mobile operating systems which may access the mobile store-fronts which get created. Again mobile consulting firms like CellStrat can help these firms device an effective and powerful mobile commerce strategy.

Mobile Banking and Contactless Payment Solutions



This is a huge area for mobile. This facilitates use of mobile devices as banking front-end for executing all sorts of banking and payment transactions, not only from managing one's checking and savings accounts but also interacting with ones brokerage to indulge in stock trading anytime, anywhere. Bill Payments over mobile phone is another compelling idea here and consumers can manage their financial life while on the go thereby conserving precious personal time for doing more in life.



Contactless payments are a compelling retail possibility wherein the mobile phone becomes the credit card of the customer and counter payments are mediated over the mobile phone. A mobile wallet concept emerges. It is absolutely possible to receive payment request over one's phone at the checkout booth of a store and be able to pay directly from the mobile wallet account. This is a huge cost saver as retailer faces reduced paperwork for processing of checks, credit cards, cash etc. In addition, this method offers security (no need to handle cash or checks), protection from identity theft (viz paperwork loss) and quick gratification to retailer as money reaches the secure account of the retailer immediately.

Mobile System Integration



Firms need to recognize which of their business segments are amenable to mobile world. This could include all aspects of a firm eg marketing, advertisement, sales force automation, customer care, sales and support.

Having determined which segments need a mobile strategy, firms need to determine the particular solutions needed for each segment which will provide a robust and scalable mobile strategy for that segment.

Firms must integrate their IT and business infrastructure with mobile technology domains. This could mean development of custom mobile websites or integration with off the shelf mobile portals like Yahoo Mobile, MSN Mobile, Google Mobile etc. For mobile commerce, it could mean use of mobile payment solutions and mobile banking solutions.

CellStrat has the expertise and the solutions for integrating your business infrastructure with the mobile platforms.

Mobile Workforce

Firms may find it useful to mobile-enable their workforce. This could mean selecting mobile offerings from various carriers for various business units in a firm. It would also mean selecting the right mobile solutions for your particular work force units. The idea is to increase the efficiency, reach and productivity of the workforce and provide them mobile tools to do a more effective job.



Mobile email, mobile sales force automation, mobile inventory, the list goes on. A mobile work force is more able to operate in real time and fulfill customer needs in peak and off-peak hours, provide and get business support where it is needed and when it is needed.

Mobile devices can be linked to all sorts of back office applications using the CellStrat mobile gateway. CellStrat mobile mediation solution for mobile workforce provides a mechanism to connect to the back-office infrastructure and retrieve information in real time, place orders and provide customer service functions at customer premise or point of presence using plain GSM phones or smartphones of all kinds.

Mobile Carrier Agreements and Technology Platform

Mobile strategy inevitably involves figuring out which wireless carriers fit your needs in the mobile arena. With the alpha-soup of mobile terminology starting with GSM, GPRS, CDMA, UMTS, 2G, 3G, 4G (WIMAX, LTE) and proliferation of device types like Nokia, Motorola smartphones, Palm, BlackBerry, Apple iPhones, firms are bound to be confused as to what works best for their particular mobile strategy needs.

One of the major obstacles in firms' adoption of mobile technology into their overall business strategy is the lack of expertise in mobile space, lack of business model understanding and inability of the traditional IT departments in corporations to

understand the rapidly evolving mobile landscape, mobile technology and mobile devices.

Progressive firms can increase their level of understanding of this complex new world by partnering with solutions consulting firms like CellStrat. Whether it is management consulting, business case analysis for a mobile implementation, system integration, product development or deployment, just leave it to CellStrat.

Mobile and wireless is the new frontier. It would not be a folly to suggest that the firms, who want to maintain their market leadership and business penetration, have a near term imperative to understand this new channel and leverage it to build a level of sophistication and scale in this world before their competitors do.



CellStrat is a full service management consulting and system integration firm helping clients in areas of mobile strategy, mobile applications and mobile marketing. CellStrat assists firms in mobile enablement of their workforce, development of a powerful mobile marketing strategy and implementing mobile banking and payment solutions.

For a custom analysis of your business environment and use of mobile applications within your business setting, please feel free to contact CellStrat at contact@cellstrat.com or call us at (678) 643-6750.