

Introduction to Mobile Technology

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MD, Embrace Mobile

Agenda



- **Who are we?**
- What is a mobile device?
- Why mobile works
- Communicating with a mobile device
- What mobile can do for you
- Demos



Who are we?



- Software organisation focused on increasing the efficiency of transactions through the use of mobile technology

Why is mobile interesting?



- Mobile ownership in the UK has passed 43 million, or 82% of the population - unique mobile owners not handsets
(Source: Wireless World Forum 2006)



Why is mobile interesting?



- There are more than 1,000,000,000 Java-enabled mobile phones and other handheld devices compared to 700,000,000 desk tops.
(Source: Sun Microsystems/Ovum)

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What is a Mobile Device?



Mobile Devices:

- Laptops



- Personal Digital Assistants (PDA's) & Smart Phones



- Mass Market Mobile Phones



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Why Mobile Works



- It's always on and always with you
 - Immediate
 - Interactive
 - Convenient and easy to use
 - Low cost
 - Personal, one-to-one
 - Ubiquitous reach



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Communicating with a mobile device



- Voice
- SMS / EMS
- MMS
- WAP / WML
- WAP Push
- GPRS / 3G



Interesting Statistics



- The Mobile Data Association forecasts an annual total of 36.5 billion text messages for 2006, with an average of 3 billion messages being sent per month and 100 million per day. (Source: Mobile Data Association - MDA)

Interesting Statistics



- 83% of UK mobile phones are GPRS or 3G enabled. (Source: MDA, Vodafone, 3)

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What Mobile Can Do For You



- Extend information to mobile customers
- Extend business processes to mobile workers
- Create new opportunities to increase efficiency

This will:

- Increase customer satisfaction
- Reduce costs



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Demonstrations

