



KICKSTART

Emerging Technologies

Build contextually intelligent mobile apps.
Ensure proper IoT security. Leverage new mobile tech
for exciting, productive workplace experiences.

KICKSTART Emerging Technologies

The Propelics Emerging Technologies Kickstart is a 3-week program designed to help business and IT leaders realize first-hand the near-term benefits of adopting cutting-edge technology by developing a working proof-of-concept app and an actionable plan to start delivering value for your organization.

Consumers and employees alike expect mobile devices to provide information at

exactly the moment they need it.

Today's Internet of Things (IoT), Augmented/Virtual Reality platforms, device sensors, wearables, iBeacons and personalization engines make mobile even more "context-aware" than ever before — in some cases even anticipating a user's needs.

Going forward, contextual intelligence will be the standard by which all mobile apps are judged.

Our Approach

Augmented and Virtual Reality, Wearables, iBeacons, and other new technologies are generating a ton of buzz these days. Everyone's talking about the potential value of proximity-based services and interactions. The challenge is to convert interest into action: cut through the market-hype and complexity, choose the right technologies, and draft-up a plan to implement them in the field. Propelics has developed a tried and true methodology to help companies create an actionable roadmap to identify, develop, and implement new ideas.

During the Kickstart, we guide you through a phased process:



1. Benchmarking & Direction Setting

The first step focuses on gaining a clear understanding of your business direction. We identify your organization's goals, business drivers, and current processes. Then we review any previous (or existing) mobile innovations, evaluate current app features and perform a thorough competitive analysis.

2. Ideation and Conceptualization

Through creative thinking, process visualization, and storytelling we identify possible use-cases for contextual intelligence that will positively impact revenue, productivity, customer satisfaction, and other business drivers.

3. Ranking & Prioritization

To separate real business and customer value from hype and minutia, we prioritize all scenarios and potential projects based on projected impact on key business drivers as well as on organizational readiness, implementation complexity, and technological constraints.

4. Technical Architecture

In order to develop an understanding for which data assets, systems, and technologies are necessary to realize our top ideas, next we explore the following questions: Are current IT systems and processes sufficient to provide adequate support? What security risks might be introduced by the technology? What level of effort would be required to put any missing elements in place? What dependencies on other teams or groups will be necessary?

Our approach also includes a comprehensive evaluation of AR/VR, iBeacon or wearable technology—the hardware, software, data, and networks required for the solution plus any infrastructure, planning, and deployment considerations.

5. Proof of Concept

As the top-ranked scenarios emerge and the functionality for use-cases becomes clear, we address UX and visualization elements to create a functional Proof of Concept app that can be instantly deployed on any number of mobile devices and which demonstrates how the new technology will behave under real-world conditions.

4. Technical Architecture

Based on the scope of work identified in previous steps, here we outline the detailed approach and the plan for implementation. This plan outlines the cost estimates, timelines, and high-level work breakdown required to take the POC to the next step and begin building the real deal.

NOT ONE SIZE FITS ALL!

Every step of this methodology has been carefully crafted and includes a well-defined set of exercises. We take into account our client's unique needs and tailor this methodology to best accommodate each specific engagement.

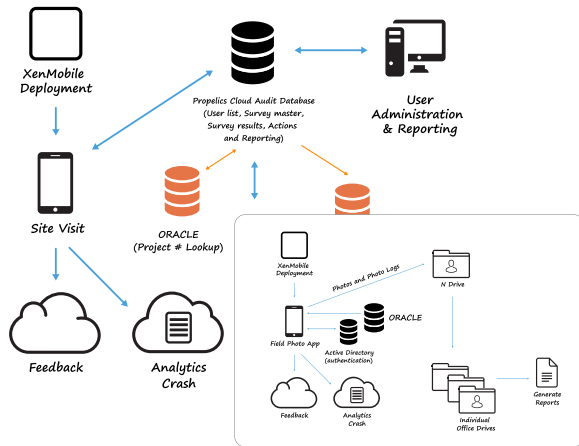
What You'll Get

At the end of this Kickstart, your team will be armed with a plan for implementing a revolutionary new technology.

Concept Generation and Ideation

Through facilitated sessions across a wide range of business teams, Propelics explores all use-cases for emerging technologies in a Scenario Matrix that helps establish viability and prioritizes functionality based on business value, organizational readiness, and ease of implementation.

