



Transforming the Business With Right-time Experiences

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Agenda



- How is mobile changing business?
- What are Right-time experiences?
- What should you do to prepare for change?

Mobile Changes Brand Engagement



- 75% research grocery products online
- 70% of shoppers would like electronic delivery of advertising inserts
- Over 80% of shoppers make their purchase decision before they leave home
- 50% of smartphone owners use the device while in the store to guide their purchases

Mobile Transforms Business



What we
connect



How we
connect



How we
transact

Context Provides New Information



CONTEXT-AWARE COMPUTING

Who Am
I With?

How Am I
Feeling?

Why Am
I Here?

What Am
I Doing?

Where Am
I Going?

When Do
I Need
To Leave?

New Information Provides A Foundation For New Experiences



Right Time Experiences use context to deliver an employee or customer the proper information at the moment of need.

Big Data And Analytics Convert Context Into Right Time Experiences

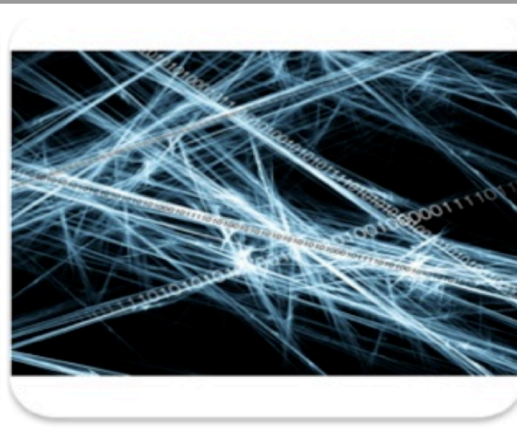




RTEs Differ From Today's Apps



Integrated
Internally



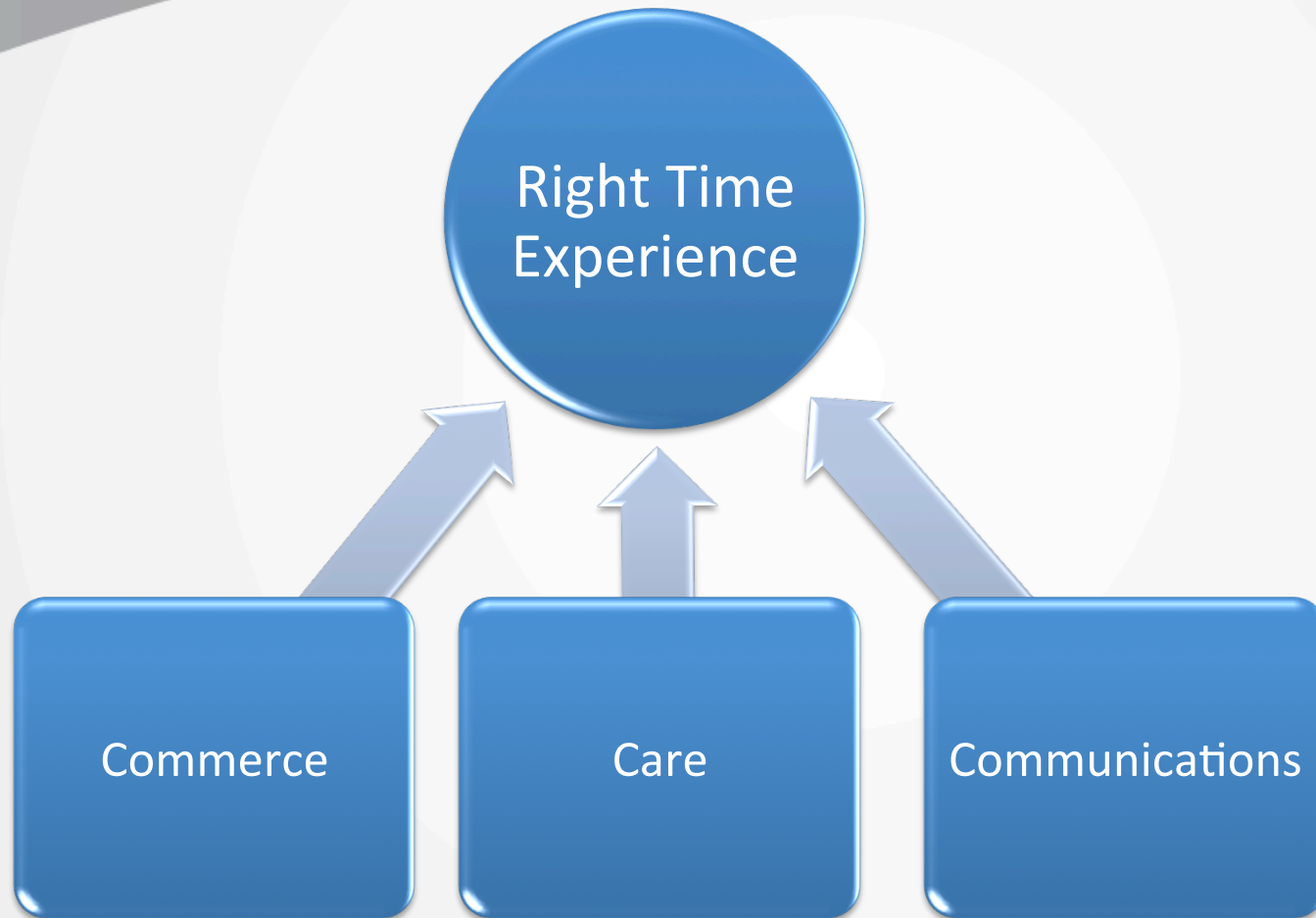
Connected
Externally



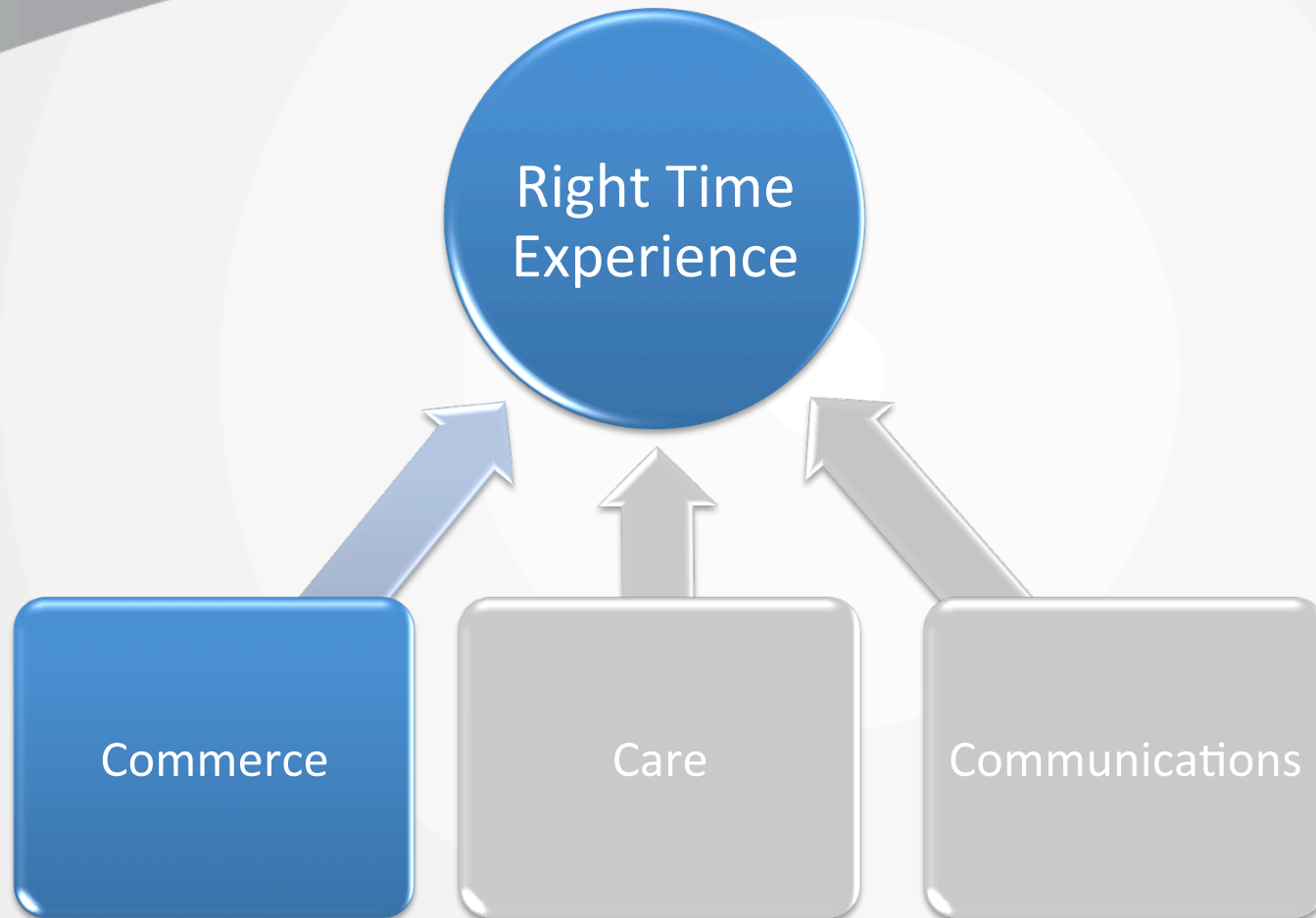
Semantic & Predictive



Three Types Of RTEs



Three Types Of RTEs



Could this be real?



