



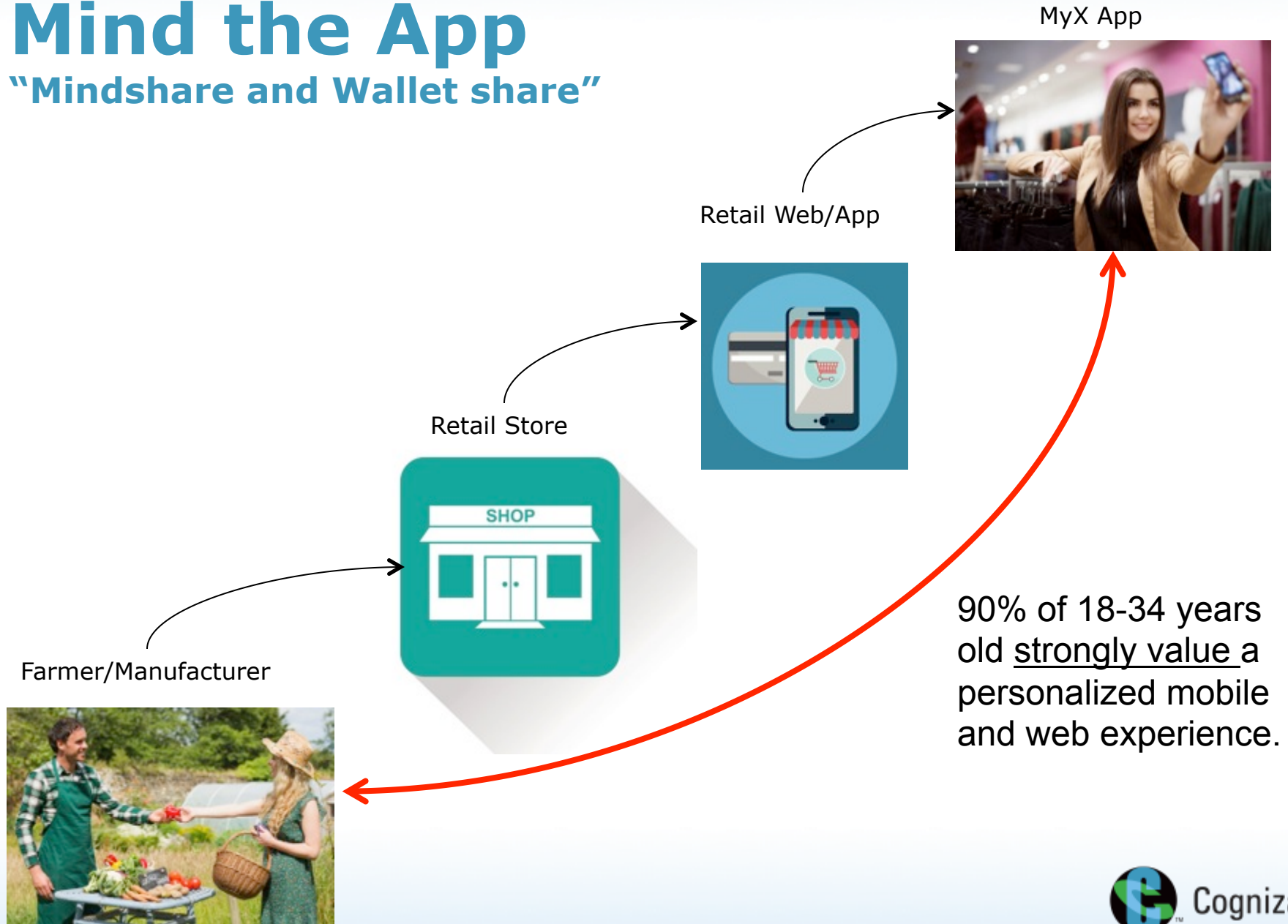
48% of eBay's Transactions Globally are Touched by Mobile



- 37% of US smartphones and tablet owners prefer mobile shopping over in-store shopping.
- 34% of online transactions globally are mobile
- 79% of consumers use smartphones to help with shopping.

