



COUNCIL OF
INFORMATION SERVICES
DIRECTORS



@neelsus

@susco

@touchstudios



SUSCOSOLUTIONS
Custom Software Development



touch
studios

Mobile Strategy

Extend Your Reach in the Digital Age

Neel Sus

suscosolutions.com
touchstudios.net

About Us



- **Mission:**
 - *Enable entities to operate more efficiently through process automation.*
- **How:**
 - Custom Application Development – Web, Desktop, Mobile
 - Reporting Systems
 - Integration
- **Certs**
 - Hudson Initiative
 - City of NO DBE
 - State of LA DBE UCP



- **Mission:**
 - *Enable entities to connect with their customers and prospects no matter where they are*
- **How:**
 - Mobile Development - iPhone, iPad, Droid, etc.
 - Social App Development - Facebook Apps, Twitter integration, etc
 - Game Development

Why go mobile?

- Smartphones for Everyone
- Traditional Media's lost reach
- “Everything” Device

Feature Phones and Smartphones

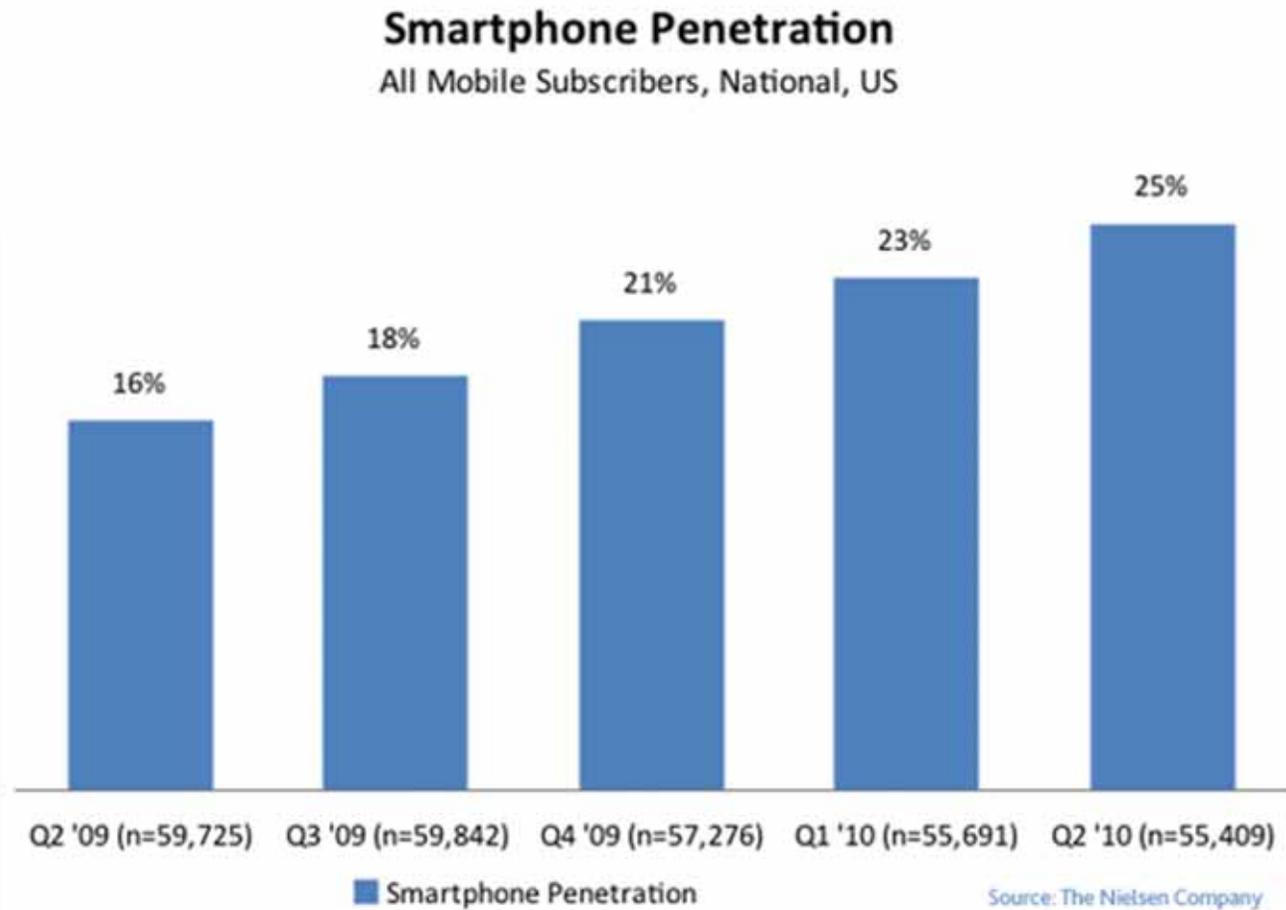
Feature Phones:

- Handheld devices that have basic functions, but have no mobile operating system.

Smartphones:

- Run complete operating system software.
- Provides a standardized interface and platform for application developers.

Smartphone penetration amongst consumers is predicted to overtake the use of feature phones as early as next year.



Traditional Media

In the 1960s, 85% of Americans could be reached via 3 primetime commercials.

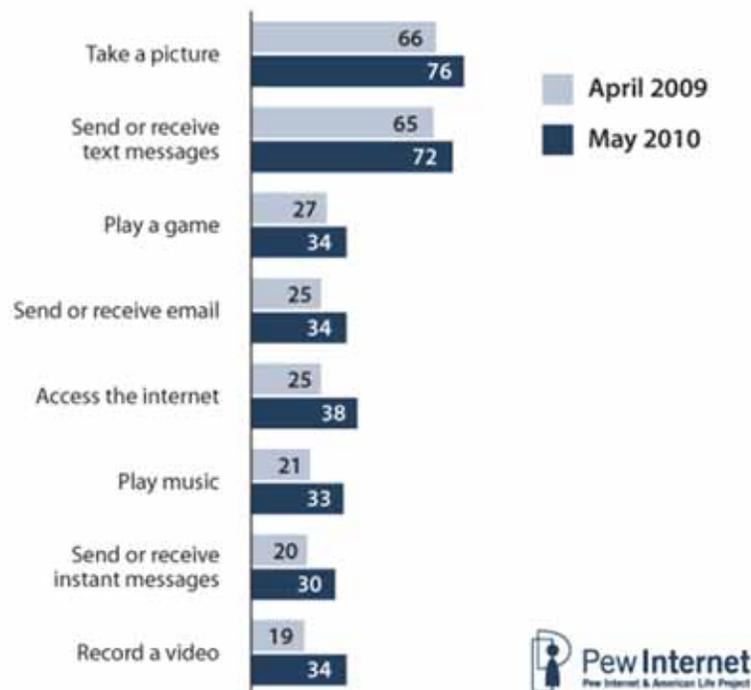
50 years later, it would take 125 commercials.

<http://60secondmarketer.com/blog/2010/06/12/why-tv-advertising-is-a-big-fat-waste-of-money/>

Everything Device

The use of non-voice data applications has grown significantly over the last year

The % of cell phone owners who use their phones to do the following



Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older; n=1,917 based on cell phone users.

Only 49% of an iPhone users' experience is spent talking on the phone.