Lowes Extends And Enhances Business With Mobile



Data Extension



Enhancing with Mobile POS



Unattended Retail



Bringing the store to new places



Example: Changing In-store operations

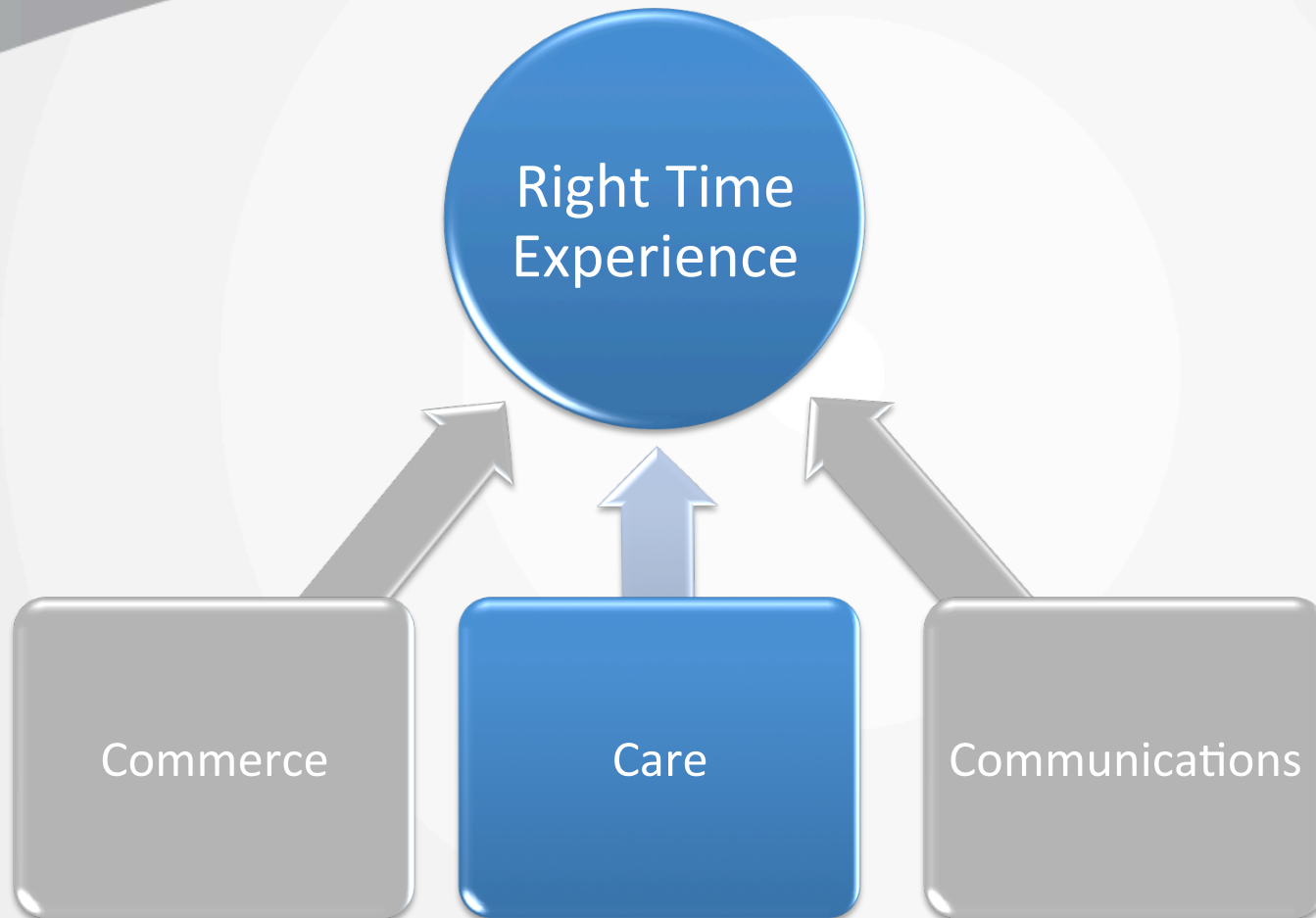


Image Recognition With Cloud Services





Three Types Of RTEs



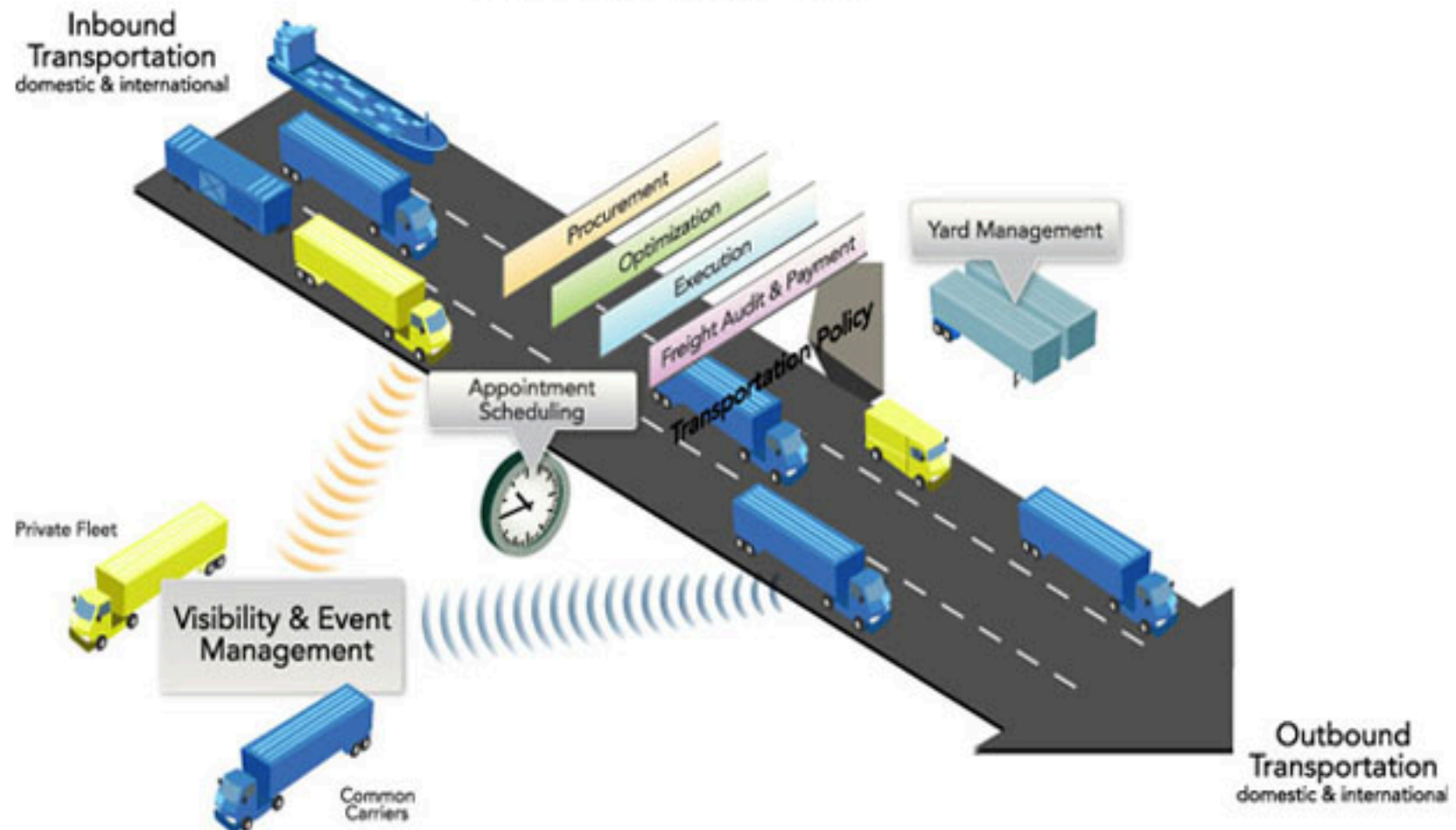