Mind the App

"Mindshare and Wallet share"



Relationships, Disintermediation, Commodity, MyX





The traditional linear path-to-purchase has been replaced by a fragmented, intricate and often erratic journey.

Mobile Consumer Behaviors – Moving Target



- Customer Buying Lifecycle (smartphone, tablet, laptop, in-store)
- Different Product Categories – different devices
- Different Age Groups – different behaviors
- Different Genders - different behaviors
- Different Times – different behaviors
- Different Locations – different behaviors



Mobility
"MyX app"

**Digital
Transformation**

Real-Time
Personalized
Always on
Moving
Instant
Anytime
Anywhere
Ubiquitous
Mobile research
Mobile shopping
Mobile wallets

- Upgrade IT to real-time
- Re-engineer business processes
- Re-engineer workflows
- Migrate to the cloud
- Move to mobile first
- Develop business agility
- Accelerate operational tempos
- Personalize Experiences (Code Halos), develop "My Apps"
- Use mobile context and location

Code Halos and Personalization

Have You Seen This Art? Ryksmuseum Launches Masterpieces-on-Milk Cartoons Campaign

Happy Birthday Brother! HnB @ The Opry. Crowd went wild!

Total views: 39,567

New cities: New York, LONDON, Los Angeles, Washington, DALLAS, Houston

NETFLIX

Midnight Run, The King's Speech, The Artist, The Artist

Ben Pring ID6780339-G
Co-Director, Cognizant's Center for the Future of Work
Falmouth, Cape Cod Campus

A widely acknowledged IT futurist and thought leader with a storied track record working with the biggest and fastest growing IT vendors and with the most demanding and sophisticated IT buyers. See more at unevenlydistributed.com

Cognizant

Repins from: StevenSB, Holly Richards, Kyring Brown, Robert Smith

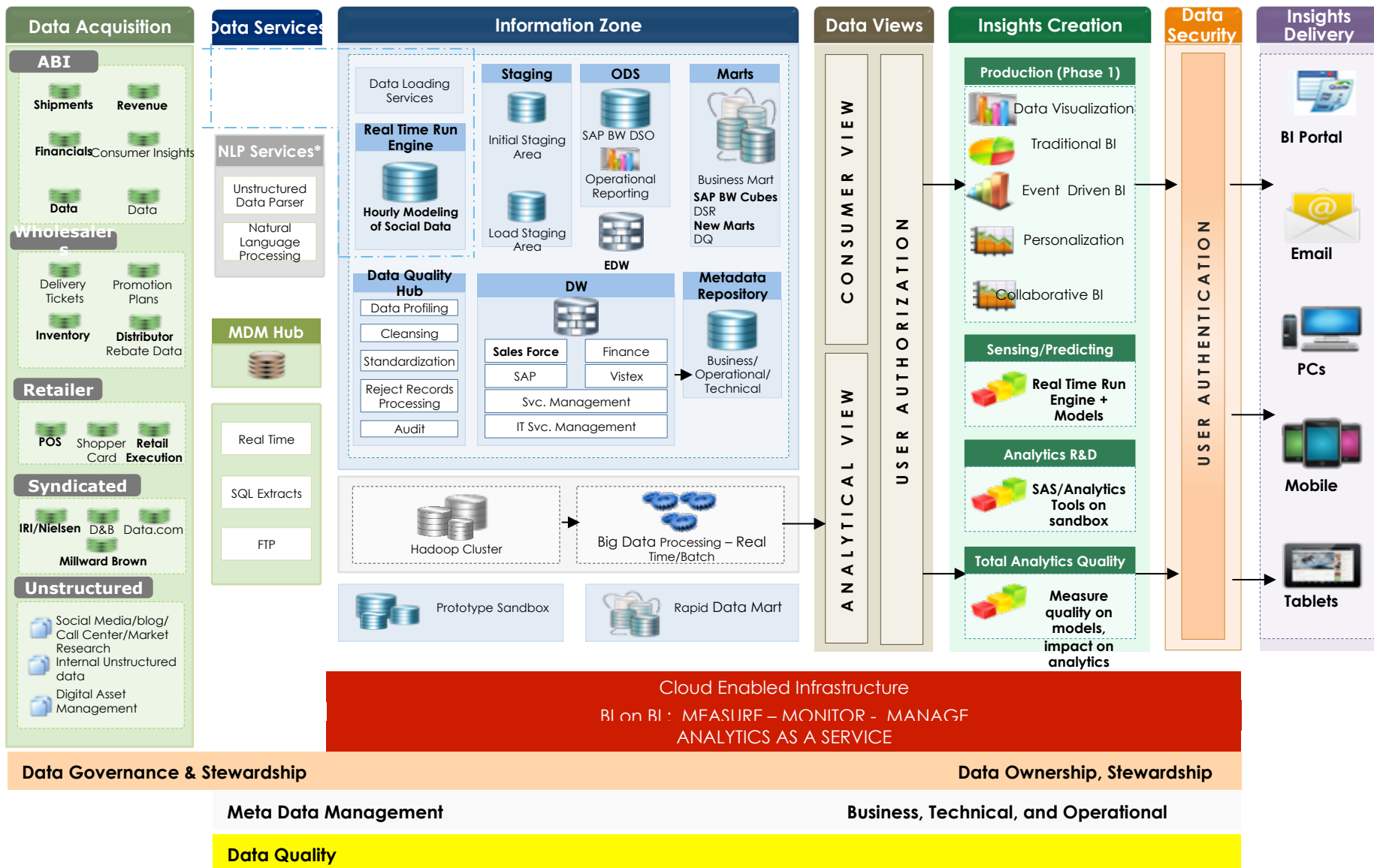
Ben Pring was tagged in Steve Harris photo with Liz Evans and 12 others

