



## The Mobile Revolution Are You Ready?

By: Susan Kaymon  
Co-founder, OakMobi



## Feeling Overwhelmed?



G2, G3, G4, Gx, Broadband, Wi-fi, Hotspots;  
iPads, Netbooks, Tablets; Android, iPhone,  
Blackberry, Windows Mobile 7; clouds, ASPs;  
Card Swipes, Virtual Terminals, Squares...

## About Me – Susan Kaymon



- Co-founder, OakMobi
  - Mobile Marketing Technology company
    - mobiMessenger: Workstation for text message marketing campaigns such as opt in campaigns, trivia, surveys
    - mobiMinder: Workstation for text message appointment reminders
    - mobiServices: Optional services to assist in customers in their mobile marketing efforts
- Co-founder, Interactive Recreation Information Systems
  - GPS-based, interactive trail mapping and routing software and map books
    - San Francisco Trail Collection: East Bay Volume I map book
    - TrailGuide411.com: Online interactive map
    - The Original Ultimate Trail Guide: Trail routing software application
- Various operations and technical management positions

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

3

## Overview



- The mobile factor: a quick overview of mobile technology
- How does mobile technology effect you?
  - Sales and Marketing
  - Operational Management
- Observations
- Questions

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

4

## The Mobile Factor – Network Connections



- All mobile devices connect to a network through a radio wave
- Three Basic Mobile Connections:
  - Bluetooth
  - Wi-Fi
  - Wireless Boardband

5

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## The Mobile Factor – Network Connections



- Bluetooth
  - Direct connection between devices
    - Range is limited to approximately 100 yards
    - Transmits data up to 3 Megabits per second (Mbps)
      - Compare to DSL at up to 24 Mbps



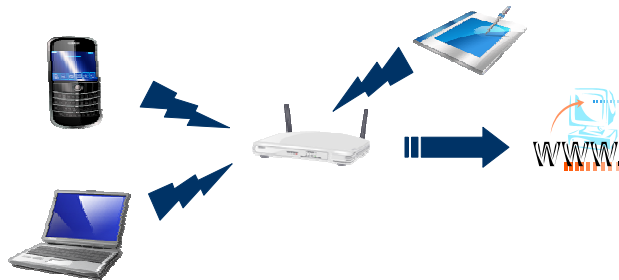
6

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## The Mobile Factor – Network Connections



- Wi-Fi
  - Internet via access points or hotspots
    - Range is between 35 and 160 yards, depending on structures
    - Transmits up to 54 Mbps



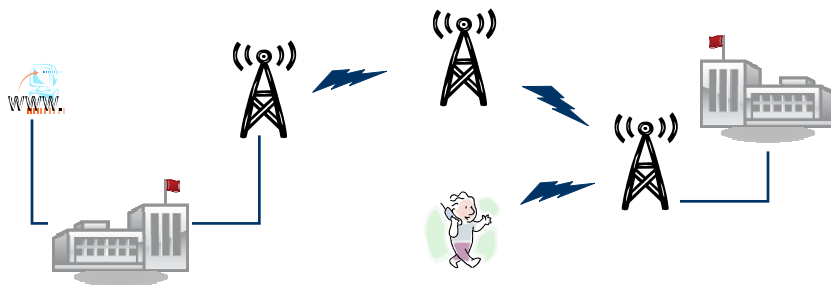
OakMobi – Empowering Business  
With Mobile Marketing Technology!

7

## The Mobile Factor – Network Connections



- Wireless Broadband
  - Internet access via the cellular network
  - Coverage is a function of provider network



OakMobi – Empowering Business  
With Mobile Marketing Technology!

8

## The Mobile Factor – Network Connections



- Broadband (cont'd)
  - Transmission rate of data depends on the carrier's hardware configuration

Network	Year	Transmission Rate
1G	1981	1200 bps
2G	2003	118.4 kbps
3G	2010	200 kbps
Pre-4G	2009	50 Mbps

*Higher Transmission Rates Are Meant To Enable Watching High Speed Video On Mobile Devices*

*OakMobi – Empowering Business With Mobile Marketing Technology!*

9

## The Mobile Factor – Network Connections



- What should you consider when thinking about wireless connections?
  - Are the bulk of your sales from street fairs, farmer's markets or other events?
    - Do you need to process credit card payments while at these events?
    - Are there other activities you do that require Internet access?
  - How often do you need to connect to the Internet?
    - Do you support multiple events in a week?
    - Do you process several credit cards at each event?
  - How much data do you need to transmit?
    - Are you merely connecting to a virtual credit card payment center?
    - Are you connecting to an Internet based application such as Quickbooks?

