

# The Mobile Advantage Program

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**Introducing Gold-MAP, a quick-start, 90-day revenue-centric program for driving your mobile product concepts into mobile product revenue!**

**Can you provide for your customer's mobile needs, or will you be leaving that advantage to your competitors? The Mobile App market is projected to grow at 50%+ CAGR and reach \$15B-\$20B in 2-3 years. You WILL lose sales if you're not mobile enabled!**

## Look at these trends:

- By 2012 enterprise application vendors who don't offer a substantial portion of their functionality enabled on mobile smart devices will be unable to sell their solutions to a large portion of businesses.
- Vendors concentrating on SMB solutions will be required to enable mobile smart devices by 2013 or face obsolescence and shrinking sales.
- The increasing diversity of devices will prevent software vendors from optimizing for each device type. Development tools/environments that provide support for the maximum number of mobile ecosystems will be highly valued.

## Areas where businesses currently have mobile apps deployed or expect to deploy them within 3 years

Application Type	Total
Email	89%
Web/Internet Access	80%
Alerts/problem management	73%
Instant Messaging	73%
Help Desk/Support	68%
Data collection	66%
Customer Relationship Management	65%
Business Continuity	63%
Business Intelligence	63%
Mobile Office/Personal Productivity	62%
VoIP	62%
Asset tracking/management	62%
Customer Information capture/approval	60%
GPS/Navigation/Tracking	60%
Document/literature access/distribution	56%
Workflow management/approvals	56%
Operations management	55%
Trouble tickets/change management	52%
Dispatching	51%
Field Service Automation	51%
Time/expense tracking/billing	51%
Sales Force Automation	50%
Work Orders	50%
Enterprise Resource Planning	48%
Supply Chain Management	48%
Order fulfillment	48%
Forms management/completion	47%
Voice/Push to talk	46%
Fleet Management	46%
Route tracking/Delivery	40%
Point of sale	39%
Inspection	39%
Patient Management	34%

CRM = 65%

Ops = 55%

SFA = 50%

ERP = 48%

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**Gold-MAP is a fixed price “quick start” program of 90 days duration providing the following deliverables:**

➤ **Month 1: Competitive Assessment Report**

**Customer requirements/preferences correlated to your current products/strategies.** Includes:

- On-site 1 day executive team review of company’s current mobile product strategy and competitive position
- External “needs assessment” interviews with 3-5 key current customers
- Market survey of 200-250 targeted business users on preferences and requirements
- Competitive analysis of the company’s closest key competitors
- Estimate of how much money is being left on the table

➤ **Month 2: Strategic Mobile Plan**

**Revenue-centric recommendations for optimizing and exploiting your strategy.** Includes:

- Product plan of needed changes and how to best achieve them
- Marketing/sales recommendations based on current/future capabilities
- Recommendations on technology partnerships and/or acquisitions

➤ **Month 3: Rapid Deployment Bridges**

**Short term strategic support for your internal operational teams and/or to facilitate partner introductions.** Includes:

- Weekly telephone project reviews against Mobile Plan
- Review of R&D roadmaps against Mobile Plan
- Assistance to marketing team with collateral content build-out.

➤ **Optional Add On:** Continuing support on a 12-month retainer.

***By completing the Gold-MAP, you will know exactly what needs to be done, how to do it, how long it will take, and the best way to reach customers and increase your revenues! Don’t lose sales or your customers!***

***What are you waiting for?***