PANDORA
Currently listening to: [Music Player Interface]

4,962 / 5,000

138 5h32m 19.3m

Personalization Reference Architecture



* Provided by a Third Party



60% of 300 senior executives say the analysis of digitally-derived customer data is key to their company's innovation efforts, but only 16% believe they are effective at collecting and leveraging customer data from digital interactions.

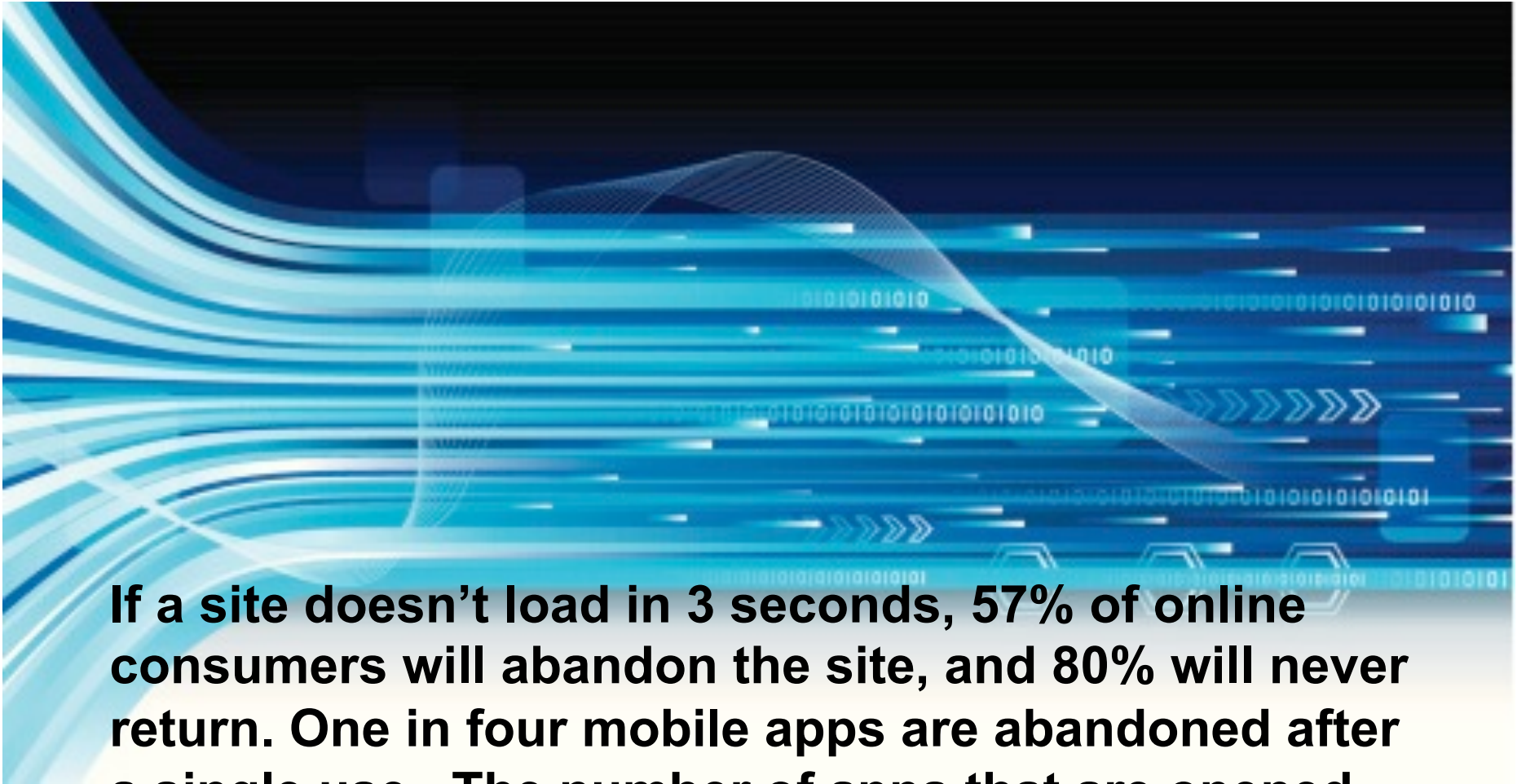
Source: Cognizant's Center for the Future of Work,
Putting the Experience in Digital Customer Experience