*OakMobi – Empowering Business With Mobile Marketing Technology!*

10



## Broadband Service Can Be Expensive!



- Effectively you are signing up for cell phone service for your mobile device
  - Before you buy:
    - Evaluate how much broadband access you really need
    - Check with your mobile phone provider for service plans and device compatibility
      - Some providers offer weekly, monthly or pay as you go service
  - Emerging technology: tethering
    - Tethering allows you to use your cell phone as a wireless modem
      - Right now requires some level of technical skill to execute
      - Some providers explicitly prohibit tethering

***Know How Much Data You Will Be Transmitting  
More Data = More \$\$\$***

11

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*

## The Mobile Factor – Mobile Devices



- Mobile devices
- Operating systems

12

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*

## The Mobile Factor – Mobile Devices



- What is a “mobile device”
  - A “mobile” device is something that connects to a network without a hard wire or cable

Common Mobile Devices	
Mobile Phones	Netbooks
Laptops	Tablets (ie, iPads)
Bluetooth	eReaders (ie, Kindles)

13

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Devices – Computers



- Laptops can have as much computing power as a desktop with the added convenience of mobility
  - Usually will have DVD drive, Ethernet, wireless, USB and other hardware capabilities
  - Internet is accessible with Ethernet, Wi-Fi or broadband access
- Netbooks are smaller in size and focus on Internet access
  - May not have Ethernet and other hardware capabilities like multiple USB ports
  - Internet accessible with Wi-Fi or broadband connection
- Tablets are distinguishable by their small size and lack of a keyboard
  - Generally touchscreen interface
  - Usually has Wi-Fi and/or broadband Internet access
  - Devices may require broadband service activation



14

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Devices — Mobile Phones



- Feature Phone
  - Limited to voice calls, text messaging and email
  - Access to the device is limited to the service provider
- Smartphone
  - Includes Feature Phone services and more, for example: cameras, MP3 players, videos, voice recorders, GPS, internet access, etc
  - Operating system is open for application development



**80% Of Handsets On The Market Are Feature Phones**

15

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*

## Smartphone Factoids



- The largest market share of smartphones belongs to Research In Motion with the Blackberry
- Although Blackberry has the largest market share of smartphones, more apps are developed for the iPhone and Android platforms than the Blackberry

16

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*

## The Mobile Factor – Operating Systems



- An Operating System is the software that controls your device
  - Laptops and Netbooks: Windows or Apple Mac OS X
  - Tablets: Windows, Apple iOS, Android
  - Smartphones: Windows, Apple iOS, Android, Blackberry
- Application compatibility becomes more of a challenge with Tablets and Smartphones
  - Not all applications are available for all operating systems
    - For example: embedded Google Maps may not display on Blackberry smartphones
- If using multiple devices, make sure your devices can exchange data relatively easily

17

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## The Mobile Factor – In The “Cloud”



- Cloud, web-based, application-service-provider (ASP)
  - Each of these refer to programs or applications that are accessible through the Internet
    - Ie: Quicken Online, Salesforce.com
  - Access programs from anywhere at any time
  - Eases your IT burden by taking responsibility for maintaining applications and backup of data



18

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*



## Interim Summary

- So far we have briefly covered mobile connections, devices, operating systems and the “cloud”
- The rapid change in technology will continue as transmission rates increase, memory increases and application development accelerates
  - Blackberry, Apple, Microsoft and Google all actively pursue and encourage application development for their platforms
- What does this technology mean to you?

19

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*



## Mobile Technology is “Unleashing” Business

- How many of you have a mobile phone?
- How often do you carry your mobile phone?

***You Are Mobile, So Are Your Customers!***

20

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*

## Is Mobile Technology Effecting You?



- How many of you get most of your sales from Street Fairs, Farmer's Markets or other events?
- How many of you sell most of your products online?
- How many of you have a web site?

*You Are Effected By Mobile Technology!*

21

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*

## Using Mobile Technology To Optimize Your Business



- Mobile Marketing
  - Web site
  - Advertising
- Mobile Business Operations
  - Inventory Management
  - Payment Processing

22

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*

## Mobile Marketing – Web Sites

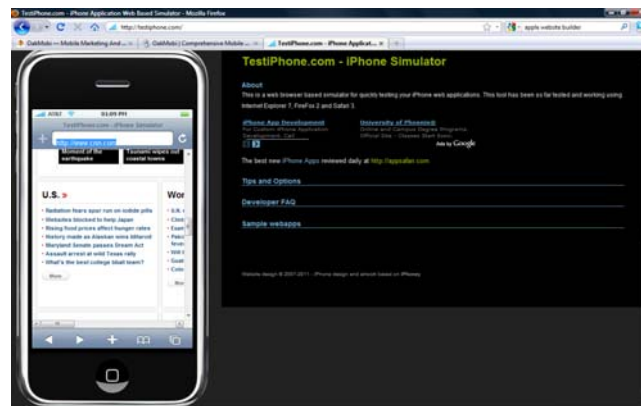


- Web sites designed for computer displays do not show well on mobile devices
  - Content too small or scrolled
    - Large images or datasets may take a long time to download
  - Slow load time
  - Navigation can be a challenge
    - Small, congested links can be difficult to click
  - Some content may not show, for example, maps
    - Unless specifically designed to display Google Maps, Blackberry users will not see Google Maps

