

ENTERPRISE APPS AND MOBILE STRATEGY.

Why your employees should be as well connected as your customers.

2016

INVEST IN APPS FOR YOUR EMPLOYEES AND BUSINESS PARTNERS.

Ask any marketer or line of business owner what is driving their investment in mobile apps and you'll hear a mix of priorities, including the need to improve the user experience, better marketing, increased sales, improved brand loyalty, and streamlined productivity (see figure 1).¹

All these drivers are valuable in the relationship between the enterprise and the consumer, and they're also important parts of internal operations. Productivity, training, loyalty, and sales enablement are just a few of the business priorities that enterprise apps can improve and streamline.

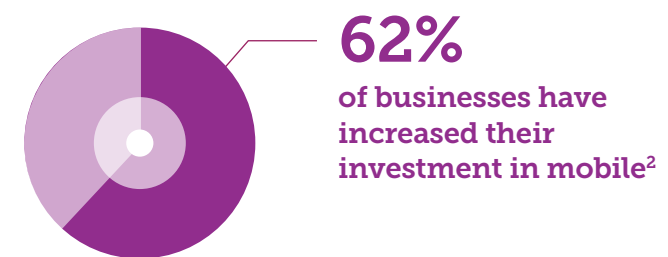
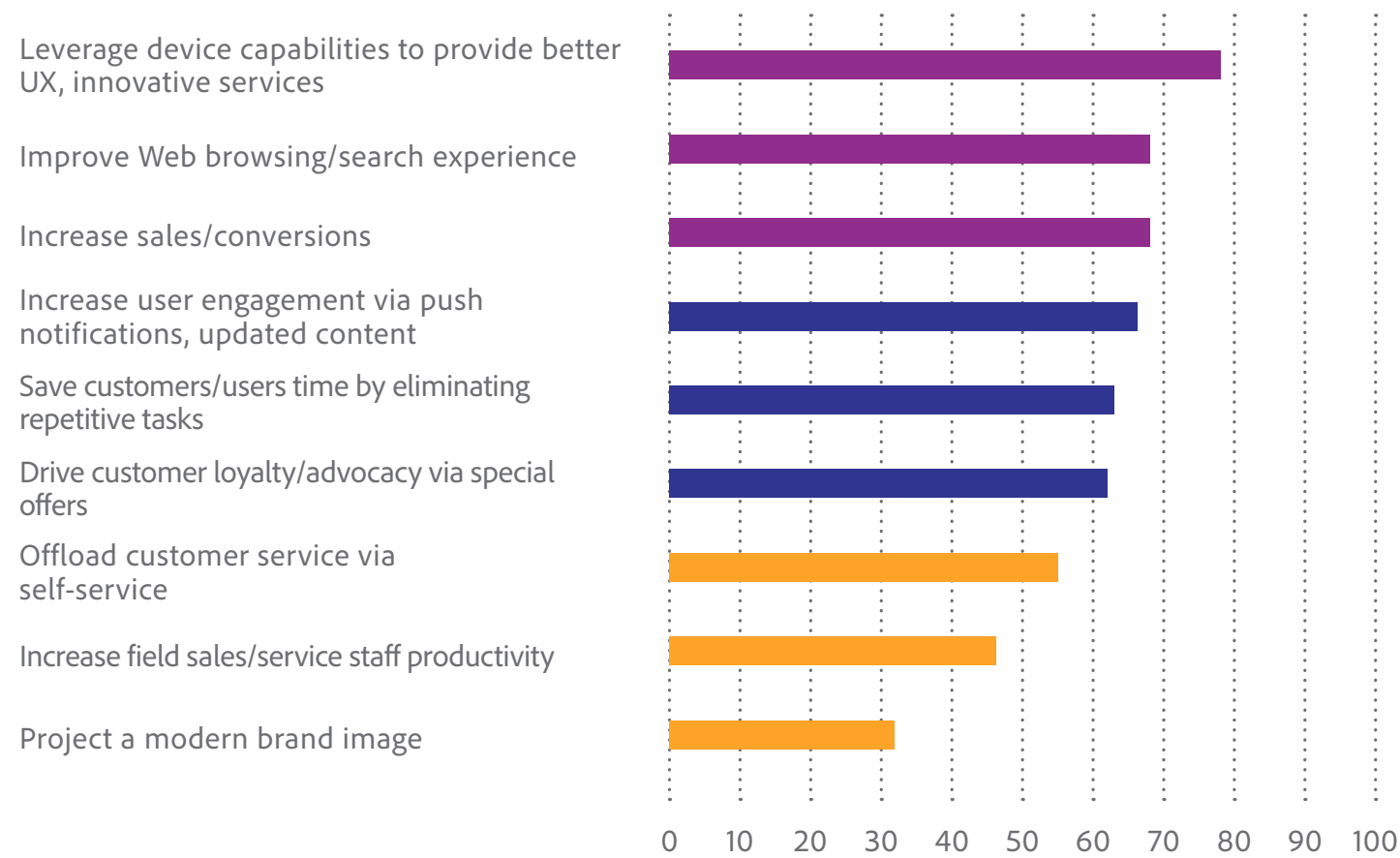