Example: Transforming Care With Context



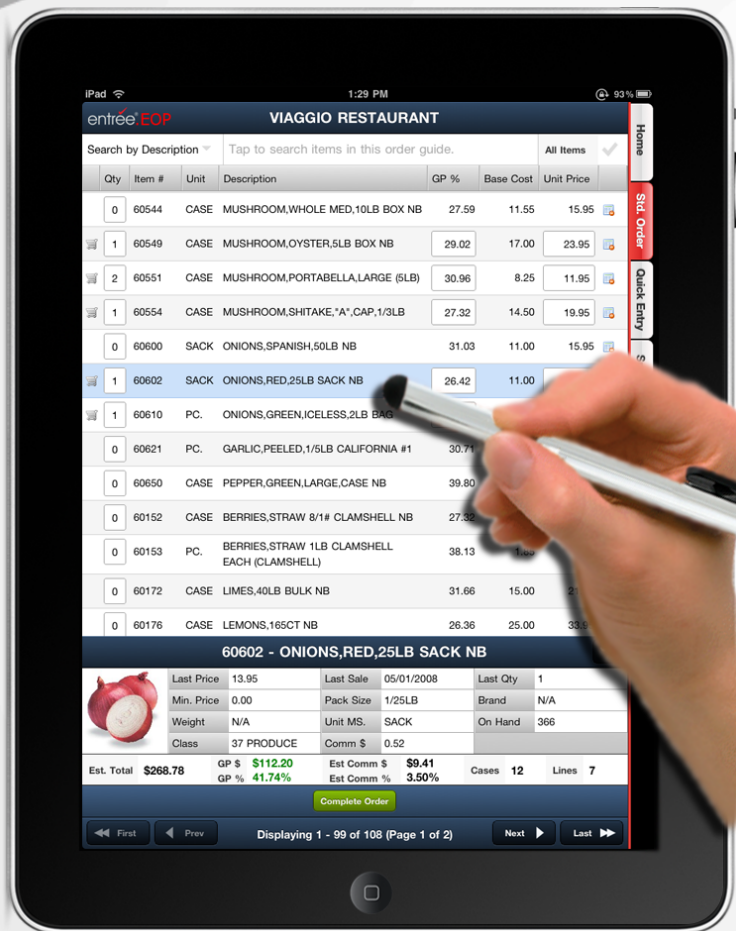
Context in Food distribution



TRANSPORTATION LIFECYCLE MANAGEMENT

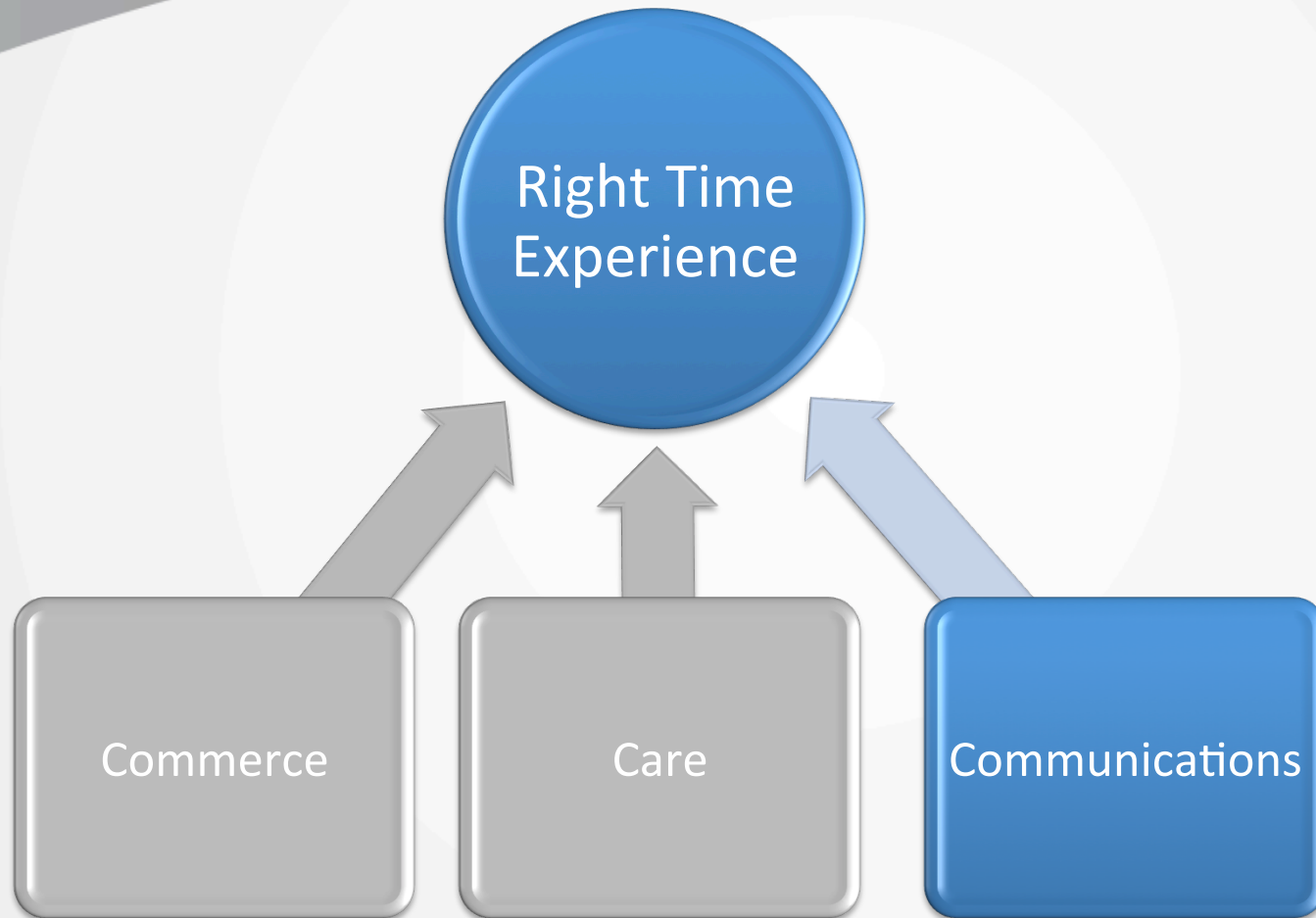


New customer and employee experiences





Communications and Concierge RTEs





Context Enhances Enterprise Communications