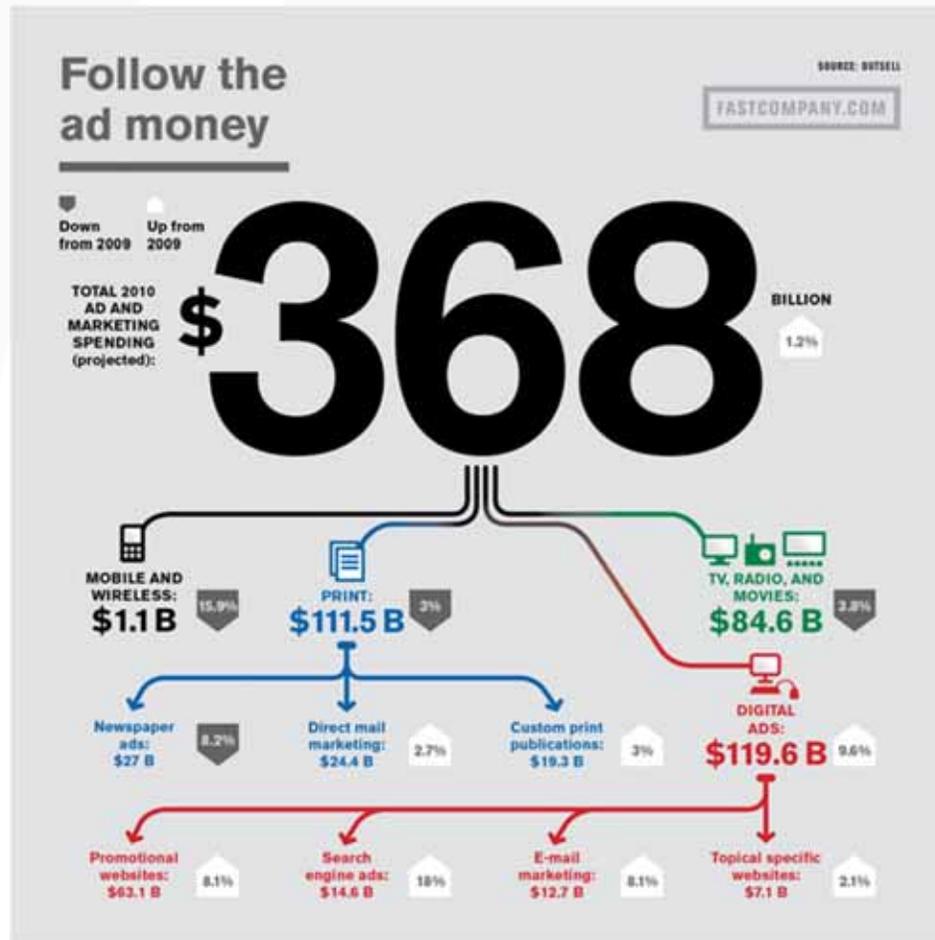
This presents outreach opportunities such as:

- Letting fisherman report tagged fish to LDWF
- Allowing teachers to upload pictures and incidents of abuse to DSS

Summary

- Smartphones for Everyone
- Traditional Media's lost reach
- “Everything” Device

Eyes, Money, Multichannel



Billions of dollars flow into the mobile marketplace.

State Agency Opps

- Faster Transaction Flow
 - Buy fishing license @ 4:30am
- Internal Process Improvements
 - After conducting on-site review, get data back to office

Mobile Strategy



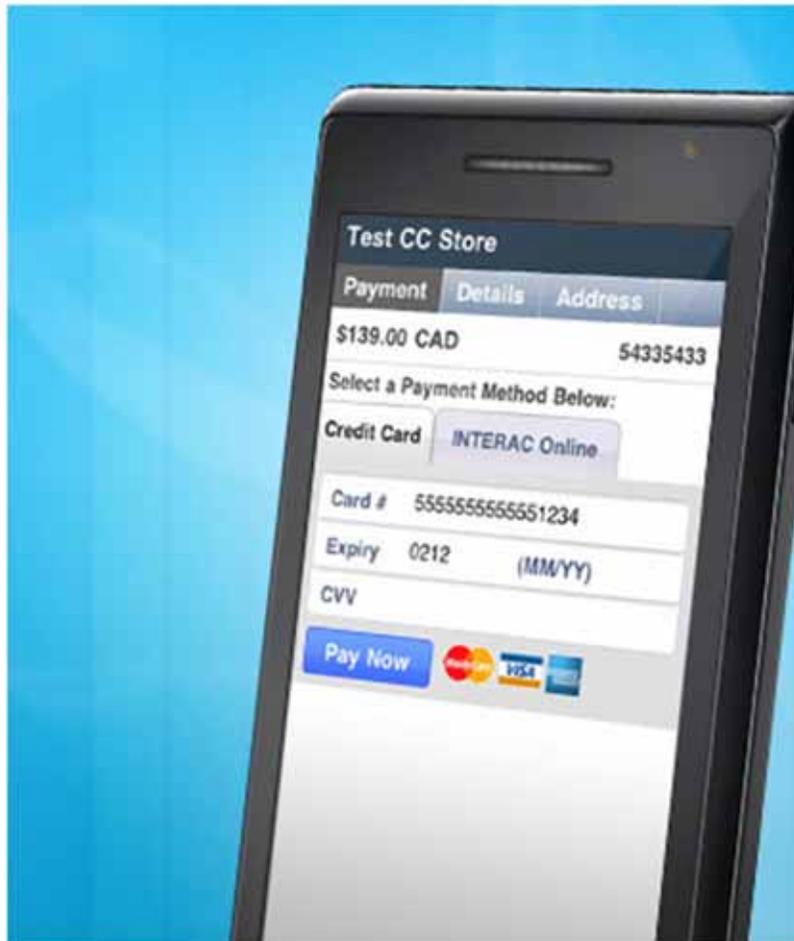
Overview of Mobile Marketing Strategy - Not a one time campaign - it's a continuous relationship with your customers and prospects.

Who is your target audience?

How are you positioning yourself in front of them?

What are you offering them?

M-Commerce



People are shopping and purchasing on their mobile phones.

As online banking has become a staple, so has mobile shopping.

Instant Gratification = Sales

Location Location Location



Then: Where is your entity?
Now: Where are your customers?

Competitive nature of people tapped by these apps.