The Crevasse Between Reality and Success



- **73%** reported that having optimized mobile applications and user experiences is *very important to critical* to their companies future success
- **78%**, however, they also reported their mobile strategies and plans are inhibited or limited by their existing IT environment.

Speed!!!



If a site doesn't load in 3 seconds, 57% of online consumers will abandon the site, and 80% will never return. One in four mobile apps are abandoned after a single use. The number of apps that are opened 11 or more times dropped to 34% this year.

Developing Mobile Apps is Not Good Enough!



84% report IT systems too slow or incapable of supporting real-time mobility.



80% of IT and business professionals said speed is very important to a user's overall mobile application experience.

*Source: Cognizant's Real-Time Mobile Infrastructure Survey



84% percent report IT systems in their inventory are completely incapable of supporting real-time mobility.

*Source: Cognizant's Real-Time Mobile Infrastructure Survey



Information Has a Shelf-Life



The Titanic

If you don't receive information when it's needed, it's wasted.



*“If I can develop and pursue my plan to defeat you faster than you can execute your plan to defeat me, then your plan is unimportant.” ~ Robert Leonhard in the book *The Art of Maneuver**

Operational Tempos – The Pace of Digital Commerce



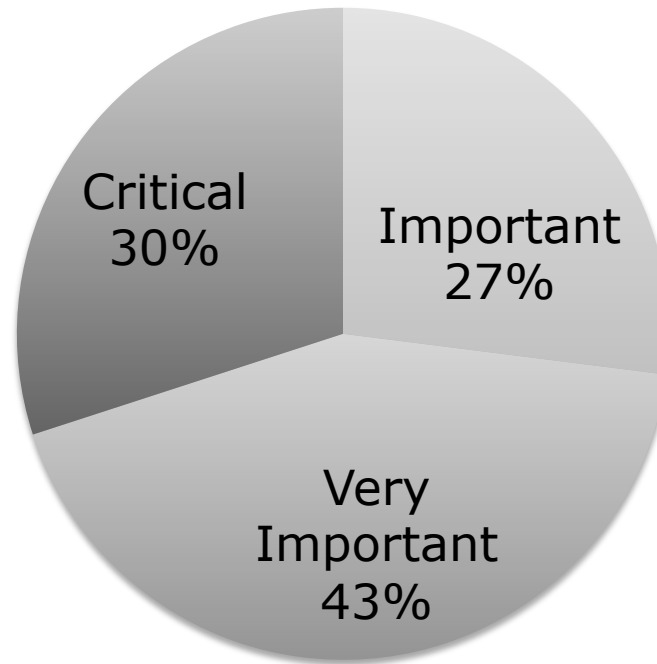


80% reported that the increasing demand for mobile apps is forcing IT departments to rethink and change how they have designed and architected IT environments

