PUG Challenge Americas

2013 – Westford, MA

Go Mobile

Presented by:

BRAVEPOINT

About BravePoint, Inc.

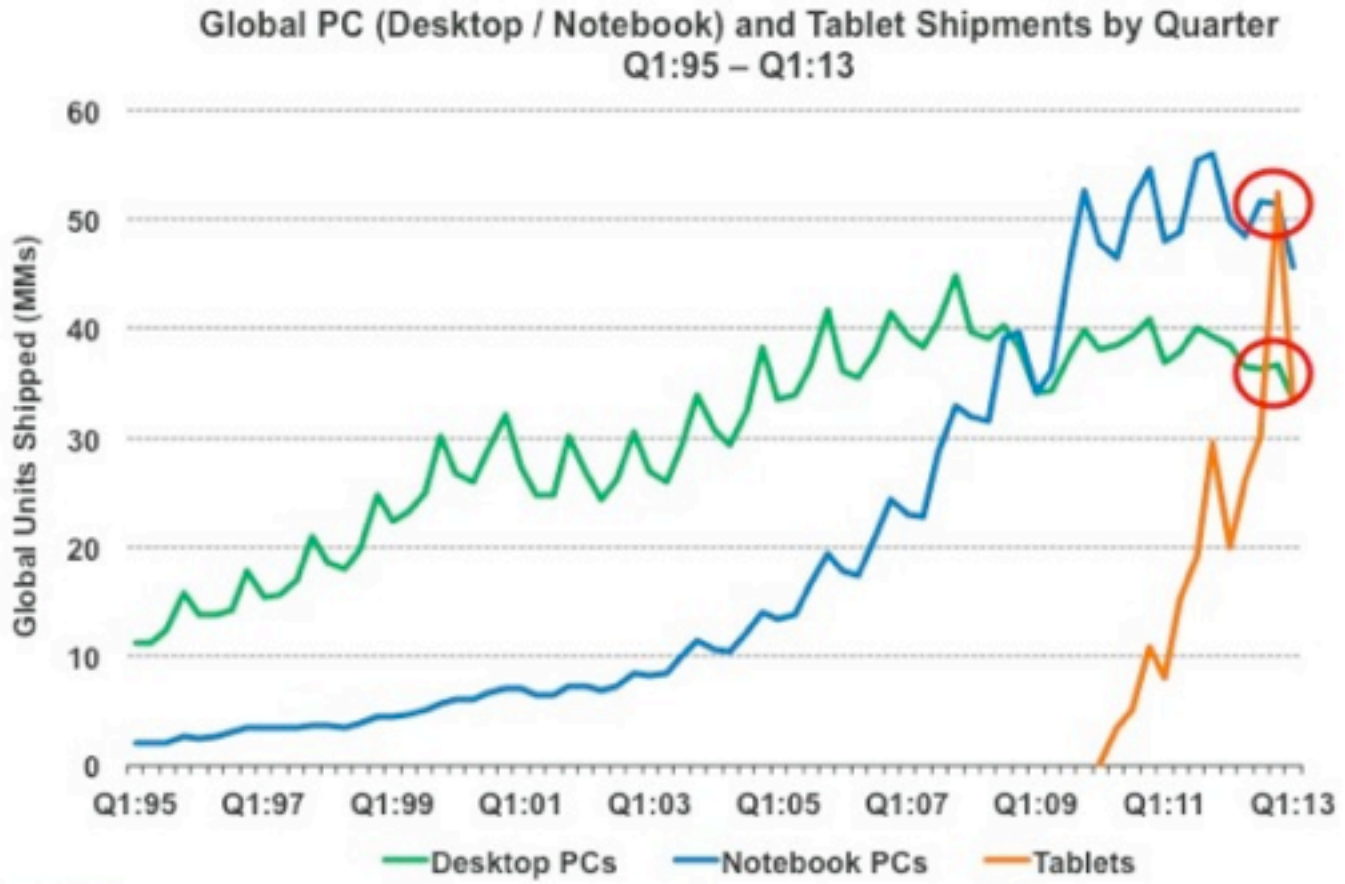
- Founded in 1987
- Purchase in 1991 by Chesapeake Utilities Corporation (NYSE:CPK) and is a wholly-owned subsidiary company
- Headquartered in Atlanta, GA
- Currently ~100 employees and associates
- Services include a wide range of consulting, mentoring, training, and placement services
- OpenEdge Application Partner for ProfitZoom

Agenda

- 10 reasons to go mobile
- 3 mobility case studies
- Modernization architecture
- Mobility demonstrations
- Summary and Q&A

Mobility's Time is Now!