Example:

- Near LFT, where are state parks?
- Better: the La CRT app pushes when I'm near one

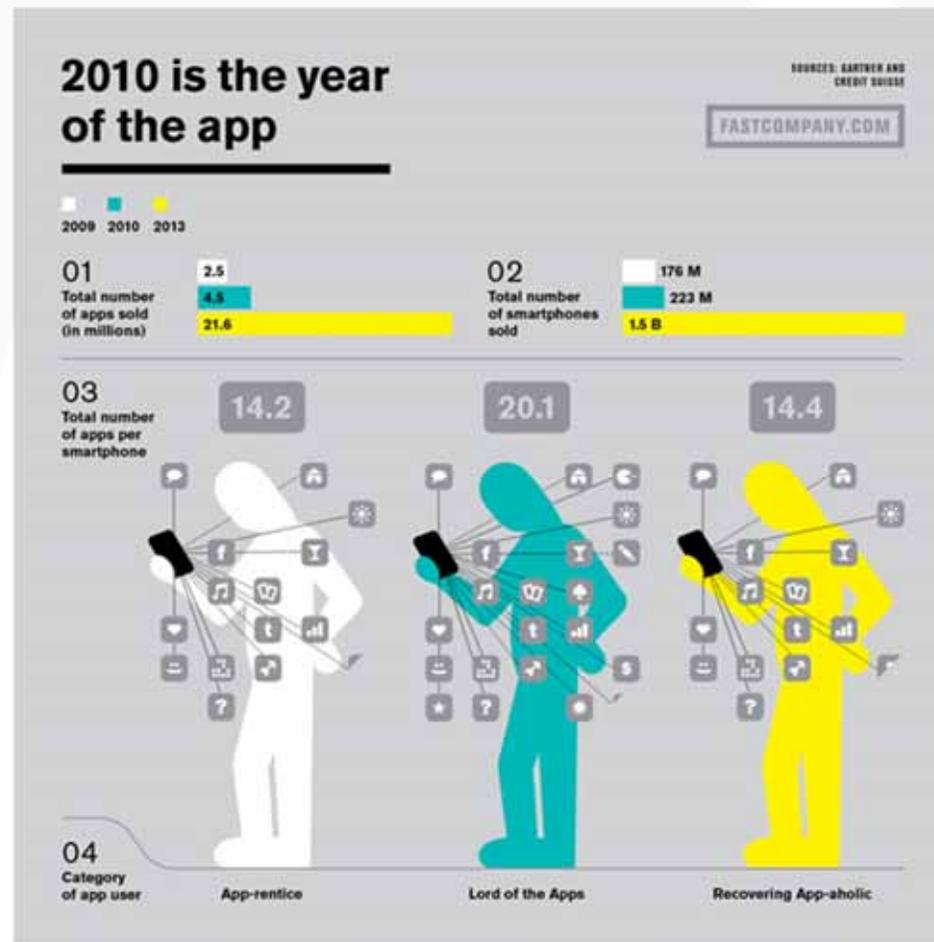
Branded Mobile Apps



350k iPhone
100k iPad

50k Android
10k Blackberry

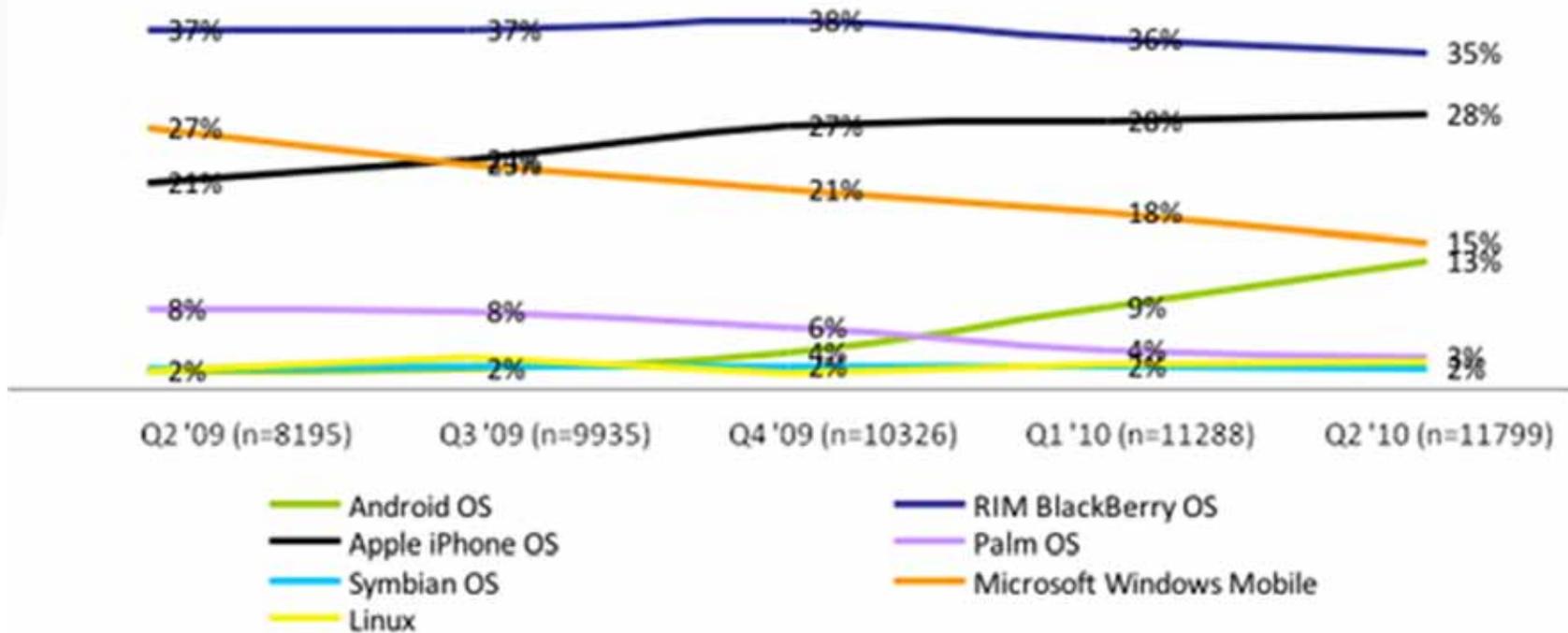
Year of the App



Subscribers

Operating System Share: All Subscribers

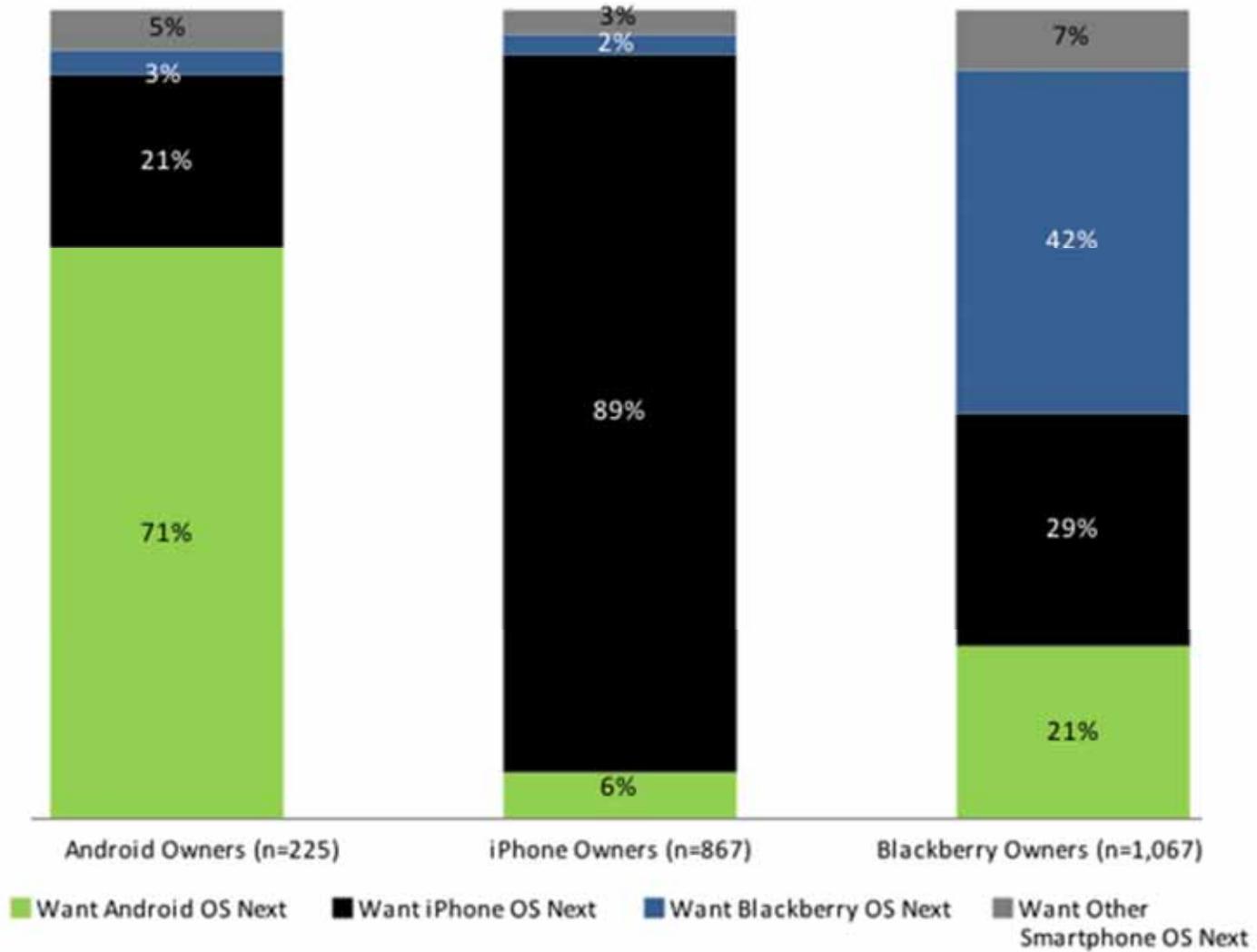
Smartphone Subscribers, National, US



Source: The Nielsen Company

Next Desired Smartphone OS

Q2 2010, Likely Smartphone Upgraders, National, US



Source: The Nielsen Company