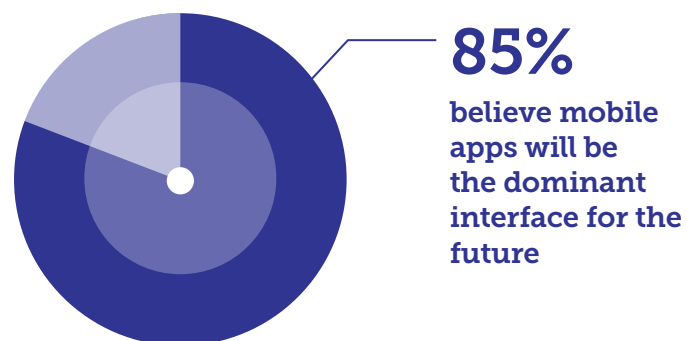
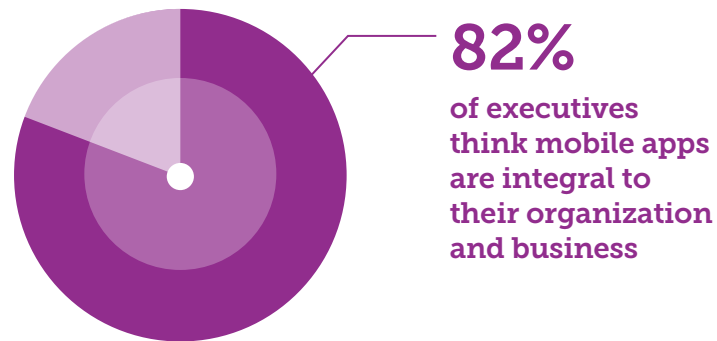
FIGURE 1: BUSINESS DRIVERS FOR MOBILE APPS

Q: Which of the following are driving your organizations investment in mobile apps?



Realizing the **BENEFITS** of enterprise apps.

A remarkable 81 percent of business executives think mobile apps are integral to their organization and business, and 85 percent believe mobile apps will be the dominant interface for the future.⁴ That importance is not limited to apps that deliver customer engagement alone.



Apps designed to be used by employees and business partners can have a positive effect on every department and at every level of an organization. They have been shown to do the following:

- **Increase employee engagement, which is directly related to productivity**
- **Deliver training and continued education to field technicians, which decreases overall training time and expenses**
- **Empower more effective sales teams to drive increased revenue**