Tablet Shipments =
Surpassed Desktop PCs & Notebooks in Q4:12, < 3 Years from Intro



KPCB

Note: Notebook PCs include Netbooks.
Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research, Gartner. Data as of 4/13. 45

Mobility's Time is Now!

"A growing number [of users] use Pinterest exclusively on their phone or tablet. When we released our mobile apps, we were taking bets on how long it'd take for those to surpass our web traffic. I figured it'd take a few weeks. It was literally the day it was released [that the traffic was passed]. I think it's because phones and tablets are largely always around you, whereas you're not always around a [traditional] computer."

- Pinterest CEO Ben Silbermann at All Things Digital

"Looking around the conference, there were iPads and other tablets as far as the eye could see. On the other hand...most of the people around me were using their iPads exactly as they would a laptop – physical keyboard attached, typing away, connected to a network of some kind, creating a document or tweet or blog or article. In that context, it's hard to distinguish between a tablet and a notebook or laptop. The form factors are different, but let's be clear, each is a PC."

- Frank Shaw, Microsoft's Corporate VP of Corporate Communication

10 Reasons to Go Mobile

#10 Application Extensibility

Let's provide a new, convenient way to extend our application.

Add value to your existing applications with the touch of an icon!

#9 Complimentary

The mobile platform provides another vehicle to market your product--be it for external prospects or internal end-users.

#Social Integration Wow Factor

Mobile functionality promotes and provides additional awareness into your enterprise or enterprise applications.

Mobile social networking is growing faster than social networking via PC's.

#7 Ubiquity

Mobile devices are EVERYWHERE!

Worldwide, more people have a mobile phone than electricity.

#6 Competitors Have It

Are your customers and end-users screaming for it?

Are you or they suffering from device envy?

Are you losing deals because you lack mobile functionality?

#5 Productivity

Mobility = Portability = Immediacy

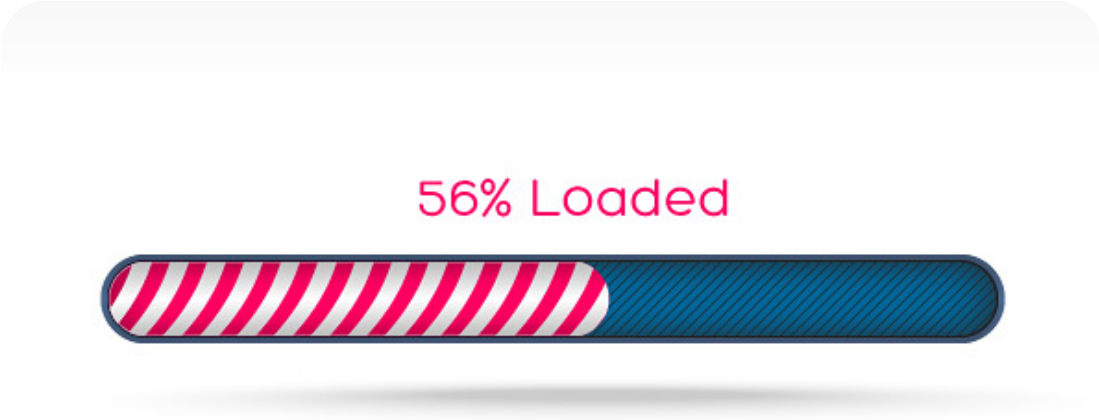
Get the information you need, when you need it, wherever you need it.

#4 Non-Obtrusive

Today I have no mobile solution...

Tomorrow I do!