Mobile Web App vs Mobile App



Desktop Website



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18

Mobile Website



- 1) Develop once, compatible with all platforms
- 2) No approval process
- 3) Updates are easier and appear instantly

Mobile App

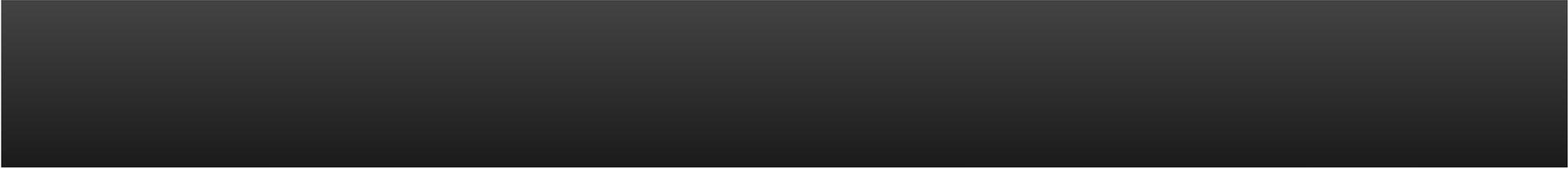


- 1) Better GPS
- 2) Offline access
- 3) Push messages
- 4) Faster performance
- 5) Richer animations
- 6) Branding
- 7) Photo Upload

QR Codes

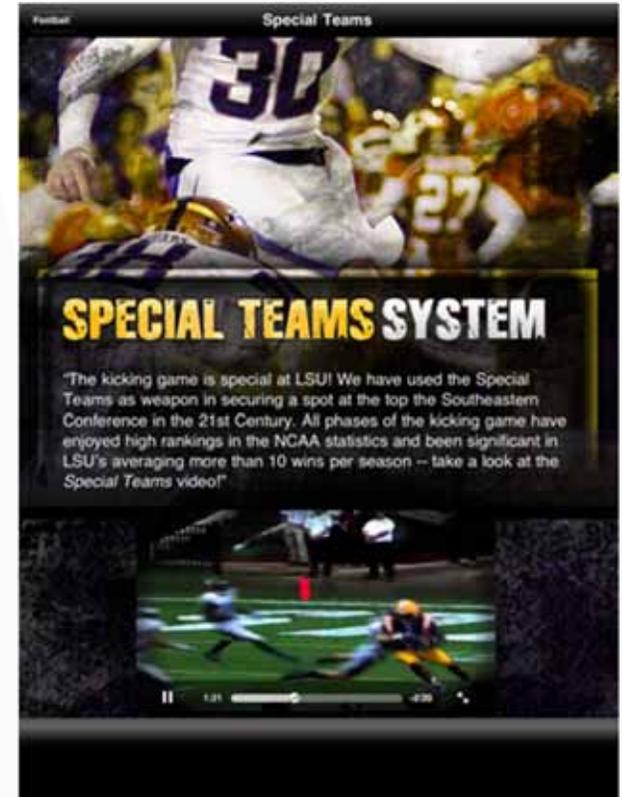
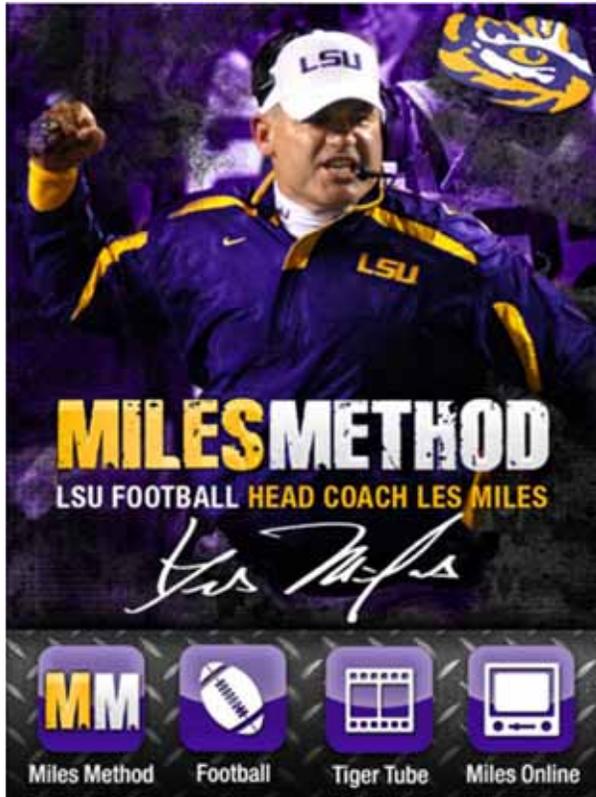