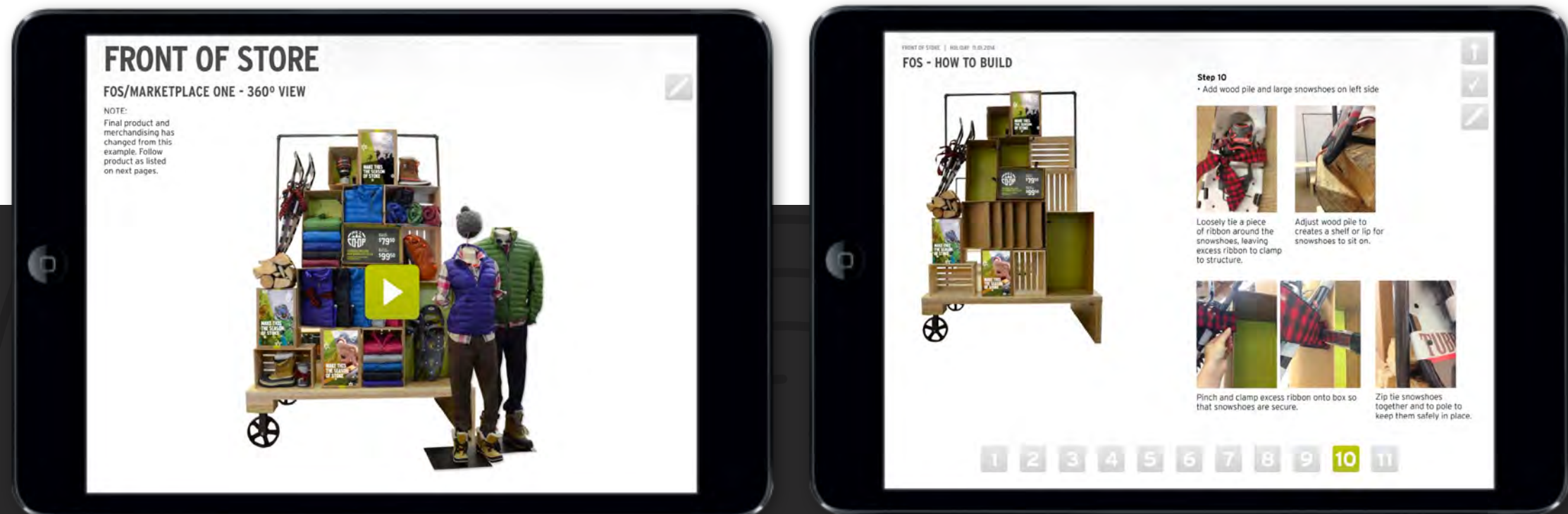
STRYKER

Stryker, for example, implemented an app for on-the-go biomedical sales teams that helps them communicate with the surgeons who use their products. One result of implementing the sales tool was a \$3.9 million savings on printing, storage, and distribution of materials. Seventy-eight percent of sales reps use the tool, and 62 percent return daily for same-day content updates.⁵