Mobile apps can be deployed in a manner that is non-disruptive.



#3 Modular Dev/Deployment

The nature of the platform lends itself to incremental development.

Start small and have a manageable plan to add on in phases.

A phased approach allows you to manage expectations, resources, and $.

#2 BYOD

Enterprise or personal.

Native or web-based.

Online or offline.

#1 The Power of the Platform

Ease of use...

Internet access...

Geolocation services...

Phone, Text, Email...

Bluetooth devices...

Payment services...

Social media...

Mashups...

Case Studies

- BI Solutions
- Field Services Mobility
- Tire Retailer / Distributor

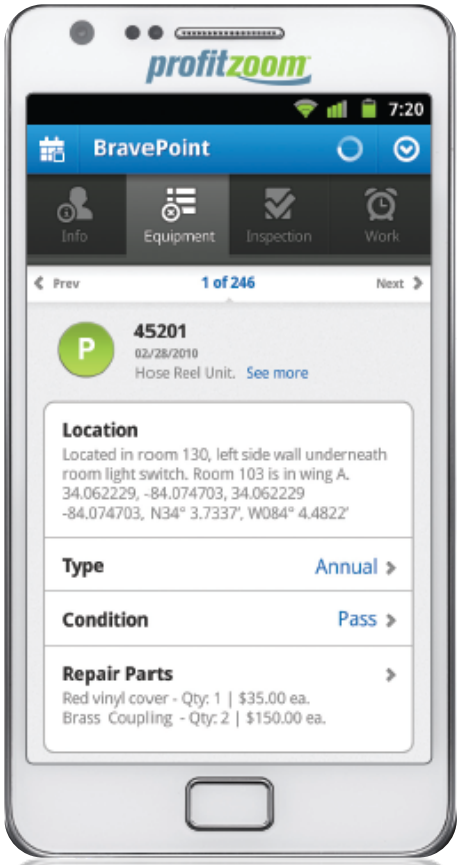
BI Solutions

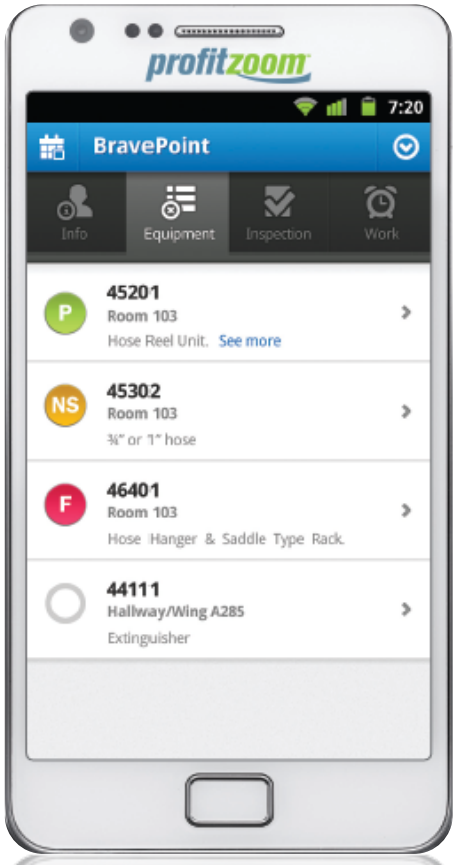
- Business Opportunity
- Empower users
- Mobility = Portability = Immediacy
- Timely operational visibility
- “C”-Level sponsorship