- Scannable by free QR Code Readers
- Encode text, URLs, vCards



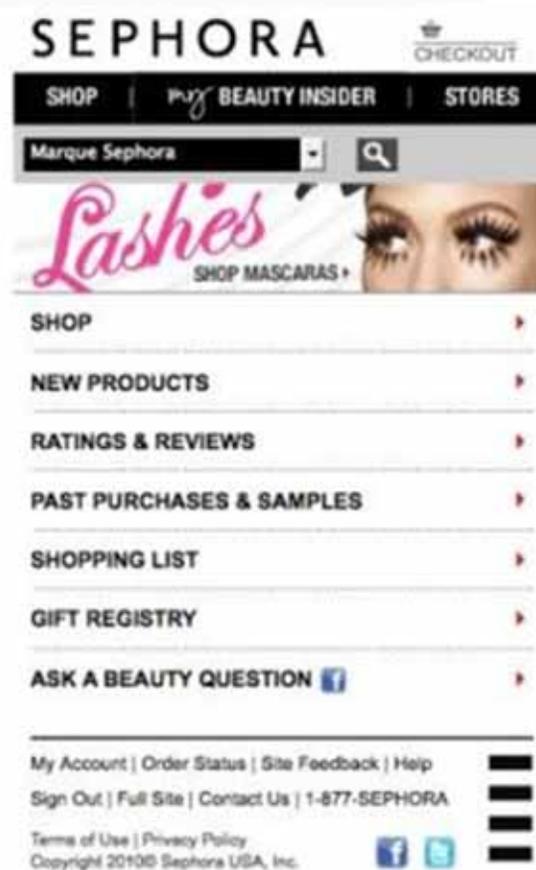
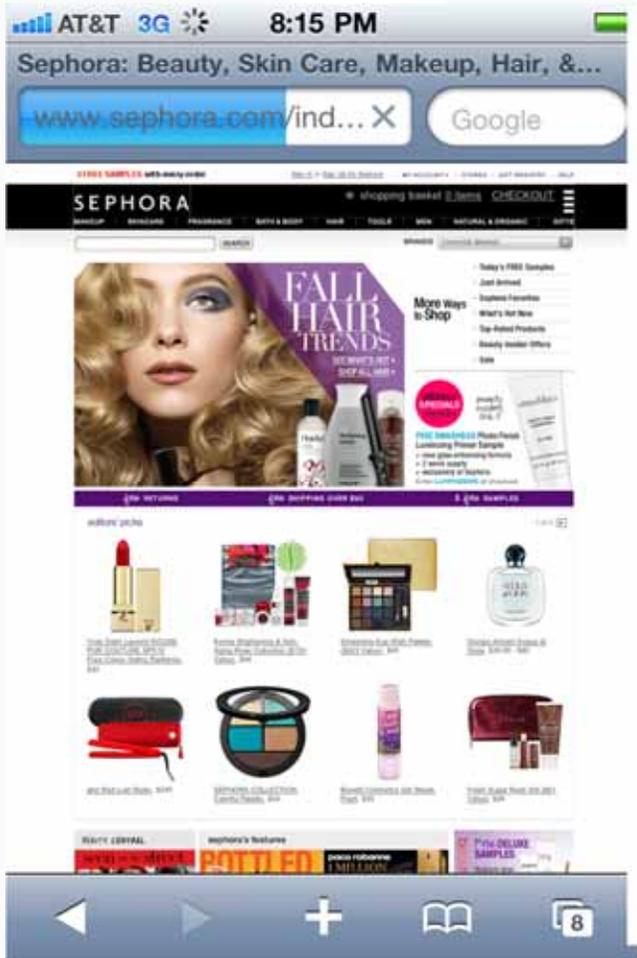
Case Studies

Miles Method App



- First of its kind
- National Press (espn.com)
- Built using an app maker platform
- No Time Management

Mobile Website



Sephora's full website is unreadable on mobile devices.

Now they have a mobile website.

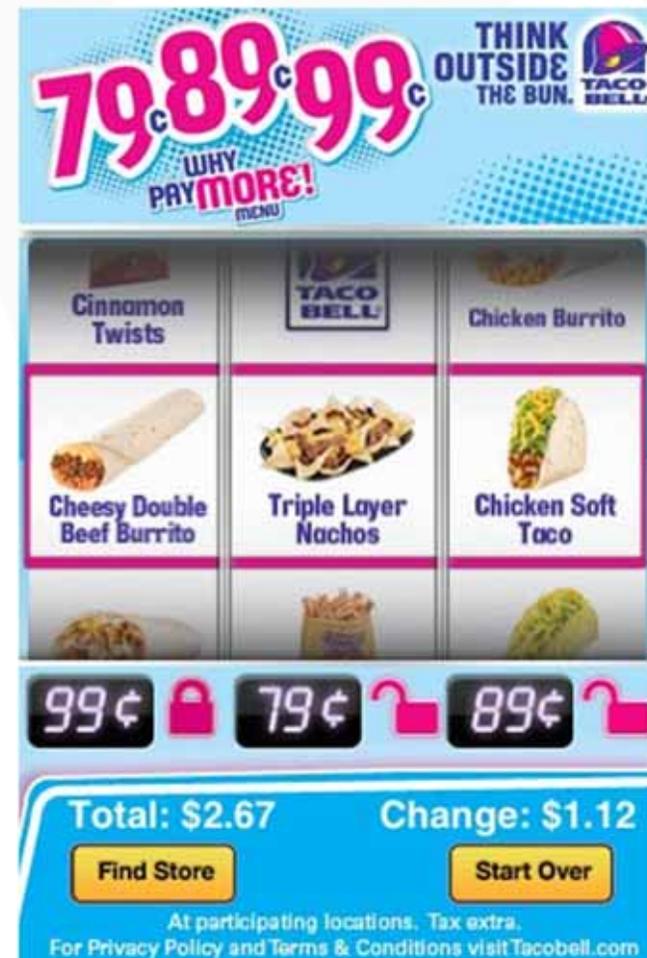
- Browse Catalog
- Read Reviews
- Rate and Review Products

Taco Bell Case Study

What value did version 1 provide?

How did it do?

How they recovered?



