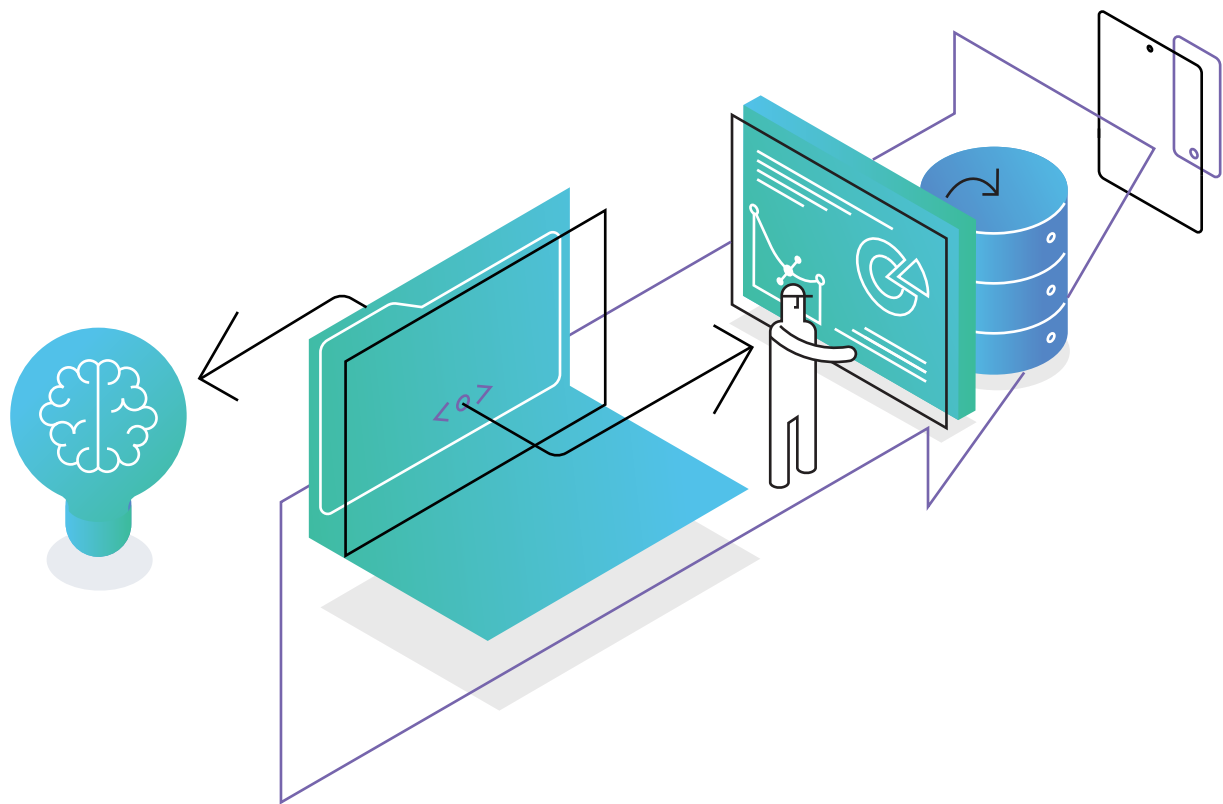


LEVERAGING ENTERPRISE MOBILITY FOR DIGITAL TRANSFORMATION

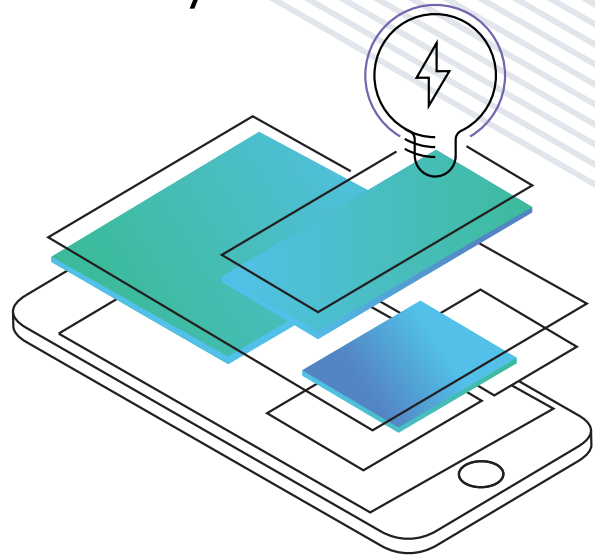
Digital Transformation: Your Key to Better Business

