



**Thank You for Joining Us,
The Webinar Will Begin Shortly.**

Women And Technology Today Training 121:

The Mobile App Revolution: Boosting Productivity in the Enterprise

Course Instructor:

Athena Polydorou, Director of Wireless Internet
Development, CTIA – The Wireless
Association®





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National program from WIPP's "Women, Money and Opportunity: Powered by WIPP" series. The WATT program is designed to educate women business owners on strategies to accelerate growth by understanding technology investment, and how to manage it.

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The Mobile Apps Revolution: Boosting Productivity in the Enterprise



Presented by:

Athena Polydorou

*Director of Wireless Internet
Development*

CTIA – The Wireless Association ®

The Mobile Apps Revolution: Boosting Productivity in the Enterprise

Webcast Agenda:

- A General Overview of Mobile Apps
 - What are mobile apps and what are the trends in this space?
- Mobile Apps & Enterprise Productivity
 - How can mobile apps help boost the efficiency of the business user?
- What's Next in Mobile Apps?
 - What elements of the top entertainment apps will find their way into business apps in the future?
- Public Policy Issues Affecting Mobile Apps
 - What are the specific public policy issues in the mobile app space?

Mobile Apps Overview

- 2008 – Apple & Google launch App Stores
- Prior to 2008 – Little mainstream customization of consumer devices by the user
- Today – 26 App stores, 11 Operating Systems and 500K+ apps
- Main Players in the App Storefront Space
 - Apple
 - Google (Android Market)
 - Microsoft
 - Nokia
 - Palm
 - RIM (Blackberry)
- Mobile App Popularity Fueled by
 - More Powerful Devices
 - Faster Wireless Networks
 - App Developer Innovation

Mobile Apps Overview

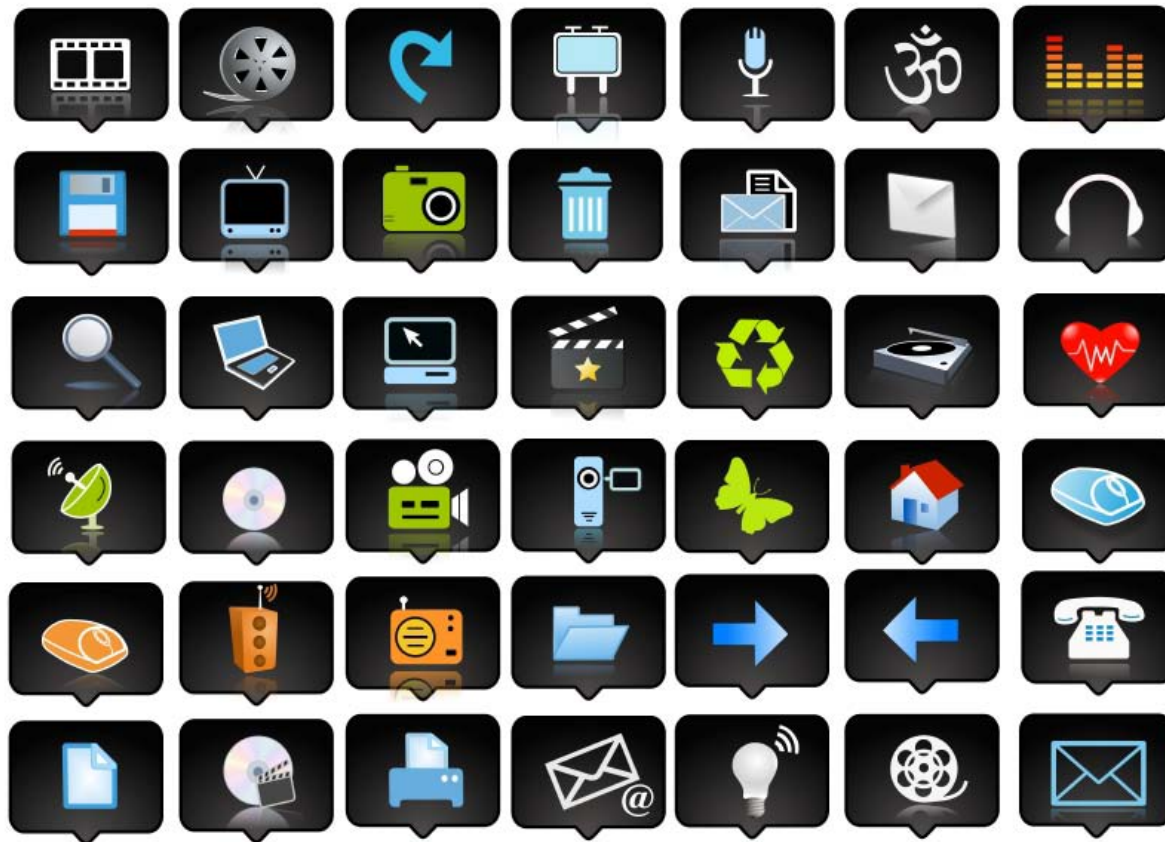
- What are they?
 - Short for Applications, Apps are specialized software that add a function or feature to a wireless handset
- Where do you get them?
 - Apps can be pre-loaded on smartphones or accessed through online storefronts for free or for a fee
- Main Categories of Apps
 - Games
 - Entertainment
 - Lifestyle
 - Productivity
 - Utility