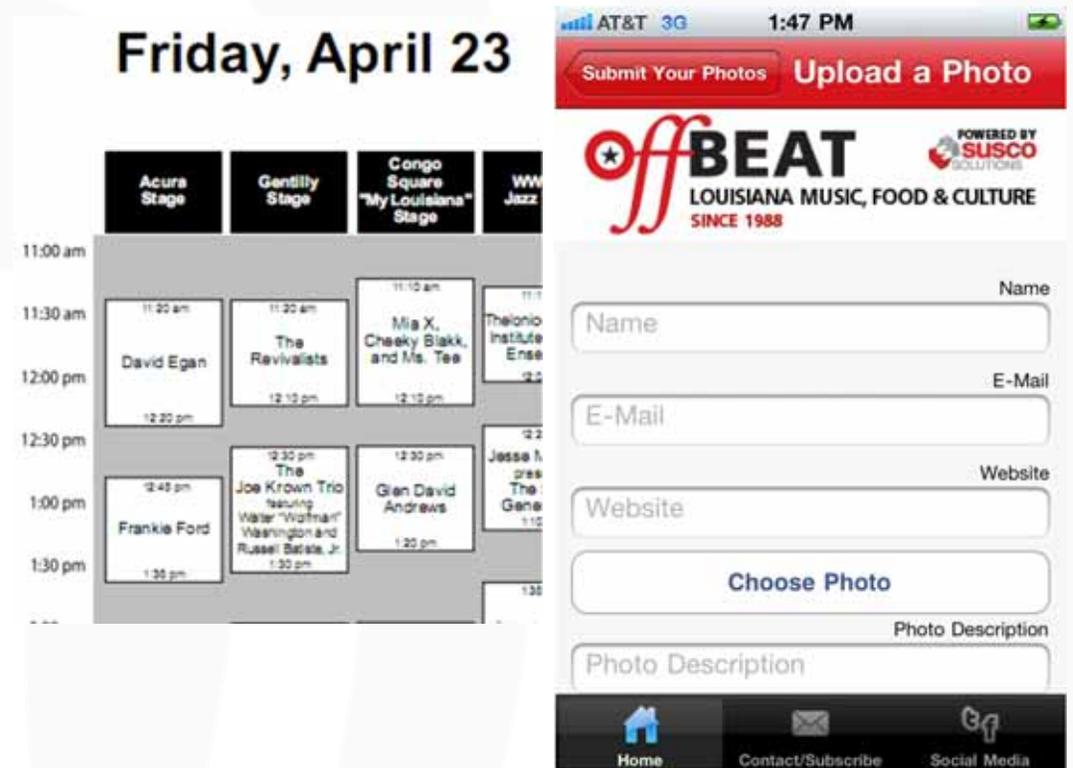
Offbeat iPhone App

Budget – under \$6k

Results – over 10k

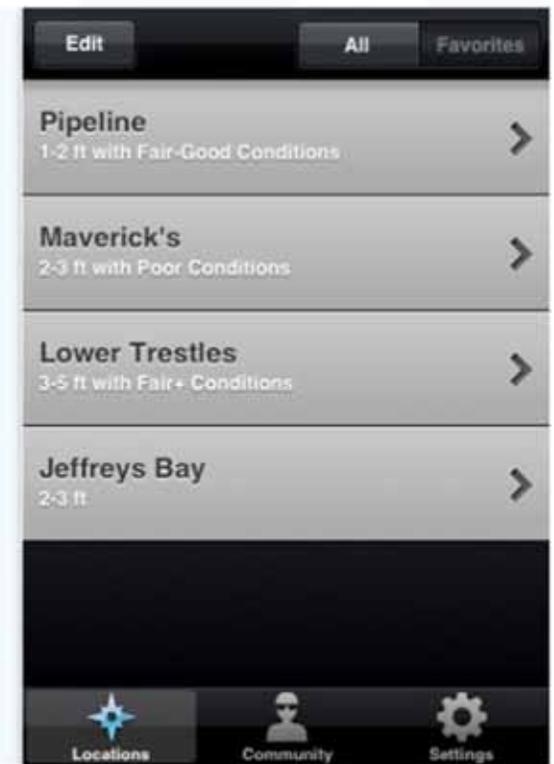
Downloads

- Works offline
- Maps, Schedules
- Turned into Magazine App



Oakley Surfing Report App

- Right audience
- Designed to be opened again and again
- Not “in your face” advertising



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SMS Campaigns

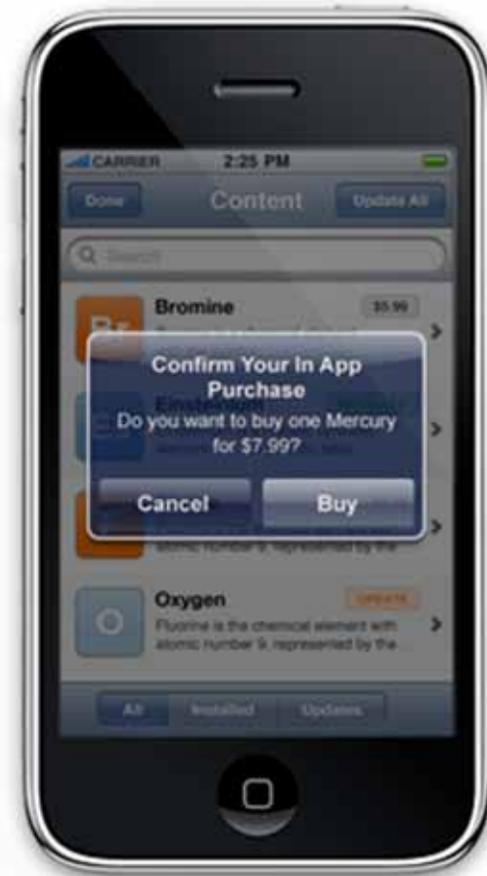
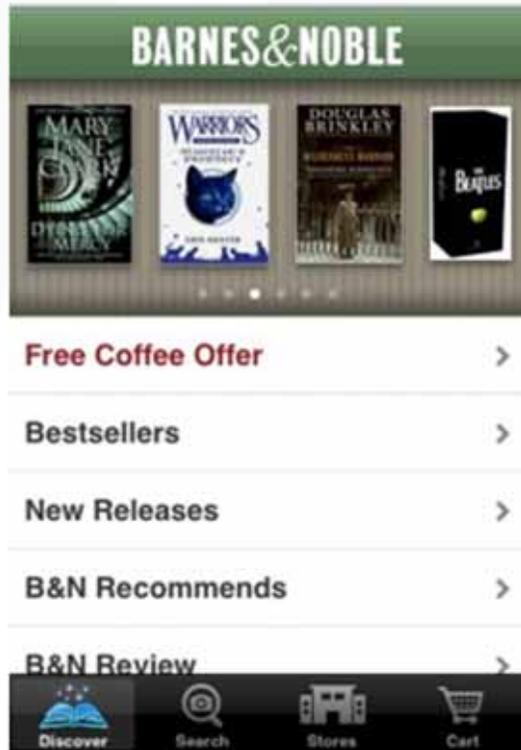


“*Special Offer* til March 31st;
mention text - FREE
QUESADILLAS with purchase of
any Pizza AND Salad!!”

State Examples:

- Emergency Notifications
- Reach out to lower income customers w/o internet coverage

Mobile Commerce



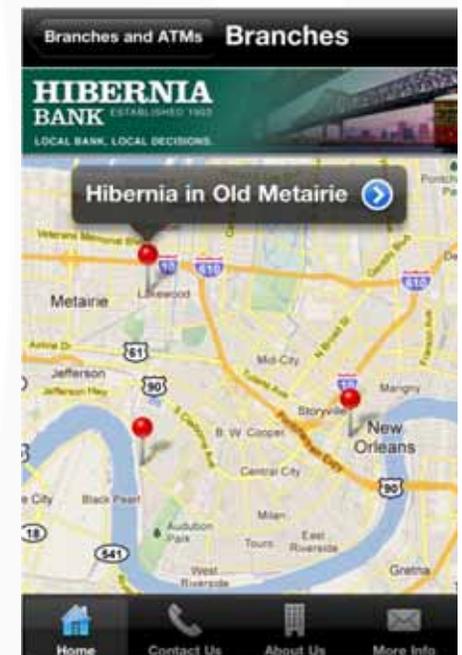
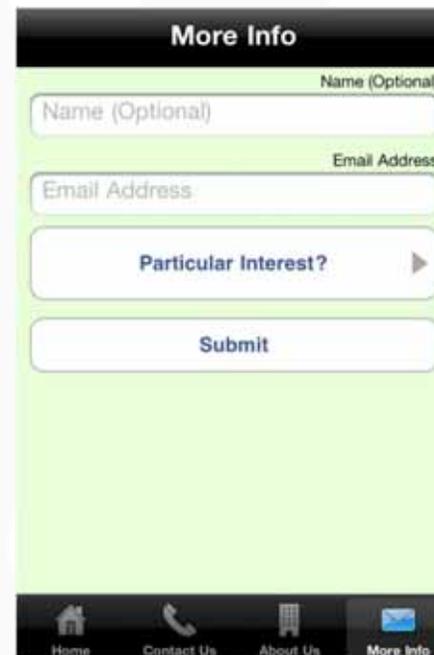
Blend native app development with mobile website content to create highest ROI.