Visionary CIOs and CTOs today are actively thinking about [digitally transforming](#) their businesses. If you haven't started yet, you're not alone. Several companies are behind the curve on adopting digital transformation IT initiatives due to several barriers unrelated to technology, including leadership, organizational incentives, risk tolerance, culture and market awareness. However, other companies have used digital transformation to turn around business success metrics such as customer engagement, supply chain negotiation, sales, cost and revenue. Leaders challenge themselves to [develop a digital mindset](#) and explore possibilities for taking their business operations to the next level.



The Importance of Mobility

[Mobility](#) is critical to digital transformation, given the high maturity of mobile application development platforms today (frontend design features, native experience, powerful backend capabilities and more), and the high penetration of mobile devices among both customers and employees. [According to recent research](#), the average digital consumer has 3.64 connected devices; mobility is not just an option—it's a necessity.



Divide and Conquer: Taking an Industry Vertical Approach

The world is full of opportunities disguised as business problems. Each industry has its own unique problems to solve, which calls for different use cases for mobility solutions. Looking more closely at the business use cases can help us understand the added value mobility can deliver.

Several industries can [realize efficiencies](#) by mapping their business processes, internal or external, onto mobile apps. Businesses can develop any combination of consumer-centric (B2C),

partner-centric (B2B) or employee-centric (B2E) apps to realize those efficiencies. Building mobile apps always relies on data, and today's mobile app development platforms provide enhanced data connectors, application analytics and advanced mobile backend services.

Let's take a look at mobile app use cases for different verticals to appreciate the role of mobile technology in solving business problems.

Mobile Use Cases for FMCG and Retail

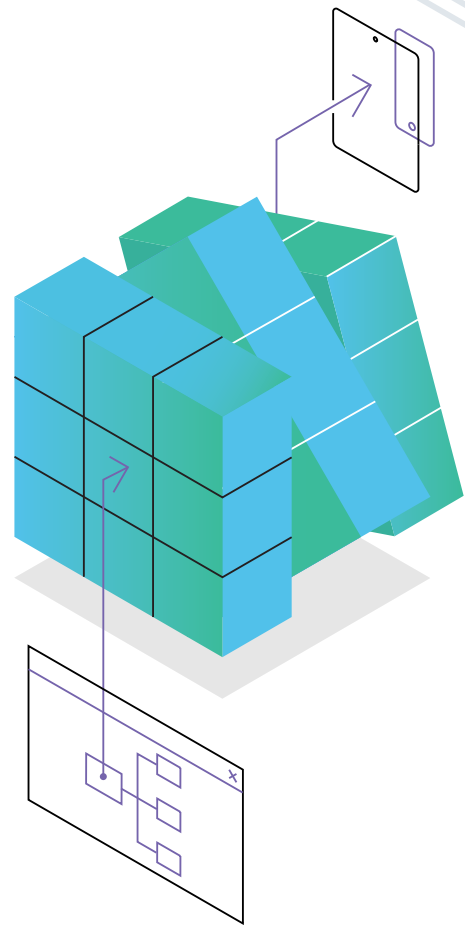
Fast-moving consumer goods (FMCG) companies are usually suppliers to retailers, but sometimes they can be retailers, themselves. On the other hand, some retailers can fulfill the role of FMCG as well (for example, Target or Wal-Mart). With this in mind, mobile apps address a variety of business needs:

- **FMCG**

- Conducting product and market research are key to the success of FMCG companies. They can leverage mobile apps to understand the consumer's needs and differentiate themselves better in the marketplace.
- FMCG companies can use mobile apps in partnership with retailers to enhance in-store experiences for end customers. For example, they can leverage geolocation capabilities and offer loyalty rewards or mobile coupons.

