Mobile Goes Remote

25. september 2012

MOBILE AGILE CLOUD
TRIFORK.

Before going remote...

Enablers

Purpose

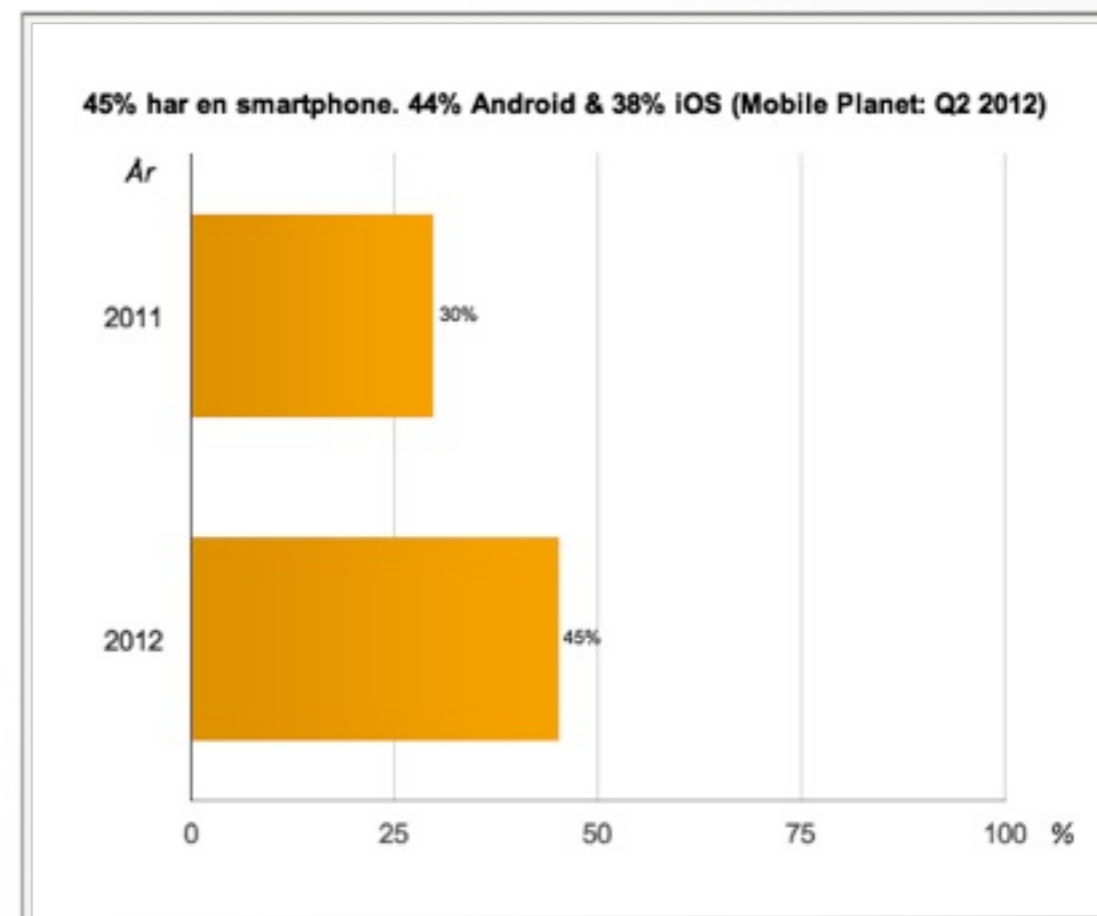**Execution**

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Check: Critical mass on mobile

"In your pocket"

Used everywhere

Bring your own device

Rapidly growing
tablet market

45% har en smartphone. 44% Android & 38% iOS (Mobile Planet: Q2 2012)

År

2011   30%

2012   45%

0   25   50   75   100 %

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Check: Critical mass on mobile

"In your pocket"