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

23

## Mobile Marketing – Web Sites



*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

24

## Mobile Marketing – Web Sites

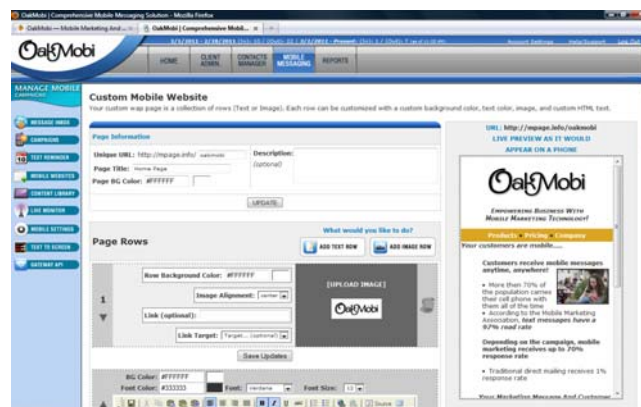


- Specifically create a mobile web site
  - Numerous templates are available for mobile web sites
    - Ask a web developer for support, they can:
      - Re-redirect a mobile user to a mobile sub-domain
        - Use a link on your desktop site in the event a re-redirect fails
      - Make sure maps, flash and other features work properly
    - Rather than scaling an image, resize the image and then use it for your web site
      - Less data is downloaded so the site will load more quickly
- Post your event schedule on your site!

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

25

## Mobile Marketing – Sample Template



*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

26

## Mobile Marketing – Advertising



- Integrate all of your customer outreach
  - Save valuable time by linking social media campaigns in Facebook, Twitter, Foursquare and LinkedIn
- Keep your customers aware
  - Post from your event – tell your customers to bring a copy of the posting to the event for a discount
    - Download social media apps onto your smartphone
  - For web site centric sellers, post your specials on your social media sites

27

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Marketing – Advertising



- Incorporate Mobile Marketing into your marketing plan
  - You know you are reaching your target customer because text messages are directed specifically to customers who opt in on your campaign
  - Actively engage customers in your campaign
    - Use polls, surveys and trivia
    - Use images, ringtones and short videos to capture attention
    - Beta test new products with opted in customers
  - Use powerful databases to personalize messages

28

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Marketing – Building Your Database



- Create a database that contains information that will allow you to personalize your marketing efforts
  - Name, gender, birthday, anniversary, favorite product, favorite event, email address for newsletters, etc
  - Include a customer rating field such as “VIP”
    - Enables you to target the “important few” customer with special deals or events
- Anytime you have customer contact, ask for their participation in your mobile campaigns
  - Use your web site
  - Include a sign up at your table or register
    - Reward front-line employees for signing up the most number of new people
  - Be sure to reward customers for participating

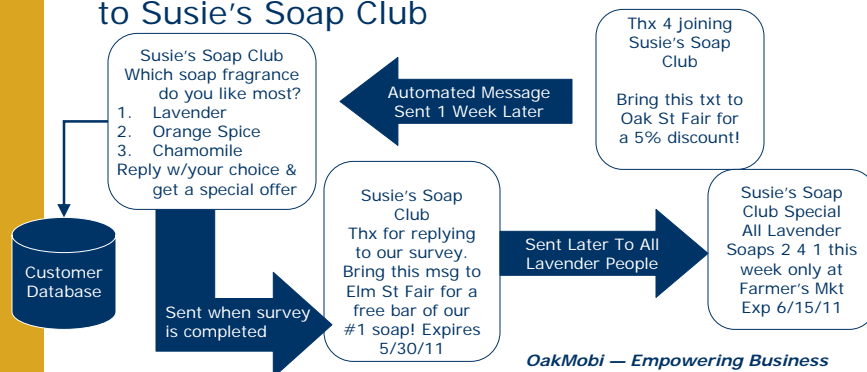
29

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Marketing – Text Message Marketing



- Posted on Susie’s Soap web site, social media and brochures: Text 4soap to 12345 to opt in to Susie’s Soap Club



30

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Marketing – Summary



- Mobile marketing advances your marketing effort by keeping your existing customers engaged and informed
  - Linking your social media and text message marketing efforts allows you to reach your customers anywhere
  - Using mobile technology allows you to reach your customers from anywhere, at any time
    - Post from your mobile device
    - Ensure you have a mobile-ready web site