*Source: Cognizant's Real-Time Mobile Infrastructure Survey

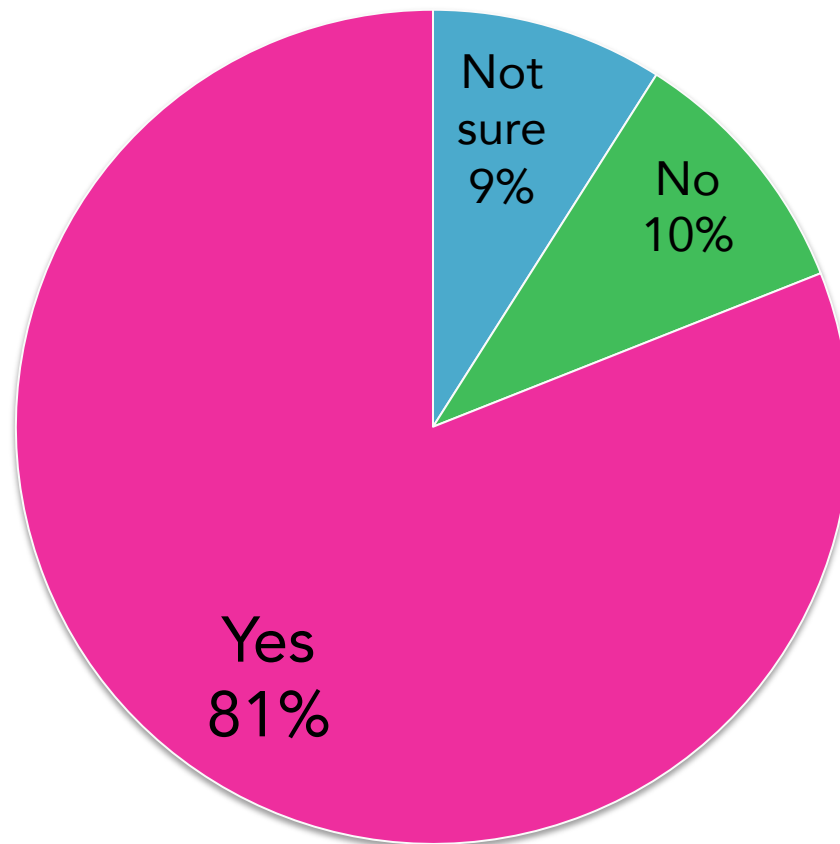


How Important are Optimized Mobile Apps?



How important is having optimized mobile apps and user experiences to your company's future success?

Will Mobile Apps Force Business Process Transformation?



Infonomics, Mobility and Competition



“Information should be considered a new asset class, in that it has measurable economic value and that there are significant strategic, operational and financial reasons for doing so.”

- Article by Gartner Inc.'s Douglas Laney, titled Infonomics: The Practice of Information Economics

The Real Challenge



The real challenge is acting strategically enough to matter.



App Development Today

What is AnyPresence?