Banking App

Summary: We are leveraging App Maker to create an app for Hibernia Bank to help their customers

Target: Customers and Prospects

Features: Branch Locator, Report Broken ATM (with pictures), Call important numbers



iAugment Case Study

iAugment^{v1.6}



Sponsored by Natrelle

Tutorial

Take a Picture

Use photo from library

Find a Recommended Surgeon

About Us

Developed by www.SuscoSolutions.com

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About Us

Dr. Kinsley is a board certified plastic surgeon and nationally recognized as a leader and innovator in breast implant surgery. With 16 years experience specializing in breast enhancement procedures, Dr. Kinsley developed and patented an implant sizing system that is used by women around the world. Her office is located in Covington, Louisiana.

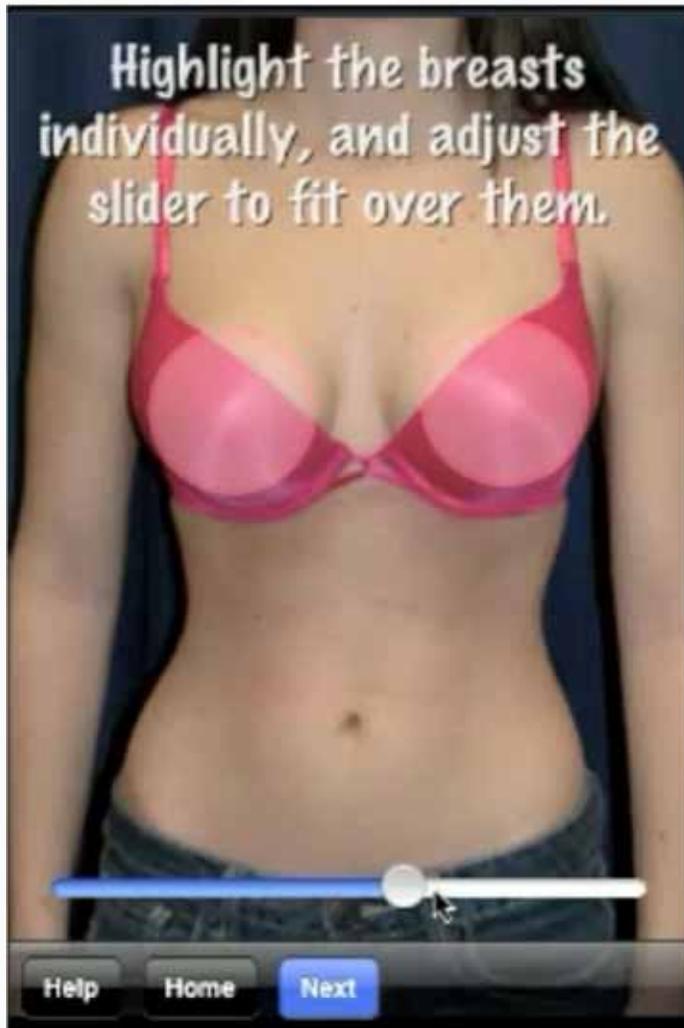
doctorkinsley.com

Back



31

More than just branding



Stephen T. Greenberg, M.D., F.A.C.S., P.C.

Dr Stephen T Greenberg has been voted the number one cosmetic surgeon for 5 years straight by LI Press and is the surgeon people choose for the most natural results in Breast Augmentation. Call us at any time with questions and set up your Complimentary Consultation at either of our two convenient New York locations. Don't forget to ask about our Axis 3D Breast Imaging Simulator! For the best in cosmetic enhancements, call now!

195 Froehlich Farm Blvd

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[Visit on the web](#)

iAugment Analytics

Demographics - Total Installed Users

Gender and Age?



Possible State Applications

- Simulate Weight Loss/Gain
- Making budget look bigger

Mobile App Costs

- Affordable
- Condo or Mansion?

Mobilizing an existing site	< \$5,000
Very Dynamic user driven app	> \$15,000
Graphic Manipulation	> \$20,000
Sharing Content and collecting simple data from users	>\$10,000