App	Module	Actor	Idea	Revenue Growth	Cost Reduction	Customer Satisfaction	Productivity & Efficiency	Market Share	Employee Engagement	Business Value	Business Readiness	Integration	Requires New Data	Regulatory Compliance	High Security	Workflow	Office Capabilities	Advanced Technology	Technical Complexity
Contract Renewal App	Contract Renewal	Market	Obtain digital signature and attach to updated/renewed contracts. Automated today using windows XP sales	H						5.0	5.0								5.0
CoPilot 2.0	Notifications	SSR	Request product suggestions from targeted (relevant) customers, based on past purchases	H						5.0	5.0								5.0
Contract Renewal App	Contract Renewal	SSR	Renew customer contracts, obtain digital signature (SSRs renew 80% of (smaller) accounts)	H						5.0	5.0								5.0
Contract Renewal App	Contract Renewal	SSR	Adjust pricing or provide discounted price upon renewal	H						5.0	5.0								5.0
Product Catalog App	Direct Sales	SSR	Place instant catalog orders via SSR mobile site (if delivering to individual employees)	H						5.0	5.0								5.0
SSR Assistant App	Training Aids	SSR	View (preexisting) videos of offerings	H						5.0	5.0								5.0
Contract Renewal App	Approvals	Executives (GM)	Approve business agreements while in the field	H						5.0	5.0								5.0
Contract Renewal App	Approvals	Executives (GM)	View required exceptions for business agreements	H						5.0	5.0								5.0
Sales Quotes App	Quotes & Proposals	Sales Rep	Provide pricing on-demand (quotes & proposals)	H						5.0	5.0								5.0
Product Catalog App	Direct Sales	Sales Rep	Enable single-click ordering from public catalog	H						5.0	5.0								5.0
Sales Rep App	Training Aids	Sales Rep	View internal (preexisting) training videos before meeting with a customer to learn ways to overcome issues & objections	H						5.0	5.0								5.0
MDR App	Training Aids	Market	Educate MDRs on current services to help facilitate sales across multiple divisions	H						5.0	5.0								5.0
MDR App	Customer Service	Market	Assume responsibility and resolve CSR's remotely	H						5.0	5.0								5.0
Sales Quotes App	Pricing	Sales Rep	Pricing App % of book and commissions potential on pricing quotes for proposals. "Should encourage increased pricing to reach next highest tier - more revenue, possible to also steer away from discounting" (Commission Calculator)	H						5.0	5.0								5.0
Contract Renewal App	Contract Renewal	Market	Obtain signatures on renewals paperwork for add ons.	H						5.0	5.0								5.0
Lead Tracking App	Lead Submission	SSR	Submit leads for other divisions (e.g. good candidate for a (re) assignment), attach photos to lead					H		4.4	5.0								5.0
Customer Mgmt App	Customer Search	Service Management	View customers in proximity to current location on map (filter by goodwill/mkt opening, contract status, jerseys, etc.)					H		4.4	5.0								5.0
CoPilot 2.0	Customer Detail	SSR	View real-time customer information (e.g. invoicing, addresses/links, social links)					H		4.4	5.0								5.0
Customer Mgmt App	Customer Detail	Management	View real-time customer information					H		4.4	5.0								5.0
Customer Mgmt App	Customer Detail	Management	Send competitive intelligence to folks in the field (currently)					H		4.4	5.0								5.0

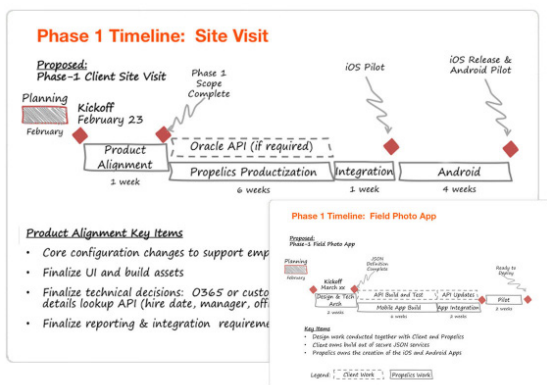
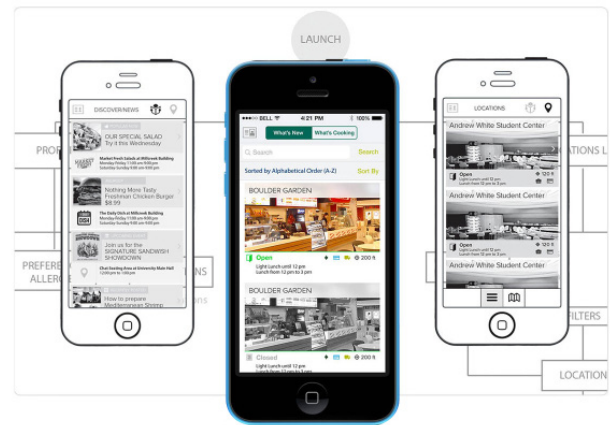


Technical Architecture

Propelics defines the future state of your mobile application's Technical Architecture and its integration with new technologies along with existing enterprise systems, ensuring its alignment with security, infrastructure, and deployment considerations.

Functional Proof of Concept

Once use-case functionality for an emerging technology has been established, our design architects transform wireframes and screen mockups into a gorgeous, functional mobile (and wearable) POC app that feels just like the real thing and can be deployed immediately on mobile devices.



App Budget & Implementation Plan

A detailed, phased project timeline means a smooth delivery and ensures all parties are on the same page. Our Budget & Implementation Plan highlights app development along with key alignment items, integration with emerging technologies, completion costs, and outstanding technical issues.

Ensure your team is ready to embrace the the latest emerging technologies in mobile computing. Contact us to find out more about this Kickstart.

Embracing New Tech for Exciting, Productive Workplace Experiences.

“Propelics played an instrumental role in bringing this tool to market. Propelics developed the app based upon a deep understanding of our business combined with their technology expertise.

“Express Finance is important to DLL because of what it means for our customers—added value at the point of sale and enhanced convenience of doing business with DLL through stronger e-Commerce capabilities. Propelics has been with us every step of the way to make this happen.”

— **Scott Phelps - VP Global EBusiness, DLL**

**Contact us today to schedule your
Emerging Technologies Kickstart**

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