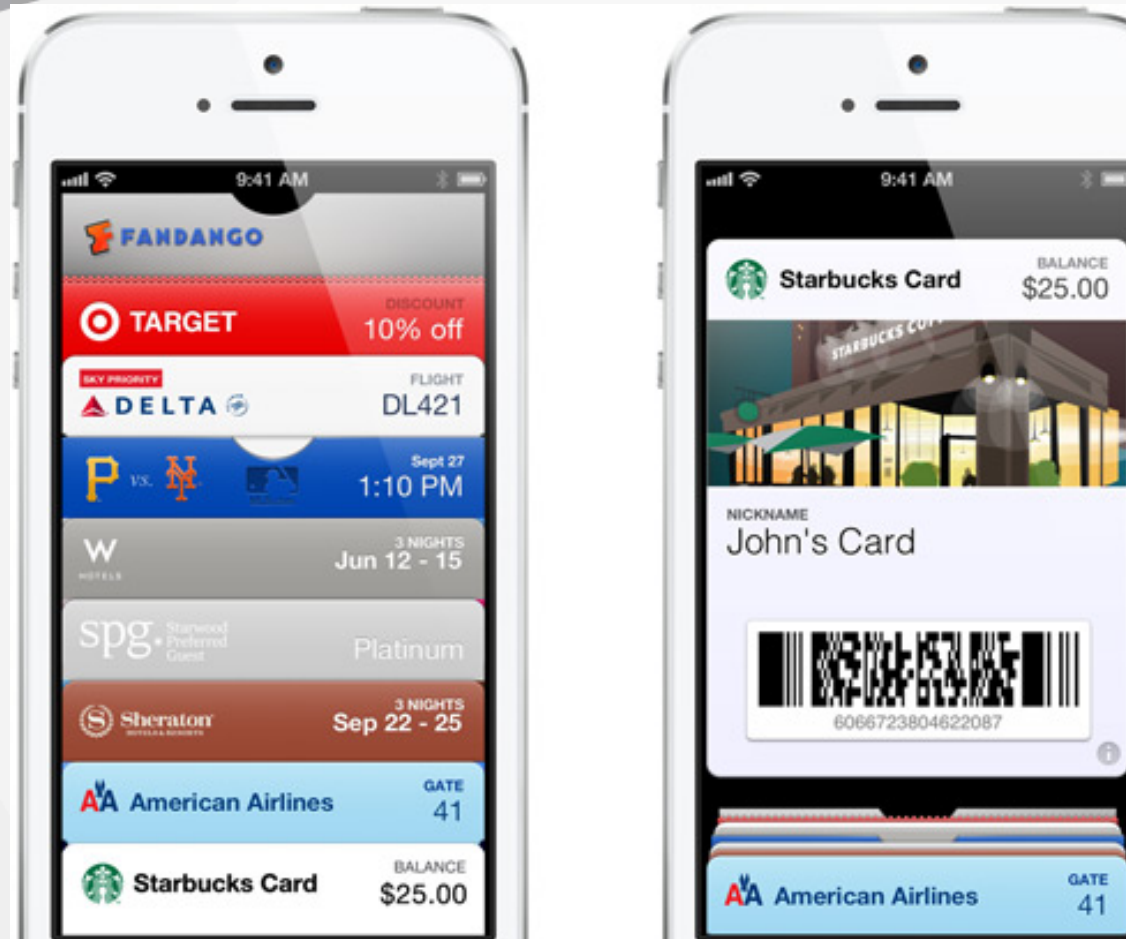
**WHAT DOES THE FUTURE
LOOK LIKE FOR OUR
CUSTOMERS?**

Rich mobile ads to drive awareness





Passbook: Aggregated Engagement



Heinz – Augmented Reality



New Loyalty Experiences



Source: Urban Airship

Prepare For Change



Six Steps Help The Business Prepare For RTEs