Used everywhere
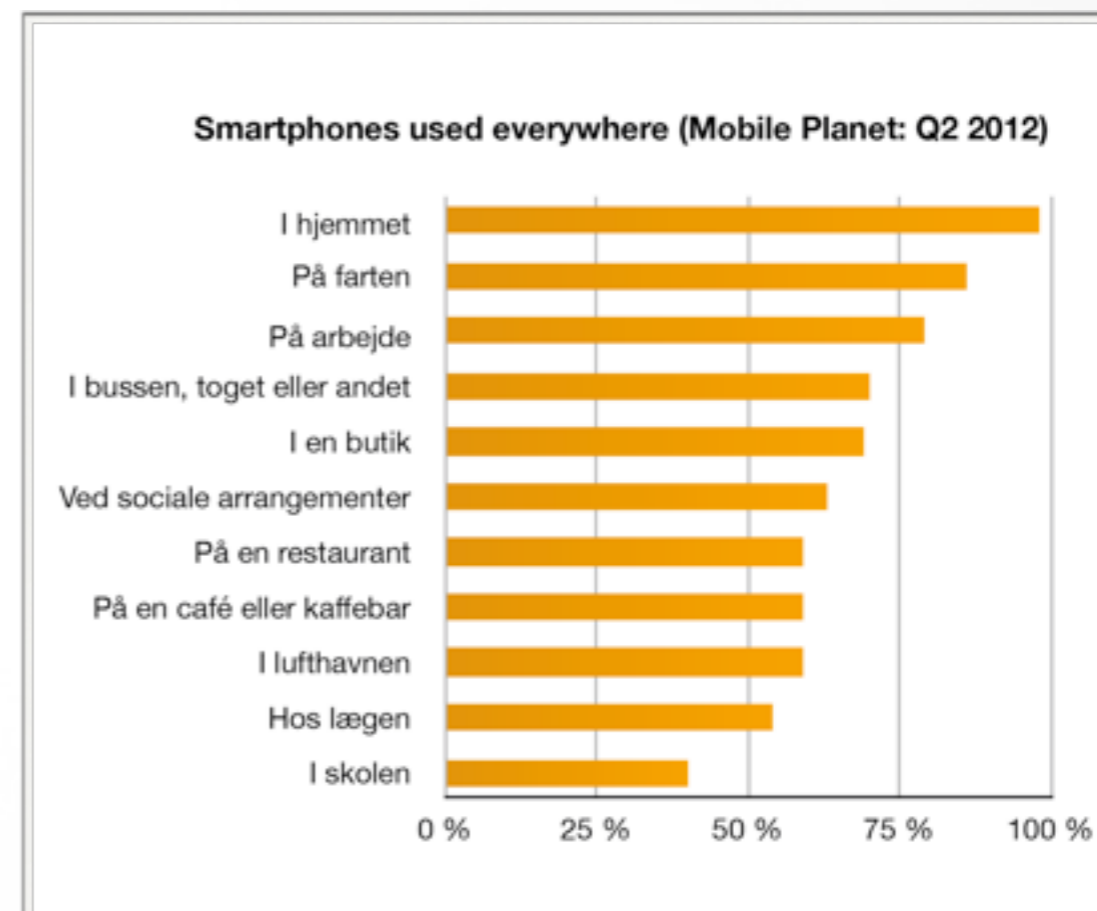
Bring your own device

Rapidly growing
tablet market

Smartphones used everywhere (Mobile Planet: Q2 2012)

I hjemmet	
På farten	
På arbejde	
I bussen, toget eller andet	
I en butik	
Ved sociale arrangementer	
På en restaurant	
På en café eller kaffebar	
I lufthavnen	
Hos lægen	
I skolen	

0 %   25 %   50 %   75 %   100 %

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Hotels.com

TRIFORK.

Hotels.com

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Trend: More demanding users

- Work smarter

- Be empowered

- Data driven

- Transparent

- Independant

- Impatient

- Disloyal

- Cost efficient

- Secure

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We are always connected somehow

What does "connected" mean?

Native

- Wi-Fi

- 3G (4G)

- Bluetooth

- Camera (2 cameras)

- GPS

- Motion sensor

Proprietary

- Radio communication

- Infrared

- NFC

- ...

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Go remote? Business purpose?

