REACHING OUT?

Glue Reply brings the future to life with mobile computing

How wrong can you be?

History has shown that the long term impact of technology has often been grossly underestimated – even by those in the industry.

The 'telephone' has too many shortcomings to be seriously considered as a practical form of communication. The device is inherently of no value to us.

Western Union internal memo, 1878

Computers in the future may weigh no more than 1.5 tons.

Popular Mechanics, 1949

There is no reason for any individual to have a computer in their home.

Ken Olson, President of Digital Corporation, 1977

I think there is a world market for maybe five computers.

Thomas J. Watson Snr., IBM Chairman, 1943

Just how important is mobile computing?

Internet traffic is currently running at thirty trillion bits (of information) per second (bps) and is doubling every two years.

An increasing proportion of that traffic is being driven by, and sent to mobile computing devices - usually a smartphone.

Far from being a device with 'too many shortcomings' to make it a 'practical form of communication', the telephone totally transformed the 20th century. In the first decade of the 21st it has extended the depth and scope of its reach: in the past five years alone the simple mobile phone has been transformed into an always on mobile computing platform that is destined to sit in the pocket or palm of nearly every western consumer. The UK alone has over 23% smartphone penetration and 42% 3G penetration, resulting in a third of all Britons browsing the internet on their phone.

So, it is not a question of *whether* the mobile will take over as the pre eminent platform for personal computing or the platform of choice for web browsing and personal transaction management such as shopping and banking, it is simply a question of *when*.
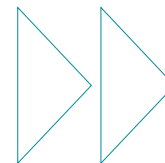
Mobile computing is just the internet on your phone isn't it?

Organisations have only recently begun to understand how to do business effectively with customers empowered to communicate and collaborate via home computing and laptop devices. Home shopping, web browsing, online banking and ticketing are all beginning to be exploited successfully and, in many cases, 'online' now represents the most important channel to market: airline ticketing, for instance, is conducted 75% online.

The challenge of mobile computing is that a session may be totally spontaneous.

Anytime, anyplace, anywhere!

Your customers may not be sitting at their laptop, cup of coffee in hand, ready to initiate an online shopping session or do a spot of online banking. In the mobile world they may be walking down the street when they (or you!) seek to open up a dialogue.

The challenge is to grab and retain their attention.

- The presentation techniques have to be instantaneous.
- Getting the message across has to be simplicity itself.
- Their reason for connecting must be fulfilled effectively.
- The experience has to be rewarding, even if the device your customers are holding is no bigger than a smartphone.

Getting your mobile computing platform wrong doesn't mean customers won't do mobile commerce; it just means they won't do mobile commerce with you.

What does mobile mean to the enterprise?

At Glue Reply we are always striving to **bring the future to life** for our clients.

Our Enterprise Architecture practice specialises in providing clients with a clear blueprint which maps out the future of their enterprise computing and aligns the goals of their business with the capabilities of IT systems and people.

Even our experienced and highly skilled consultants are not quite sure where the mobile computing journey will end. But we do firmly believe that it is a journey that offers extraordinary returns, while presenting some completely new challenges.

How do you manage an enterprise information architecture where your customers are always connected and where they have the power to initiate a potentially valuable (or potentially damaging) information exchange with your organisation anytime, anyplace, anywhere?

Mobile computing could make your business fly

Getting mobile right represents an opportunity that a wise, future-oriented organisation has to explore. Soon the opportunity gap will close and mobile will be just another business imperative – a 'must have' that will impair your performance if it is not part of your enterprise architecture and blueprint for the future.

Glue Reply mobile computing architecture practice

Glue Reply has created a consulting practice to help UK clients investigate the potential of mobile computing as a means of improving their business and extending their reach!

Before you can successfully extend your enterprise into the mobile environment we believe there are four key aspects that have to be addressed.

1. Extended enterprise integration

Glue Reply regards the mobile computing device as an extension of your enterprise computing platform. Any transactions generated by the mobile channels have to be integrated seamlessly into the existing enterprise information processing systems.

Any mobile initiative should therefore start with an examination of the existing enterprise architecture, leading to a clear definition of the business logic needed. This should be accompanied by a clear definition of the architecture changes and extensions required; a necessary precursor to enterprise strength mobile computing.

3. Mobile platform technology

Building a technical system that works better than the rest is all about choosing the right tools for the job. The old adages of volume, scalability and connectivity still apply. Glue Reply developers will build and stress test the most appropriate technological solution for the job.

One of the key challenges you face in this area is that there are an astonishing number of different types of device in the marketplace (nearly 5000!), all capable of some form of mobile computing. As an organisation you can't know which of those 5000 different types is going to connect to your mobile channel, but whichever it is and whenever it does, you have to be able to present the data and handle the transaction in the way that best works for that type of device.

2. Mobile experience design

The easiest way to lose a customer is to annoy them with an unsatisfactory communication experience. In the analogue world that can simply be a rude receptionist, or an indifferent call centre experience. In the mobile world it is all about the user interface and the experience that this engenders.

Our creative and design specialists work with you to create a user environment that must be a delight to use, as well as having to satisfy the user demands effectively and meet all of the parameters for extended enterprise integration efficiently.

4. Mobile platform management and analysis

It's not about what you do, it's about how you do it.

An empty restaurant is an indication there is something wrong with the food. Similarly, an empty shop on the High Street should worry about its window display or its stock. In the digital world companies will all too often put up a website, but will never wonder why it is not generating business or interest. That may be okay if it's just an information only exercise, but if the initiative is potentially your biggest future transaction channel it is definitely not okay.

Though in its infancy, proper management of the mobile channel combined with a detailed analysis of user activity to drive continuous improvement, should be an essential part of any organisation's business strategy. Glue Reply's developing analytics practice will work with you to continually improve the effectiveness and reach of your mobile channel.

The Reply Network for mobile

Glue Reply is a wholly owned subsidiary of Reply S.p.A. An organisation with over 3000 consultants in Europe and a stable of competencies spanning all aspects of the digital world.

The Glue Reply initiative for mobile is a coalescence of skills usually not found in one company. By drawing on the creative skills of our sister companies Open Reply, Bitmama, and Live Reply we represent a unique proposition that will design, build, connect, manage and improve your business's mobile future.

Glue Reply…*Bring the Future to Life*

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