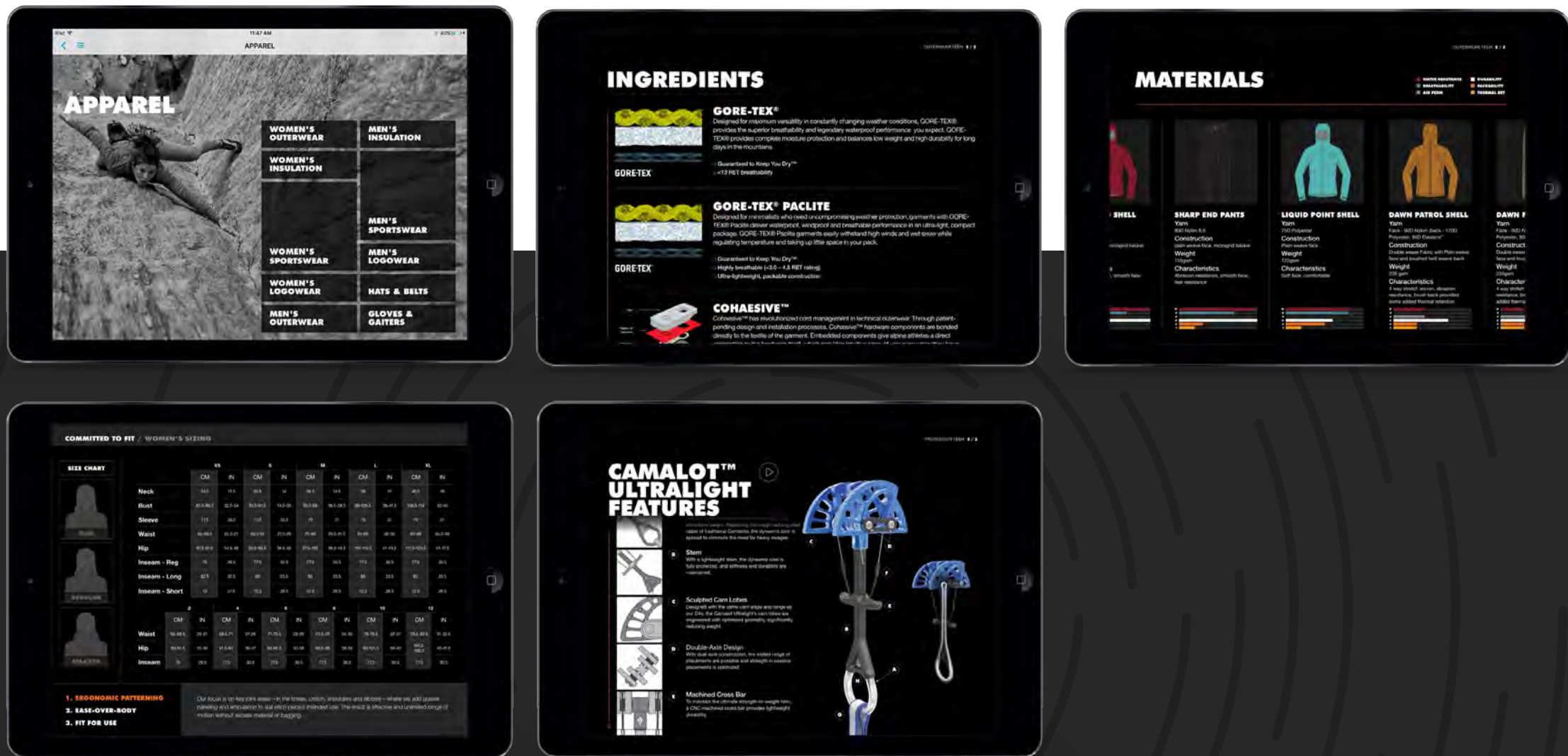
REI

The outdoor retailer REI developed an in-store sales associate app that helps communicate important visual merchandising information. The app completely eliminated the inefficiencies and expense of sending printed content to 140 stores. Important store information is now distributed digitally and used within weeks instead of months. The time savings alone has made it possible for two thirds of all store associates to spend more time on the floor, engaging with customers.⁶



BLACK DIAMOND

Another compelling example of a business using an enterprise app to improve efficiency while decreasing cost is Black Diamond, a retail manufacturer of climbing and skiing equipment. A sales enablement app for their reps will replace a large printed workbook with the expected savings of \$.5 million over the next three years.⁷ Sales teams now have the latest product information at their fingertips, receive push notifications regarding updates and changes, and are empowered to relay the most accurate and up-to-date information to buyers.



VIVINT

The security company Vivint has also seen great success with an enterprise app for field training, reducing training time in their highly competitive market from 12 weeks to 5 weeks. This reduction has been a key component in allowing them to expand their client base quickly and become one of the fastest growing security and energy companies in the United States. Their training app has also saved \$60,000 in print costs each year and hundreds of thousands of dollars in costs associated with in-person training.⁸



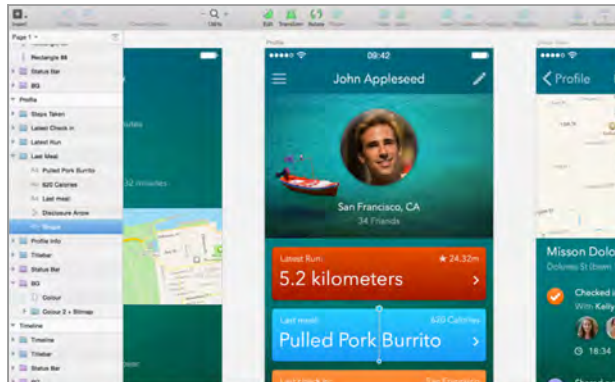
Facing off against the APP.