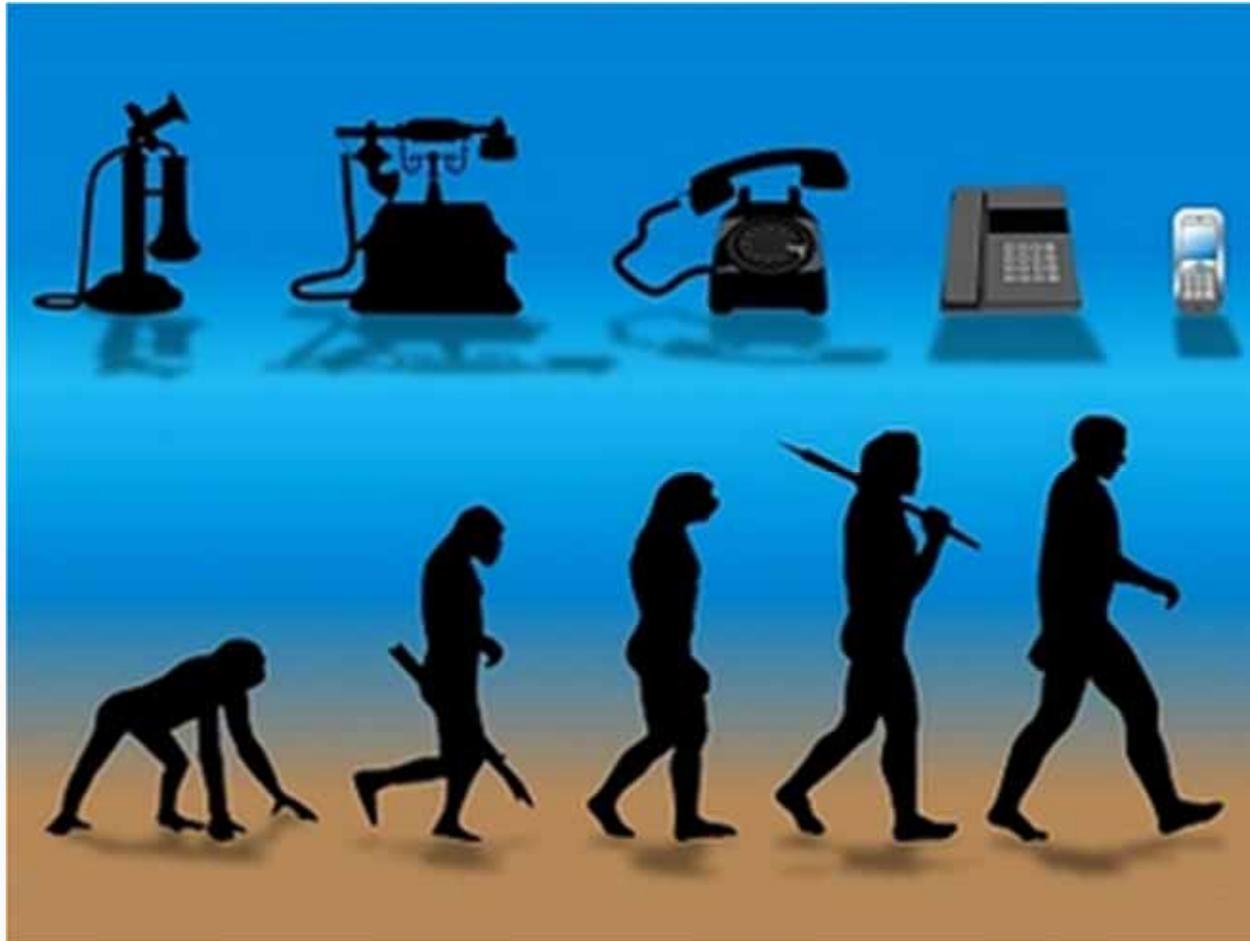
Options to save cost

- outsource overseas
- leverage an App creation platform

Mobile for Your entity

```
value = 'foo'  
result = 'foo'  
if( result  
value  
}  
}  
}  
return value;
```

Evolve.



Questions



Contact Info



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10/14/2011

39

Appendix

What is App Maker

We have created a system which allows our clients to create their own customizable iPhone applications through a user-friendly web content management system.

What can the Client change?



2-color scheme

Header Graphic

Icons

Menu items and
Where they go

Bottom Nav

Content Screens



1. Content loaded via a CMS
2. Content can be styled
3. Phone numbers automatically become dialable
4. Can link to web pages

Action Commands



1. These open iPhone native apps (phone, text, email, etc)
2. Call – Client loads the number is so all end user has to do is click and the call is placed
3. Text – number is prefilled, end-user still types in content of text message
4. Email – email address is prefilled, end-user still types in content of text message

Custom Forms

The screenshot shows a mobile application interface for 'SUSCO SOLUTIONS'. At the top, there is a red navigation bar with a 'Home' button and a 'Submit Interest Form' title. Below the navigation bar is the SUSCO SOLUTIONS logo. The main content area contains a form with the following fields: 'Name' (text input), 'Email' (text input), 'Company' (text input), 'Interests' (dropdown menu), and 'Comments' (text area). At the bottom, there is a black navigation bar with three icons: a house for 'Home', a telephone for 'Contact Us', and a globe for 'On the Web'.

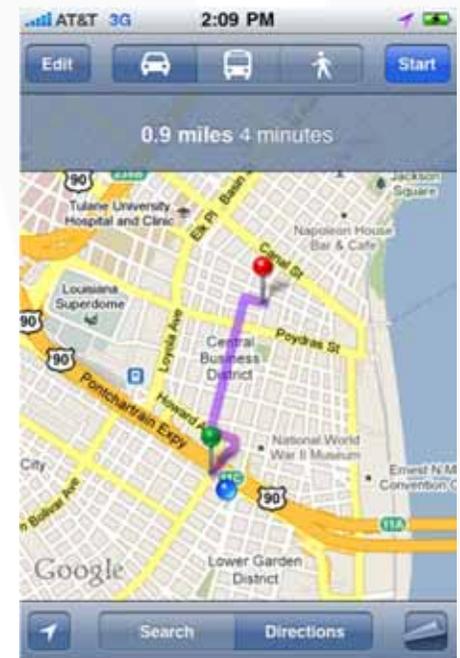
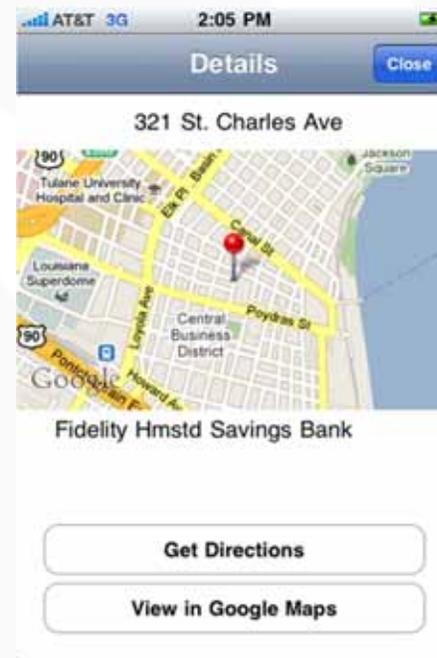
1. Fields defined by our Clients
2. Dropdowns (select boxes) can be defined and used
3. Geo-tagged photos can be sent
4. All content sent to client via email (or we can load a client database)

Web Views



1. Can open websites without leaving the app
2. Many sites have mobile versions designed to look good on an iPhone (like Twitter)

Location (GPS) based Search



1. End-user clicks a search button
2. Locations that Client loaded show, closest first
3. Individual location shown (with content loaded by client)
4. Directions to the location

Works on iPad



Also Creates a Mobile Website (for Droid and Blackberry users)

iPhone App



Web App



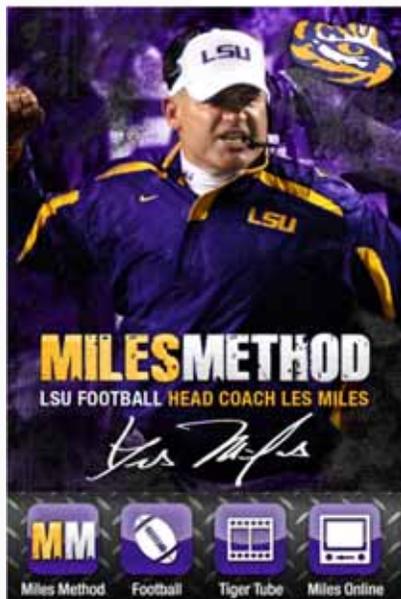
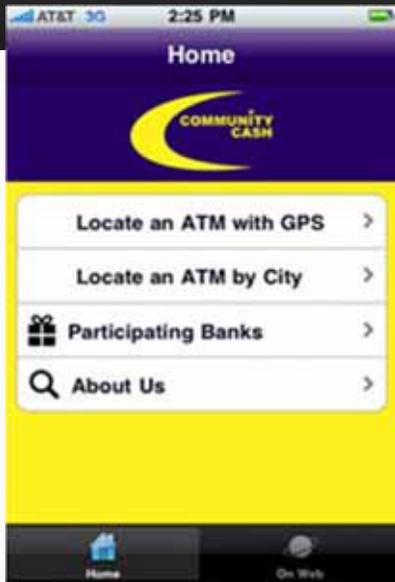
iPhone App



Web App



Apps Made w/ App Maker



Benefits

- Rapid development – if your content is ready we can make you an app the same day
- Reach your customers on their phones
- You can update all content, graphics, etc in App without needing a developer's help and your customers get all updates the minute they open the app
- Put all your products in the app
- w/o them opening app, you can push a text message to all people that downloaded the app that allow push
- they can submit feedback to you, suggestions, even make orders
- allows them to have your info even if offline
- Works on iPad
- Creates a Mobile Website (for Droid and Blackberry users)

Pricing

Licensing Fee \$5k

Hosting Fee \$100/month

(includes 10GB/month of bandwidth)

- Future Upgrades:
 - Facebook/Twitter integration
 - Text-based search
 - E-commerce (i.e. sell directly through the app)