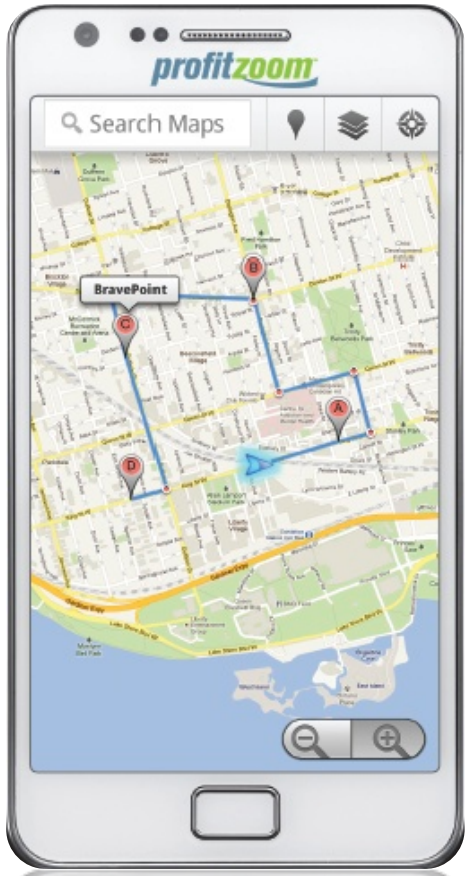
Field Services Mobility

- Field technicians need customer and service order information on smart devices
- Devices may or may not be connected
- Paper-based service order tickets are problematic
- Accelerate cash flow

ProfitZoom Mobile







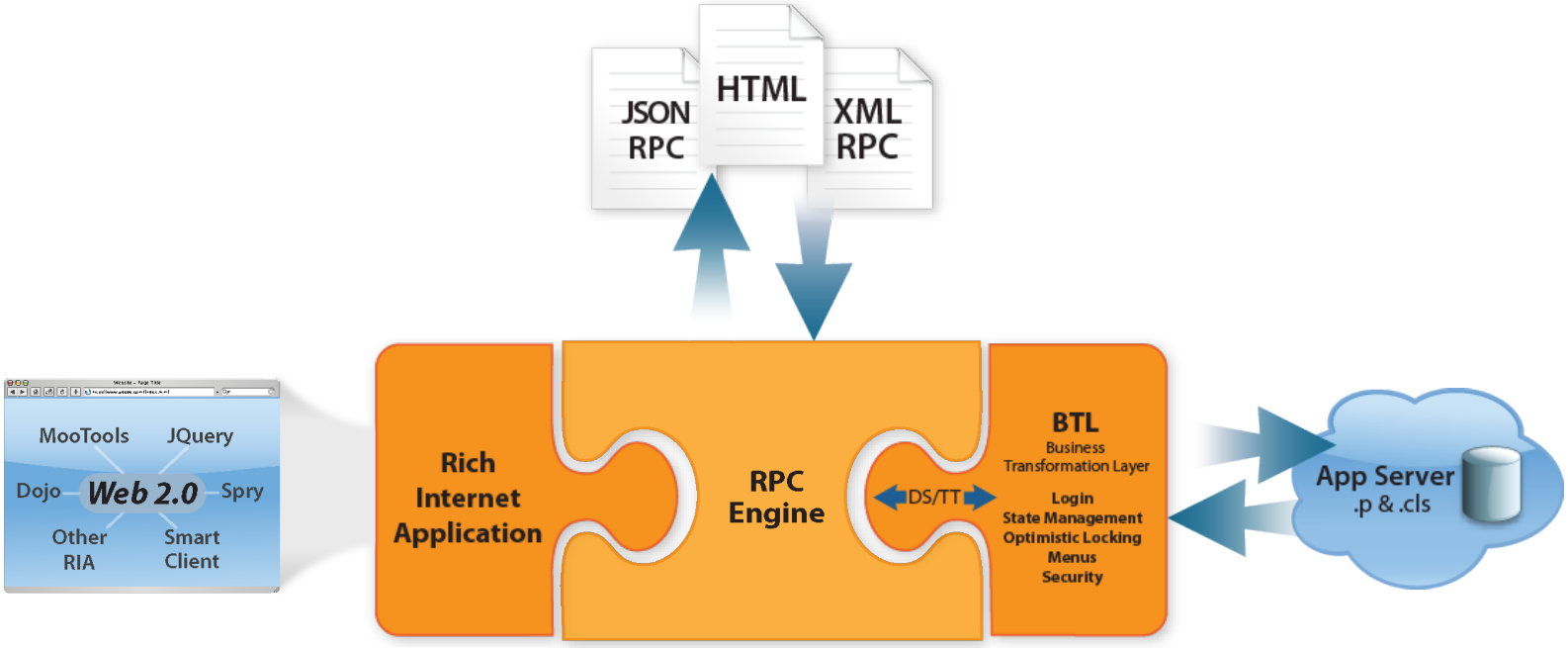
Tire Retailer / Distributor

- Business opportunity for Kauffman Tire
- Extend and add value to legacy app
- Empower users (salespeople)
- Better flow through sales opportunities
- Enhance capabilities through the platform
- Better customer experience