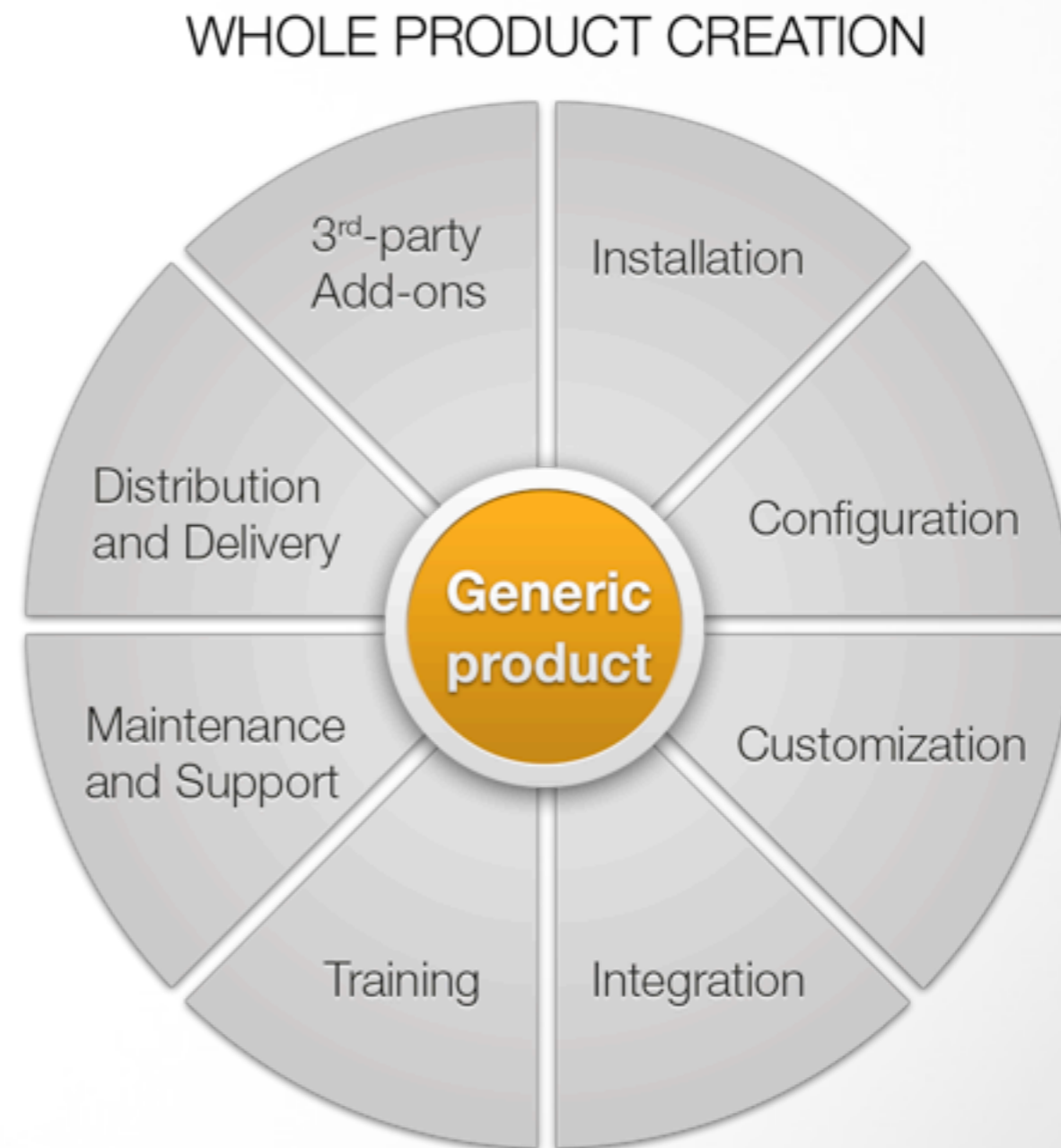| EXTERNAL	INTERNAL
Customer experience	Innovation
User readiness	Processes
Customer loyalty	Cost savings
Customer attraction	Cross sales
Image	Ability to change

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Digitally enhanced products & services

- Monitor

- Control

- Configure

- Data

- Optimize

- Maintain

- Train

- Etc

WHOLE PRODUCT CREATION

Generic product

- 3rd-party Add-ons
- Installation
- Distribution and Delivery
- Configuration
- Maintenance and Support
- Customization
- Training
- Integration

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A couple of
remote cases

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Zipcar Car-Sharing

- Car-sharing by the minute

- Self-service alternative to the Zipcard, not re-invention

- This app makes it easier to use Zipcar. It guides users through the reservation process, locates nearby cars and contacts customer support. It even acts as a key fob by unlocking and locking doors and by honking the horn when you're trying to find your Zipcar car in a parking lot.