1. Mobile-optimized web site is still key.

2. Consistent content platform

3. Embed in other experiences

4. Evaluate big data solutions

5. Build a cross-functional mobile efforts & budget

6. Rich content apps when applicable and valuable



1. Mobile Website and SMS to start





2. Define one omni-channel data source





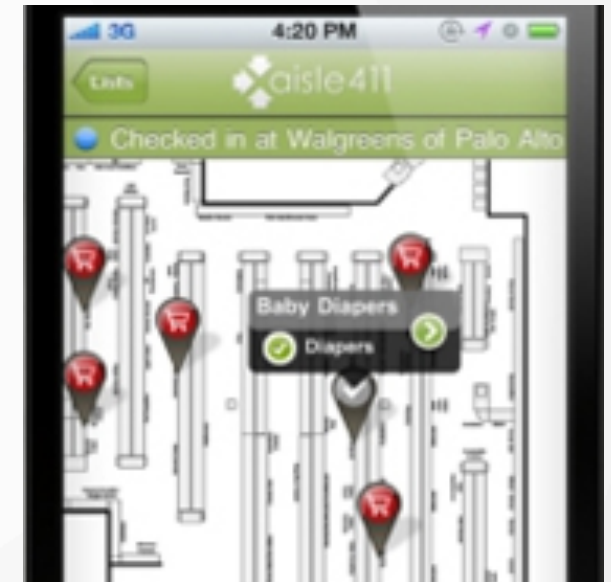
