

EMC MOBILE ADVISORY SERVICE

Identify the best ways to leverage mobile for business value

ESSENTIALS

Mobile is changing the landscape:

- Realtime engagement
- Instant collaboration
- New security threats
- Innovative service models

Mobile design is:

- Understanding new concepts of location, 24/7 access, ubiquity, convenience, and intimacy
- Leveraging completely new data (location, time, identity)
- Developing new propositions for a completely new channel for customers with different needs and behaviors
- Understanding how to use all your channels to interact with your customers

Mobile design is not:

- Simply redesigning for new platforms
- Re-purposing existing assets for a new medium

BUSINESS CHALLENGE

The mobile industry is moving at an astonishing pace. Its new, disruptive communication technologies are changing the way people engage with each other and the way brands interact with their clients. Mobility inspires a completely different culture that is immediate, personal, contextual, and fragmented. Soon, more than half of all Internet access will be via a mobile device. These devices are cheap, portable, and always on. The half-life of these products is decreasing with each new release—product change and innovation is occurring constantly.

These new devices have impacted your customers' expectations—they now expect changes in your services and products at the same frenzied pace. To stay first in their minds, you must adopt the new technologies and develop new customer propositions. Use these devices to offer services that are faster, more convenient, provide more information, and have better perceived value.

SERVICE DESCRIPTION

The EMC[®] Mobile Advisory Service will help you design a strategy around this fluid and dynamic environment. We'll help you match your organization's strengths against the right opportunities. We'll help you develop a well thought-out mobile strategy that will address:

- Context—how people will interact with you using mobile devices
- Location, geography—how cultures and environment will affect the use of mobile devices
- Technologies—which technologies to employ
- Platforms—which platforms to target

The EMC Mobile Advisory Service is a four-week engagement that will help you establish the economic business case for mobile adoption. We will work with you to identify the right focus area, such as customer acquisition/retention or internal business system transformation. We'll help you determine how best to leverage data—both from a process and technology standpoint.

During the Mobile Advisory Service, EMC Consulting will:

- Understand your business and digital landscape and identify the best ways in which to leverage mobile to create business value
- Analyze any current/historic mobile ventures to understand opportunities, challenges, pain points, business relevance, etc.
- Analyze any current online presence in a mobile context (e.g., who is using your site via mobile devices, how, and when)
- Communicate trends in mobile and the impact on your working practices, digital presence, etc.
- Conduct user research to identify workflows and user needs

- Identify potential security issues
- Identify systems impacted based on the functions to be delivered
- Perform persona analysis/brand/design workshops as appropriate

The result will be a roadmap for exploiting mobile computing for business value tailored to your unique business and technical environment. We'll provide an executive-level presentation that contains detailed recommendations for your mobile strategy.

SUMMARY OF BENEFITS

Upon completion of the EMC Mobile Advisory Service, you will have a comprehensive mobile strategy. You will understand how your customers' behavior and expectations are changing. You will understand the impact to maintenance of your brand in a mobile space, where your brand persona is filtered through many layers—device, manufacturer brand, network, etc. You will understand the impact to your systems from the mobile, “always on” world where users expect realtime data but where many systems have been built on slow processes with batch data transfers, audits, and complex integration processes. You will understand how transforming your systems to deal with data in real time impacts not just your IT systems but also your security, compliance, risk, and legal processes.

EMC CONSULTING

As part of EMC Corporation, the world's leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations' businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

CONTACT US

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