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Cyber Rain

- The irrigation controller with a brain. Control your sprinkler systems

- Self-service alternative, not re-invention

- It "talks" with your sprinkler system, the weather forecast, and your landscaping to determine the optimal amount of watering. It saves on your water bills

- So now we have a customizable sprinkler system that adapts to the environmental parameters of your property, not too shabby

Scanomat TopBrewer

- Choose the coffee you like

- Product & service re-invention

- Why have a big bulky machine, when a single tap can do so much more?

- The TopBrewer series has been uniquely designed for smartphone and tablet usage, enhancing user experience and opening up a world of opportunity in terms of cashless payment, loyalty systems and personalised consumer experiences
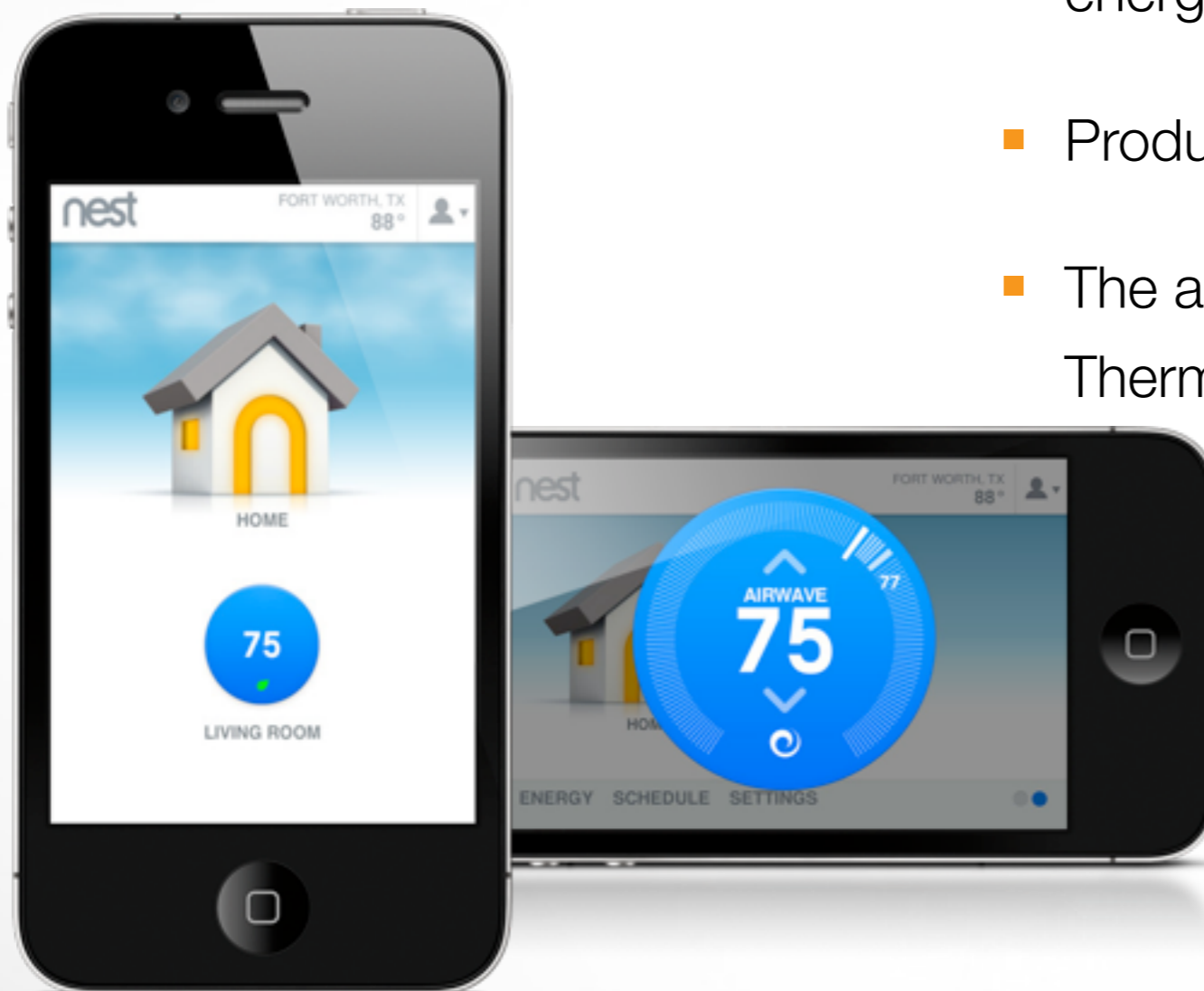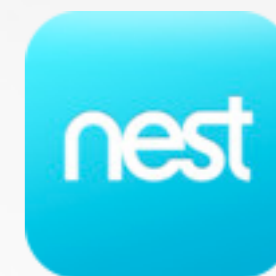
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Scanomat TopBrewer