- **Retail**

- Retail companies can benefit tremendously by leveraging mobile apps for placing orders from the mobile channel. Taking this further, they can also automatically replenish regular purchases (though a subscription model). Amazon has taken this to the extreme by perfecting its online shopping app, backed, of course, by other premier offerings such as Amazon Prime.
- Shoppers love mobile coupons, especially when the rewards are tied to geolocation services. Poke'mon became popular for several reasons,



but the sheer surprise and thrill of winning something in tandem with the real-world experience was a key factor. The [T-mobile Tuesdays app](#) is another a great example.

- Shoppers are delighted by several customer-friendly features, such as tools to plan shopping trips and in-store navigation.
- Most importantly, retailers can leverage SMS or push notifications to engage better with customers. SMS is simple, familiar and has global reach to almost every mobile phone. Per month, [consumers use SMS](#) more than they spend minutes on voice calls.

Mobile Use Cases for Mobilizing Manufacturing

The worldwide consumer revolution is fueled by manufacturing, and the manufacturing industry is **already leveraging mobile** in several advanced capacities:



- Providing information to sales teams, prospects and customers when, where and how they need it can drive greater mobile CRM adoption. This can be achieved by integrating mobile CRM systems with distributed order management, pricing and fulfillment.
- Mobile integration of configure, price and quote (CPQ) systems to pricing and inventory systems makes it possible for sales reps to complete quotes and deliver them within hours of leaving a prospect.
- Providing self-service mobile apps to worldwide customers for querying order status and delivery dates, and getting automatic alerts for high-touch manufacturing scenarios can significantly reduce order status calls to enterprise sales teams.
- Replacing manually-intensive inventory management systems with enterprise-wide mobile inventory tracking, traceability and reporting systems can introduce significant efficiencies.

- Monitoring production workflow performance, providing real-time updates and propagating data through the production center using mobile dashboards can save several weeks of production time.

Mobile Use Cases for Mobilizing Transportation

Transportation is an industry in which mobile apps can work in tandem with mobile-to-mobile (M2M) or Internet of Things (IoT) solutions tied to vehicles:



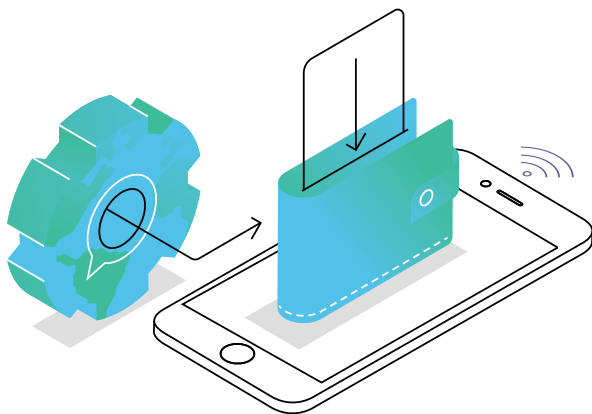
- Baggage tracking systems for mobile phones provide passengers with accurate information about the current position of their “lost” luggage, delete comma after “luggage” and replace highlighted text with: and track return timeframes. Passengers can enter an address for luggage delivery, once it arrives at the airport.
- Mobile apps can suggest the best delivery route across different delivery addresses (taking various aspects such as distance and traffic into account). They can track deliveries in real time, track driver

location, and enable group communication and timesheet management.

- In tandem with car data gathering devices such as [Geotab](#), mobile apps can be used for tracking vehicle speed in real time, sudden changes in speed or sudden brakes, and idle times, all of which can be used for improving driver safety.

