

MOBILE TECHNOLOGY

APRIL 23, 2013



Devices in Hand,...

- 2013 marks the first time that smartphone sales will exceed standard cellphone sales – just short of 1 billion units
- By 2016, more tablets will be sold than laptops – over 350 million



Displays in View,...

- Smartphone?
- Tablet?
- Laptop?
- Flat Screen TV?



We are connected,...

- There are over 100 million broadband active broadband subscriptions in the US today, and over 200 million wireless ones
- 4G wireless has rapidly replaced 3G, boosting mobile broadband speeds 5x
- Almost 2/3 of US households have Wi-Fi today
- Each Wi-Fi home is approaching ten connected devices at any one time – and growing



This isn't your father's Oldsmobile,...

- Of the Top 10 things we do on our smartphones, making a phone call ranks FIFTH, behind
 - Browsing the internet
 - Checking social networks
 - Playing games
 - Listening to music
- We already spend over 2 hours of each day on our phones, and these little gadgets have all but done away with other popular devices like GPS, alarm clocks and digital cameras



Other Tides are Shifting,...

- Watching TV – DVR's, On Demand, Streaming Video
- Playing Games – Console? Handheld? Phone? Tablet?
- Listening to Music – Spotify, iTunes, Pandora,
- Keeping in Touch – Facetime, Skype, Go2Meeting
- Shopping – Showrooming, Marketplaces, Search
- Personal Productivity – DropBox, Calendaring, Anytime Access



Why All This Consumer Chat?

- Over the last 20 years, we have almost completely flipped from bringing technology home with us from work to bringing technology into work from home
- Understanding – and utilizing – technology is an expectation, whether it is said or not
- Everyone, in every industry, continues to struggle with how to balance the need to be more productive, more accessible, more responsive, and more relevant - with the cost in time and money of doing so



What are the right answers, and solutions?

- Lines continue to blur between work and personal
- Are we ever really off line? Do we want to be?
- What are our own expectations of a good user experience?
A good website? Good customer service? A positive buying experience? A good salesperson? A respected business associate? Our go-to tech savvy guy?
- Or maybe better yet, what still drives us nuts?



Key Trends Today

- Mobility and Connectivity = Productivity
- Higher value vs lower cost – what is true differentiation?
- Relationships vs Transactions
- Increasing customer expectations
- Competitive leapfrogging



Change is Inevitable – And Ongoing

- Isn't paying with cash, er, um, AWKWARD?
- FourSquare – how cool is that?
- iPads are EVERYWHERE
- Other examples of innovation are all around us
- “Things” are only going to keep getting faster, brighter, cheaper



But, they always say, the more things change,...

- Ever Watch Mad Men?
- Been into a furniture or clothing store recently?
- Is it 2013 – or 1964?
- My takeaway? Fashion is fleeting, but great customer service never goes out of style



The Bottom Line,....

- Technology will always be in and around us,...
- We are obligated to keep up – or get run over
- It isn't magic – or rocket science (well, ok maybe it is)
- Our real challenge? Don't let it consume us
- It's ours to use – or abuse,...
- Don't forget the customer



QUESTIONS?