Application Evolution

- Modernization framework
- Started under OE 10.1C
- Plays nice with OE 11.2

Current & Future Plans



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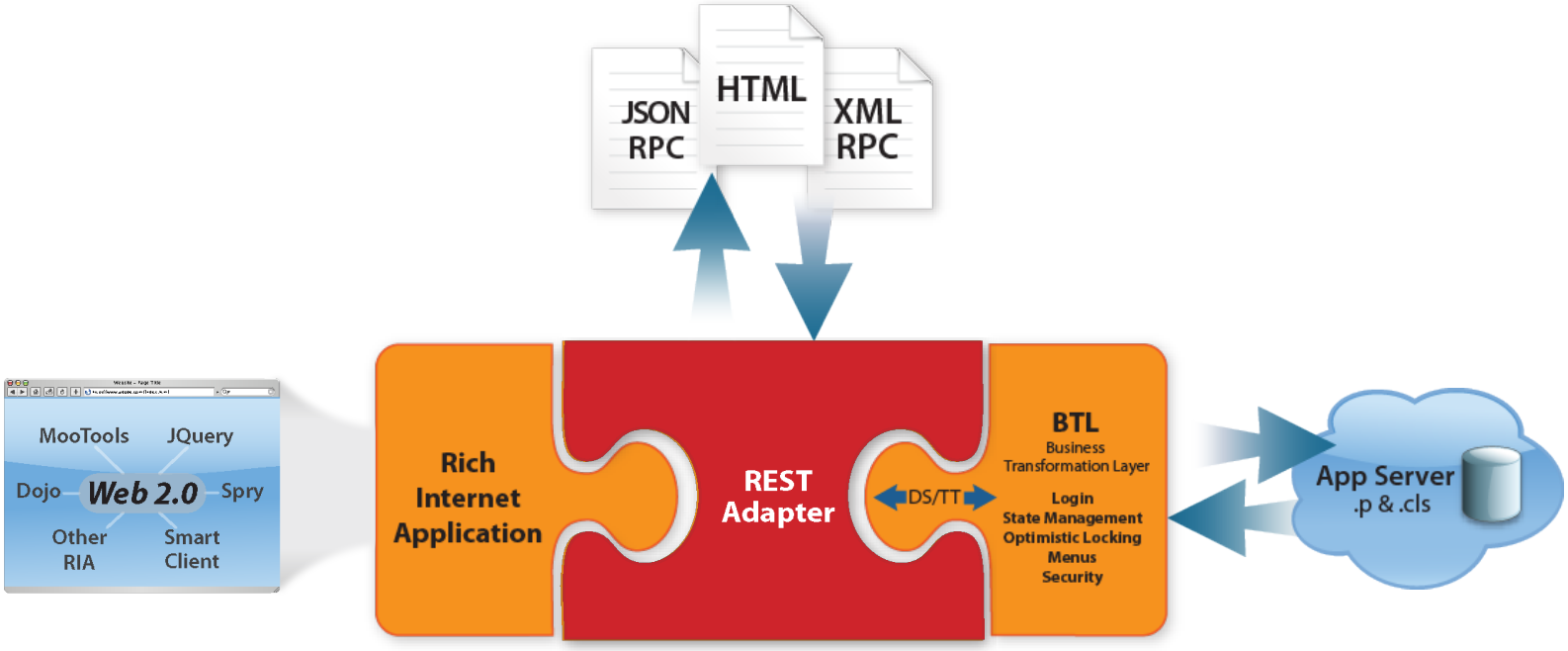

Kauffman Tire Demonstration

BI Solutions Demonstration

Questions?

Thank You!