These customer examples illustrate that enterprise apps, if executed properly, enable companies both to solve business problems and to gain a huge return on their investment. However, creating apps can be complicated, fragmented, and costly. As a result, most companies face large hurdles when building, managing, and delivering apps to their employees.

The most common workflows for building enterprise apps are complicated and unwieldy, relying heavily on UX and UI designers and IT resources (see the figure).

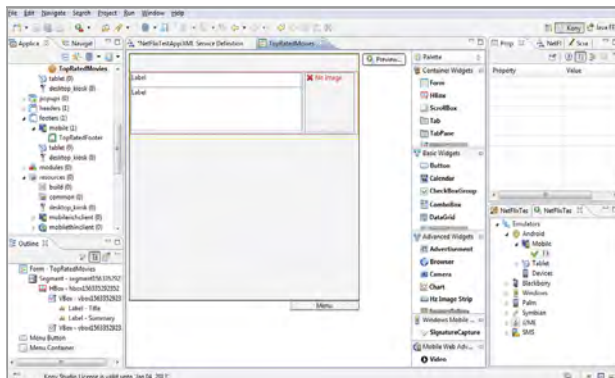
The traditional version of this entire process can be frustrating and complex, taking anywhere from 9 to 18 months to complete. At the speed that today's businesses change, that's just too much time.

Through 2017, the market demand for mobile app development services will grow at least five times faster than internal IT organizations' capacity to deliver.⁹



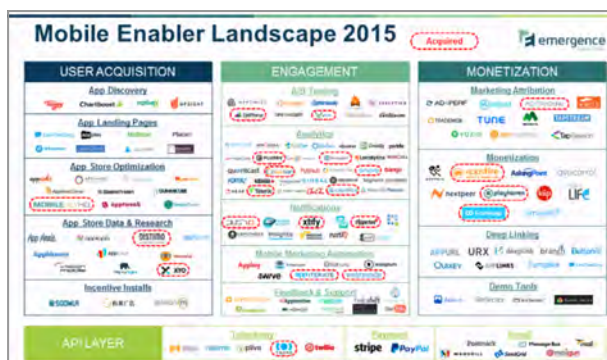
APP PROTOTYPING FOR UX DESIGN

UX teams are tasked with creating app prototypes, which are then handed off to outsourced developers or over-worked IT departments.



MOBILE APP DEVELOPMENT PLATFORMS (MADPS)

IT, who often operate with cumbersome, manual workflows, builds the app. UX and IT then attempt to synchronize desires and reality.



POINT APP SERVICES

Organizations then need to research and vet the necessary services, like analytics and push notifications, and create individual partnerships with contractors and consultants who can install and maintain them.

Custom enterprise apps are also EXPENSIVE.

Currently, IT departments spend more than twice their tech budget on apps when compared to website development budgets.¹⁰ Eighty percent of the survey respondents reported that mobile app budgets are growing 10 percent or more per year, with some budgets growing 30 percent per year.¹¹ Companies spend more than \$13.5 billion annually on contractors to keep up with the building and maintenance of custom apps.¹²



IT spends more than 2x of its tech budget on apps than websites and spends more than \$13.5B annually on contractors to keep up with building and maintaining apps.

Even after all the work and expense of development and launch, future design and updating in the traditional system can be cumbersome. Keeping content fresh is vital to the use and success of mobile apps, but 40 percent of business executives say it requires too many steps and people and too much time and effort. Of companies trying to complete all the steps of design, development, and app updating in house, more than half say it's difficult and expensive to find and hire the people who have the right skillset for developing and maintaining mobile apps.¹³

SOLVING app lifecycle pain points.