Mobile Use Cases for Financial Services

Financial services can be complex, so mobile experiences need to be genuinely customer-centric:



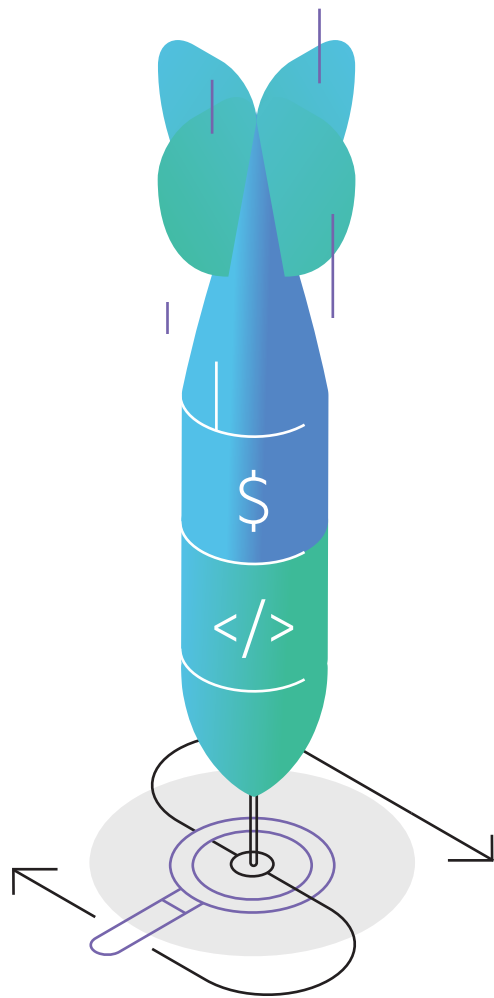
- Mobile wallets, payments can and loyalty programs open the door for new opportunities and ways of doing business, while other solutions can address enterprise challenges such as sales force enablement, and learning and collaboration.
- Banks can offer more advanced features, including P2P transfers and mobile deposit services. [Over a third of customers at major U.S. banks](#) currently use mobile banking, with 43 percent in the 18-29 age group. According to [Javelin Strategy & Research](#), around half of the top 25 financial institutions in the U.S. offer such advanced solutions.

- Mobility solutions for Banking, Insurance and Capital Markets can focus on improving the customer experience, selling to the digital consumer, reducing risk and achieving productivity improvements and cost reductions.

Horizontal Use Cases for Mobilizing Professional Services

Professional services is a broad category that crosses all industries. It could include lawyers, advertising professionals, architects, accountants, financial advisers, engineers and consultants. Any organization or profession can offer customized, knowledge-based services to clients. Here are some ways they can leverage mobile apps:

- Mobile apps can replace paper-based functions by creating data entry forms for internal processes to customers or orders, route e-signatures, e-filing of taxes, reviewing architecture design on-the-go and more.
- Partners and executives can get instant insight in the form of key performance indicators on revenue, profitability, sales outstanding and resource utilization into all areas of the business.
- Sales and business development executives can use mobile applications to accelerate sales cycles and decisions. They need access to all necessary information, such as client and contact information, bids and proposals, and project information, to better manage opportunities and execute deals.
- Project managers and other support team members can use mobile apps to access project information, such as tasks, schedules and availability, and capture project delivery status.



Business Transformation through Problem Solving

In light of these examples, it's clear that using mobile apps to solve specific business problems around improving the customer experience, engaging partners and increasing internal productivity can help "transform" your business. The Progress® DigitalFactory™ suite of mobile products is ideally suited for embarking on your mobile digital transformation journey, whatever industry vertical. We have a [suite of pre-built business apps](#) for transforming your business. Start charting your digital transformation journey today with Progress!




About Progress

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today's evolving marketplace. With offerings spanning web, mobile and data for on-premise and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at www.progress.com or 1-781-280-4000.

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