Top Paid Mobile Apps

- Games & Entertainment Mobile Apps sell at the highest volumes
- Only 3 of the top 20 Paid Apps Listed on iTunes fall outside this category
 - A Cameraphone App
 - A Barcode Scanning App
 - A Global Positioning System (GPS) Navigation App
- The Most Popular & Engaging Apps incorporate:
 - Real-time/dynamically updated information & content
 - Location-Based Information
 - The ability to interact with content & share it with your network of friends/the world
 - Enable you to engage in the activities of your lifestyle more enjoyably/efficiently (shopping, sports fan, etc.)

Mobile Apps – Entertainment & Lifestyle



Click the image to view a video.

Top Free Mobile Apps

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font with a registered trademark symbol (®) to the right, set against a solid blue rectangular background.

facebook®

The Foursquare logo, featuring the word "foursquare" in a stylized, rounded, lowercase font. The letters are white with a thick blue outline, and the word is slanted slightly to the right.

foursquare

Mobile Apps – What Makes Them Different from the Mobile Web?

- APIs (Application Programming Interface) a software-to-software interface that manages data sharing behind the scenes
- The “native” support of APIs on the device is still ahead of developments on the browser side – though HTML5 promises to change that
- Part of what makes Mobile Apps so compelling is that they “know” you and deliver information/entertainment in keeping with your preferences and profile & often enable seamless sharing with friends
- Still many mobile Apps are simply bookmarks (or short-cuts) to the mobile web (Example: 20% of the Getjar App Store catalogue)

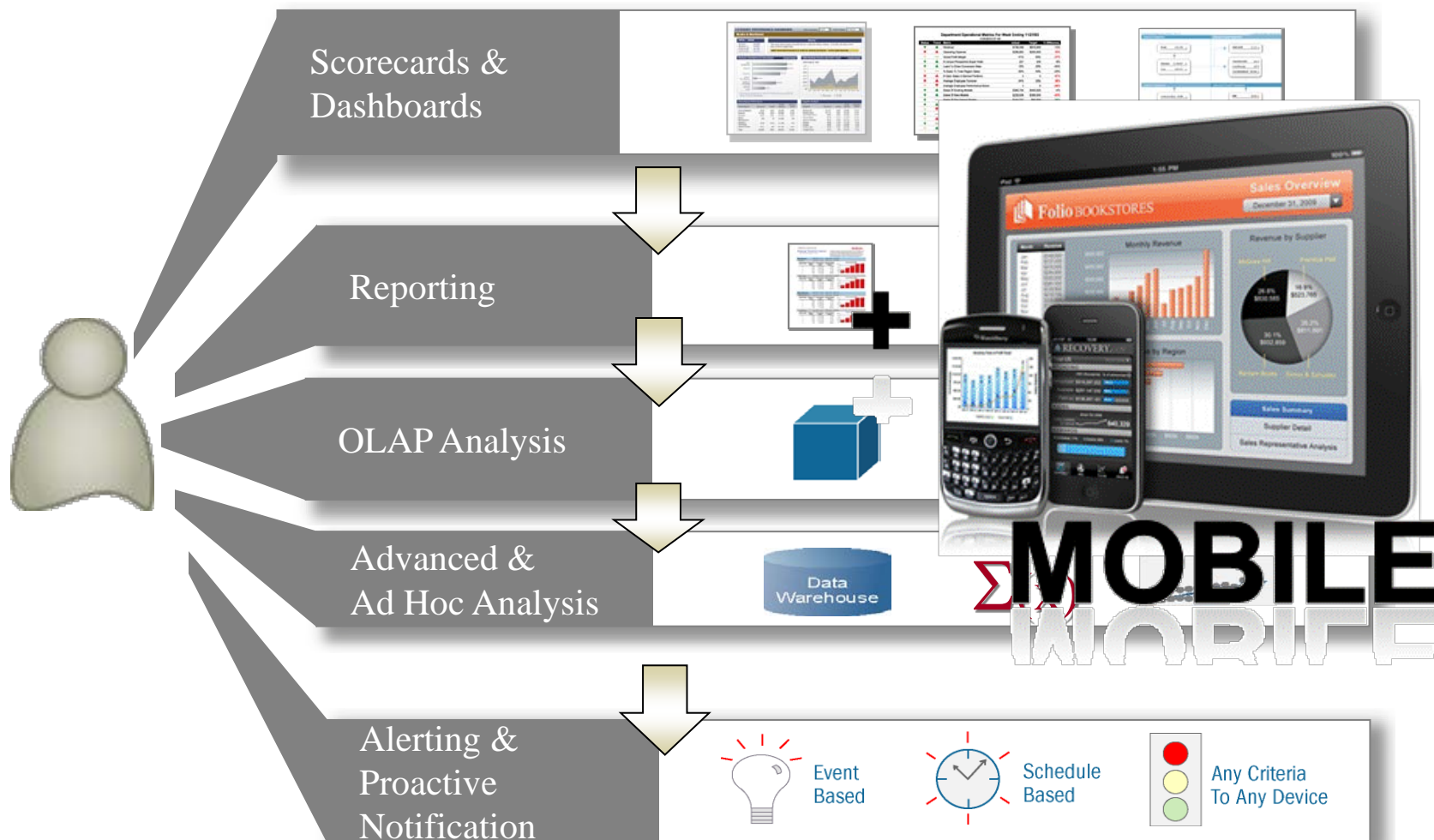
Mobile Apps – Are Tablets a Game-Changer?