Enterprise platform for digital transformation



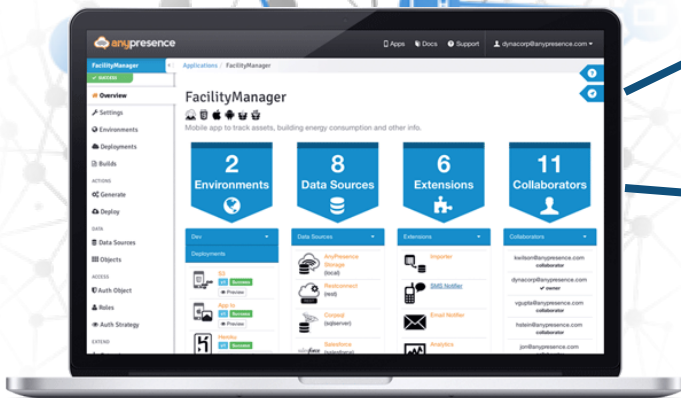
API
Microservices



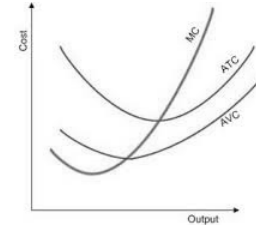
Enterprise
Mobility



Internet of
Things



Enterprise App Development Reality



40+

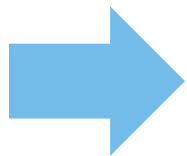
Apps on the
Average
roadmap

6+

Typical
development
months for an
enterprise app

\$100k+

Average cost
per enterprise
app



Urgent need to scale and cost-effectively develop apps

Enterprise App Governance Concerns



5+

System and
Database
integrations
required



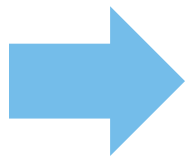
30+

Unsanctioned
applications



\$125k+

Average annual
maintenance
cost



IT has an urgent need to provide app dev Governance

Vision for Change

Expectation
of enterprise
app
requirements

- 
- The diagram features an iceberg floating in blue water. Above the waterline, there are icons for Windows, a smartphone labeled 'Mobile Development', and Apple. Below the waterline, a list of requirements is presented. Two white arrows point from the text labels on the left towards the iceberg.
- Mobilized business processes
 - Consumer-like experience
 - Cross-platform

- Data Integration
- Data Security
- Bandwidth Optimization
- Roles, Access Control
- Offline Caching
- User Authentication
- Server Business Logic
- Data Sharing
- API Building
- Secure VPN Access
- API Versioning
- Maintenance
- Scalability
- Deployment
- Upgrades