3. Partner with stores for location



1. Locate



2. Geofence



3. Store Mapping

Six Steps Help The Business Prepare For RTEs



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2. Consistent content platform

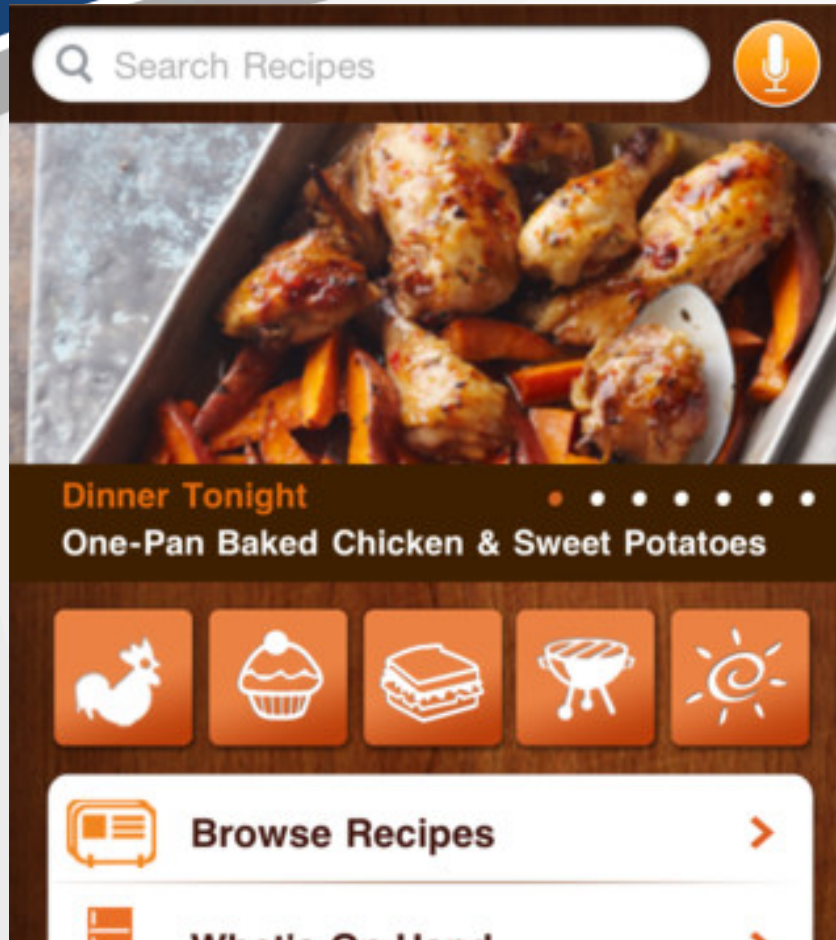
3. Embed in other experiences

4. Evaluate big data solutions

5. Build a cross-functional mobile efforts & budget

6. Rich content apps when applicable and valuable

6. Apps if it adds value





Mobile Equals Opportunity





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For a copy of the Right Time Experience report contact us
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