The app workflow doesn't have to be this hard. Instead, marketers and line of business owners can pursue tools and technologies that address the needs of app users and the business by breaking from the traditional workflow. It's critical to find a mobile app solution that will do the following:

- **Dramatically decrease time to market by putting the control of app design and content updates in the hands of marketers and line of business owners**
- **Integrate with content management systems to access existing content from across the enterprise and make it easy to keep your app content fresh and up to date**
- **Deliver a built-in set of app services that provides all you need to engage your audiences, optimize and personalize their experience, and measure the outcome**
- **Take the heavy burden off of IT and instead include them when it's time to integrate with the systems you rely on to run your business, like CRM, ERP, and PIM**

BUILD. MANAGE. MEASURE. OPTIMIZE.



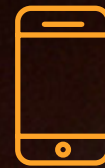
CREATE YOUR APP EXPERIENCE

Pull existing assets or create new content – and bring it all to life in an engaging app experience.



CONNECT YOUR DATA

Bring in valuable customer and product information by integrating with third-party APIs and critical business systems.



MANAGE AND PUBLISH APPS

Control all your company's apps and publish across platforms and devices with one unified dashboard.



MEASURE YOUR IMPACT

Use built-in analytics to see how your app performs and your audience responds to refine content and measure ROI.

1. Build.

The process of building apps that are designed to make employees and business partners more efficient and informed needs to be fast and easy, enabling the enterprise to keep pace with the speed of business. In order to remove complications, fragmentation, and untenable costs associated with building apps, companies need to invest in a solution that fits into their existing workflow, leverages existing content, and ties into the systems that help power business, like CRM, ERP, and more.

Most importantly, companies need to invest in a platform that allows those who have serious business challenges to solve—designers, marketers, and line of business owners—to own the process of creating and updating apps. According to data from existing Adobe customers, creating apps using a comprehensive solution that delivers these capabilities means bringing apps to market 70 percent faster than building native apps from the ground up.¹⁴

2. Manage.

While apps are proving to be valuable business tools, companies can quickly become overburdened with the management of hundreds of apps proliferating across the enterprise. Controlling all app management under one roof gives companies the power to update content seamlessly across the organization. Having central control of apps means easily performing updates without wasting time and money.

Managing multiple versions and types of apps can be a time-consuming and expensive headache, but using a centralized management system for existing and new apps, whether native or hybrid, can lead to a reduction in cost over the lifetime of the app of 67 percent.¹⁵

3. Measure.

Built-in analytics can deliver a treasure trove of information, giving you unprecedented insight into how often employees access and actively use apps, which content or products are most compelling, how effective your engagement strategies are, and more. You also gain important information for strategic planning, instead of updates being driven by speculation and anecdotes. With analytics, organizations can make data-driven decisions that best serve the needs of the business.

Overall, management tasks like enhancements, content refreshes, and OS updates account for almost two thirds of the total cost of an app over its life.¹⁵ By using a centralized management system to simplify and streamline these processes, you can cut down significantly on the app's total lifetime cost.

4. Optimize.

Having access to built-in tools that deliver personalization and optimize the experience means a greater ability to ensure that the company is getting the best return on investment possible. By using push notifications or in-app messaging with deep links, audiences can be alerted about new content that drives them straight to what needs to be seen. Delivering specific messages to specific audiences streamlines the process of internal memos or notifications, and up-to-date content eliminates mistakes. This level of optimization helps an enterprise harness productivity potential.



SUMMARY.

Today's users expect app experiences that are intuitive, engaging, and always up to date. And that applies to enterprise apps, too. With the right mobile app solution, you can make employees more connected and more productive. Provide sales reps' with information that's always up to date. Recruit prospects, and make training efficient and fun. No doubt it's challenging to be successful in today's mobile world, but it's also a huge opportunity. With the right tools, you can make apps that are so undeniably useful that they become essential to your business and your bottom line.

Adobe Experience Manager Mobile provides everything you need to quickly build, manager, deliver, and optimize powerful apps for business. It works with the systems you have and because it's part of Adobe Marketing Cloud, it integrates perfectly with all of Adobe's cloud solutions. So it's easy to gain insights from analytics and personalize your app experiences. With Experience Manager Mobile, you can create the apps that audiences care about. And when you do that, the impact on business is astonishing.

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- 13 Forrester, op. cit.
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