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Nest Learning Thermostat

- Keeps you comfortable. Helps you save energy. Know more, save more

- Product & service re-invention

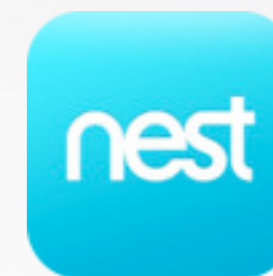- The app makes it possible to control your Thermostat from anywhere

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Nest Learning Thermostat

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Nest Learning Thermostat

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Differentiation - your company needs?

Add a self-service alternative?

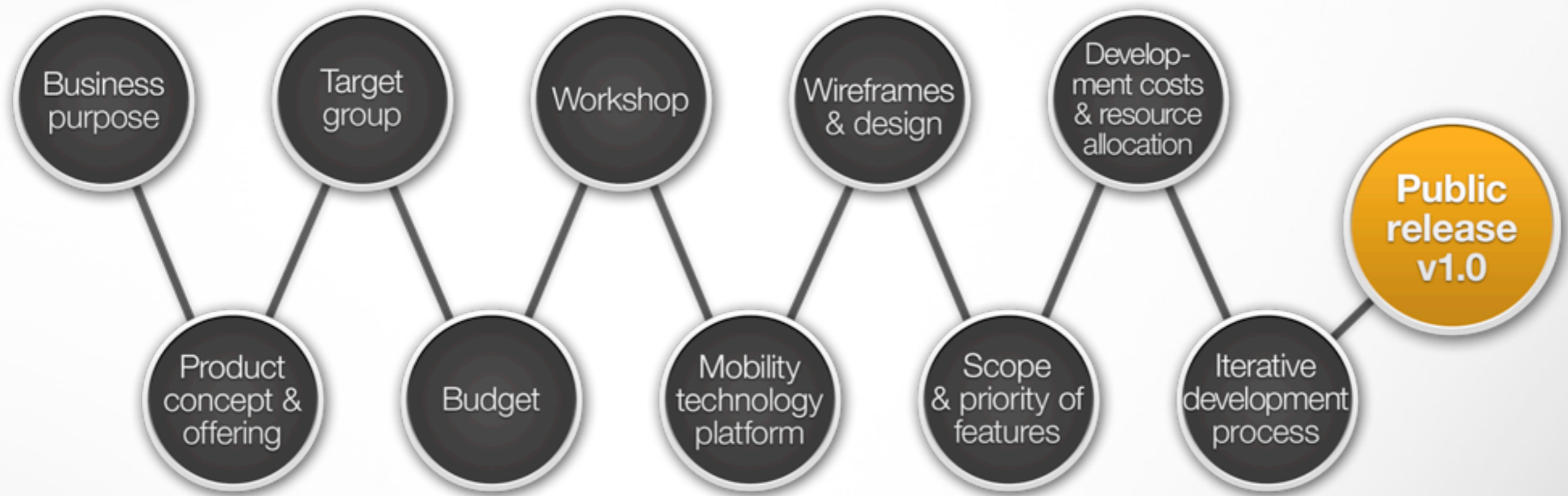**Re-invent the whole product/service offering?**

Existing products?

New products?

nest

70

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Execution: Try it yourselves!

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Coca Cola

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Coca Cola

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Questions?

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