Click the image to view a video.

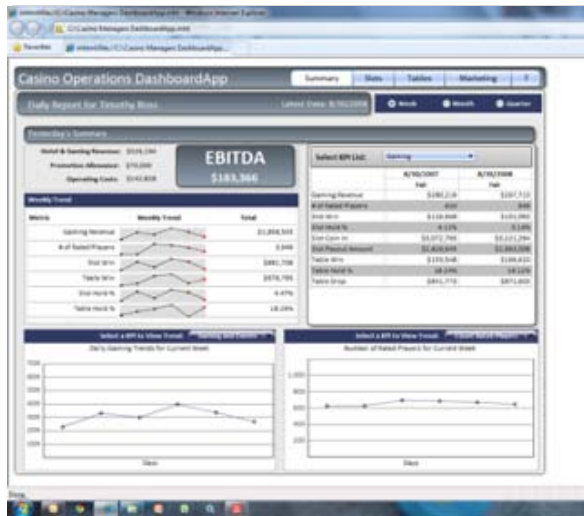
- Like smartphones only bigger – Tablet PCs are driving new App development
- New opportunities for traditional publishing/media companies
- Top 5 Tablets as rated by C-Net Editors
 - Apple iPad
 - Motorola Xoom
 - Samsung Galaxy
 - Dell Streak
 - Barnes & Noble Nook

Business Intelligence via Mobile Apps - Example: **MicroStrategy**



Business Intelligence via Mobile Apps - Example: **MicroStrategy**

Dynamic Dashboards in Web



Dynamic Dashboards as iPad Apps



Dynamic Dashboards as iPhone Apps

Mobile Apps for Business Users

- Mobile Apps for File Synchronization
 - Dropbox
 - DocumentsToGo
 - FTP on the Go
- Mobile Apps for Business Travel
 - Tripit
 - BizExpense
 - Cab4Me
- Mobile Apps for Social (Business) Networking
 - LinkedIn
 - Plaxo
- Or become Your Own Enterprise App Store
 - AppCentral



Cutting Edge Technologies & Next Generation Mobile Apps

- Technologies to Watch:
 - GPS & Geo-fencing
 - Sensors & Accelerometers
 - Augmented Reality
- These Will Enable Advancements In:
 - Games & Entertainment
 - Business Verticals
 - Energy
 - Retail
 - Transportation
 - Education
 - Health



Click the image to view a video.

Washington's Focus on Mobile Apps

- Policy-makers are looking at Mobile Apps & their use of:
 - Location Based Services
 - Online Collection of Personal Information/Targeted Marketing
 - Billing/In-App Purchases
- With Specific Focus on:
 - Consumer Safety
 - Consumer Privacy
 - Transparency of Billing Practices
- Resulting Legislation or Policy may affect businesses:
 - Whose Employees use Mobile Apps
 - Who develop Mobile Apps their Customers



Image Courtesy of Creative Commons: Cyborg

The FTC & Policy Issues in Mobile Apps

- **Location Bases Services - The Federal Trade Commission (FTC) is concerned about the potential for violations of consumer privacy, particularly in the area of social media apps**
- **Online Privacy/Targeted Marketing - The FTC's December 2010 Privacy Report:**
 - **Outlined a framework for online privacy protections and “Do-Not-Track”**
 - **Did not suggest strategies for addressing apps (web or mobile)**
- **Billing/In-App Purchases – In February 2011 the FTC announced it will be looking into the marketing & delivery of mobile apps that charge users for real and virtual products & services**



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