Reality of
enterprise app
requirements

Enterprise App Stack

**UI /
Presentation
Layer**



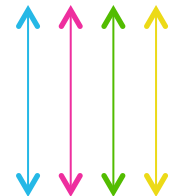
**Software
Development
Kits**



**Application
Services**



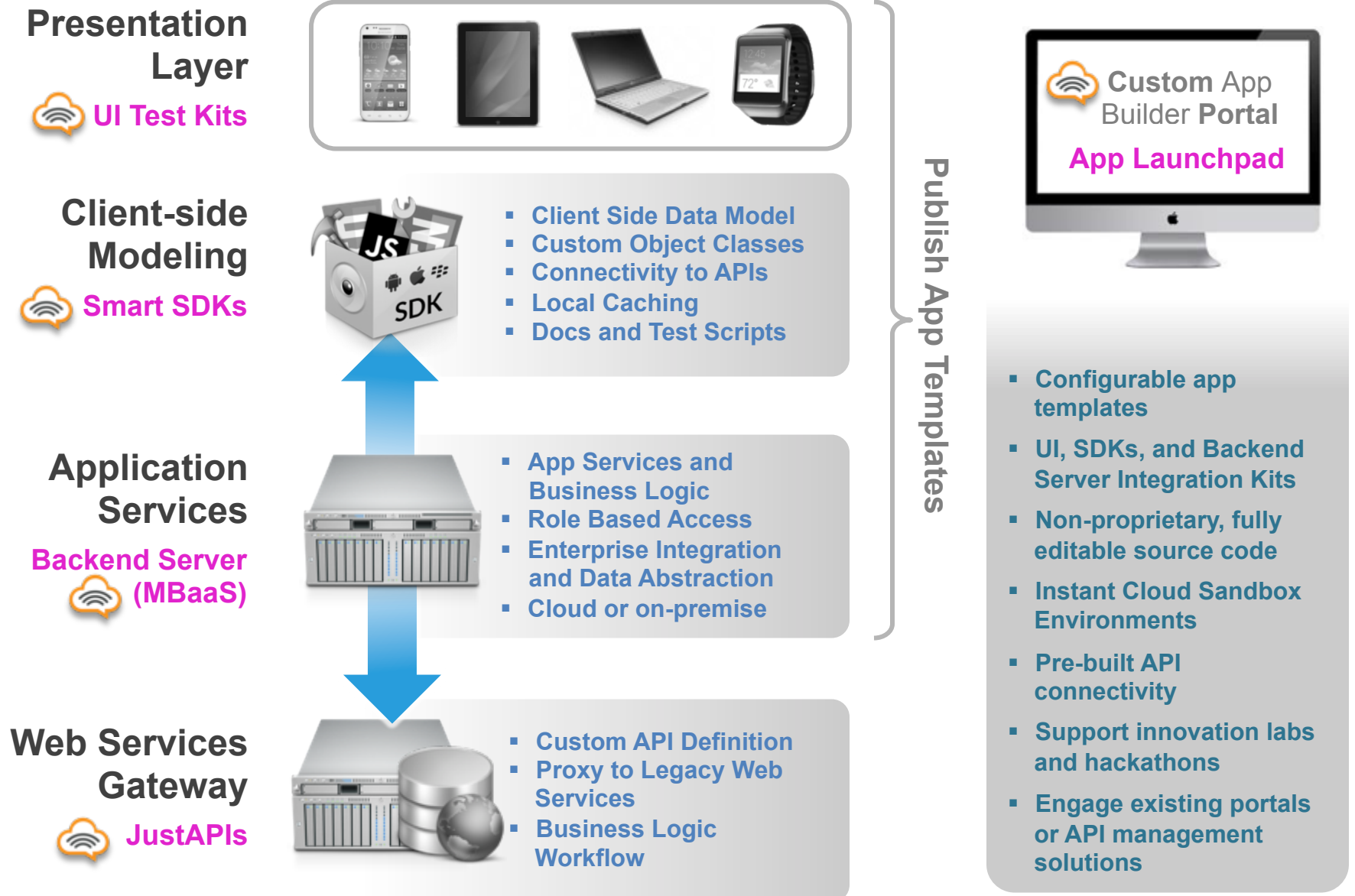
**APIs
REST/ SOAP**



**Servers
Databases**



Digital Business and Innovation Architecture Best Practices



Empower Stakeholders: Diverse Audiences

Example Audience



Field Force /
Business Users

Typical Needs

- Forms
- Checklists

Example Requirements

- SQL Server

Solution

Configurable app templates to build forms and checklists.

IT's Role

- No / Low IT



Business IT

- Data Access
- Security

- IBM, SAP, BMC

Pre-built integration kits for basic apps.

- Medium IT



Mobile
Development
Team

- Complex Use Cases
- Custom UI

- Multiple Integrations
- API Creation

API and complex app creation, exportable code for full UI and deployment flexibility.

- High IT

Supports range of needs, across multiple constituencies

Example Enterprise Use Cases

Enterprise platform for digital transformation



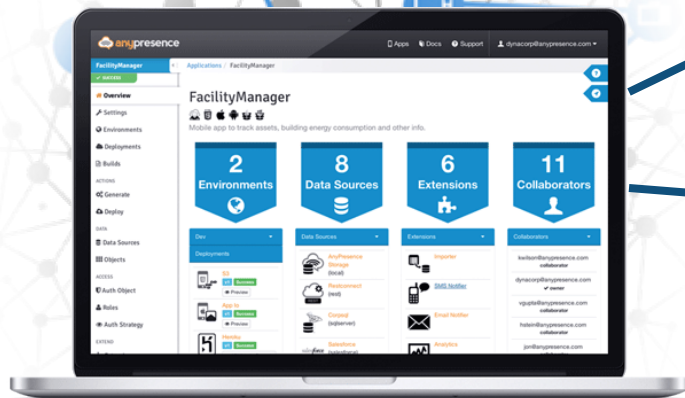
API
Microservices:
API Replication for
Hackathons



Enterprise
Mobility:
Workflow
apps



Internet of
Things:
App Ecosystem for
Smart Appliances



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Thank You!