31

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Business – Operations



- Two factors are critical in business
  - Your time
  - Cash flow
- Mobile technology can help manage both of these critical business elements

32

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Business – Operations



- There are literally thousands of apps available for your smartphone and tablet
  - Apps include expense reporting, creating and scanning barcodes, spreadsheet, word processing and slides to go, etc
- The number of Apps available is exploding
  - Don't give up if you don't find what you are looking for, keep checking back
  - Links listing available applications
    - iPad:
      - <http://www.apple.com/ipad/from-the-app-store>
    - iPhone:
      - <http://www.apple.com/iphone/apps-for-iphone/>
    - Blackberry:
      - <http://appworld.blackberry.com/webstore/>
    - Android:
      - <https://market.android.com/>

33

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Business Operations – Time Management



- Inventory management on the go: keep a spreadsheet of the products you sell during your event
  - “Sheet to Go”, by DataViz has a FREE version you can use on your smartphone
    - Use this program to track your sales during events
    - Upload data after your event to maintain inventory control
  - Create the spreadsheet on your computer and upload to your smartphone
    - To simplify use of the spreadsheet, create the layout and formulas before you upload the file
    - When structuring your spreadsheet, check your accounting software for the ability to import data when you are done

34

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Business Operations – Time Management



- Expense tracking on the go
  - Track mileage and expenses on the road
  - Create expense reports
- Many apps for tracking expenses are available for smartphones
  - Some apps support import into common accounting software packages
  - Check out some of the apps available at:  
<http://www.accountingweb.com/topic/technology/accounting-travel-expenses-there-s-app>

35

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Business Operations – Cash Flow Management



- Payment processing is one of the fastest changing mobile technologies
  - Companies like PayPal and the mobile phone providers are trying to wrestle payment control from banks and credit card companies
  - The US is far behind on the adaptation of mobile payment systems
    - Japanese and Chinese scan cell phones over sensors to pay for products
      - This technology is in the emerging stage here

36

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Marketing – Payment Processing



- Accepting debit and credit cards provides an added convenience to your customer
  - Many people don't carry cash or checks
- There are basically two methods of accepting debit/credit cards
  - Manual imprint machines (knuckle busters)
    - Pro: Inexpensive
    - Con: Added paperwork and time to process, post-sale rejection risk
  - Electronic payment processing
    - Pro: Reduced paperwork and risk of rejected payment
    - Con: Can be expensive

37

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*

## Mobile Marketing – Payment Processing



- Virtual Terminal
  - Allows manual collection of credit card information for processing on a computer
    - Pro: No card swipe machine necessary, can also be used on your web site
    - Con: Manual entry of data, risk card rejection
- Mobile Credit Card Processing
  - Allows your smartphone to act like a Point of Sale Terminal
    - Pro: No additional paperwork, reduced risk of post-sale rejection
    - Con: Added equipment, may require upgrade of cell service, can be expensive
  - Various solutions exist for the different smartphone operating systems
    - <http://credit-card-processing-review.toptenreviews.com/mobile-credit-card-processing/>

38

*OakMobi – Empowering Business  
With Mobile Marketing Technology!*



## Observations

- Go mobile or not?
- Direction of technology

39

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*



## Go Mobile Or Not?

- When it comes to your web site – **YOU MUST ACCOUNT FOR MOBILE USERS!**
  - Failure to make a web site mobile friendly will lose you customers
- For the remaining part of your business – only you can answer that question
  - Objectively evaluate your business
    - Do your customers tell you they love your product but they don't know how or where to get your product?
    - Are you spending too much time getting ready for events?
    - Do you have customers walk away because you don't process debit/credit cards?
    - Do you spend too much time processing debit/credit cards after events?

40

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*



## Go Mobile Or Not?

- Be cautious when adding new technology
  - A lot of the existing business models call for you to make automatic, recurring payments
    - Internet connections
      - Consider wi-fi or pay as you go connections rather committing to a contract
    - Mobile web site hosting
      - Host your mobile web site on a sub-domain of your current web site
  - Consider the cost and compatibility of software when buying new hardware
    - New software can be as expensive as the hardware

41

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*



## Where Is Technology Going?

- Smaller, faster, more mobile
  - Conversion to digital TV has freed up a large segment of the radio wave spectrum
    - Expect more mobile devices, including devices in your vehicles, that can process video
  - Watch ATT, Comcast, Apple and other content providers for the direction of mobile technology
- Too many choices
  - The onus will be on you to decipher the options for hardware and software that meet your needs
- Increased mobile security risk
  - As smartphone usage increases, expect to see more attacks against the mobile network
  - Currently hack attacks are generally focused on servers, desktops and laptops

42

*OakMobi — Empowering Business  
With Mobile Marketing Technology!*

Questions?

