

The New Face of User Engagement

Does Your Mobile Strategy Focus on Content, or Context?

User Engagement is a Two-Way Street

Systems of engagement are different from the traditional systems of record that log transactions and keep the financial accounting in order: They focus on people, not processes. Mobile apps are fast becoming a primary system of engagement. A thoughtfully designed app can speak to your users in an optimal time and place and allow your business to:

- ▶ Interact directly with customers in their moments of decision.
- ▶ Empower partners to employ your tools in the context of their daily workflow.
- ▶ Provide channels for employees to work, collaborate, and make key decisions anywhere on any device.
- ▶ Develop offline products with APIs and mobile app extensions.

Our Strength, Your Success

Guidelight Business Solutions, Inc. is a global business & enterprise application development company with a rich 10 year history. Our experience and deep, technical expertise has allowed us to develop core practices that set us apart from the industry in a number of ways:

- ▶ Intensive Exploration Processes
- ▶ Reliable Timelines and Deadlines
- ▶ Short, rapid, iterative release cycles
- ▶ Real Project Cost Controls
- ▶ Consistent Delivery of Functional Platforms
- ▶ Effective Quality Control

New Levels of User Adoption and Interaction

Many companies have already seen enormous payoffs by developing a strong mobile strategy that focuses on contextual user experiences.

| Company or industry | Application | Explosion in activity or transaction |
|---------------------|---|--|
| USAA | Deposit a check by taking a picture with a mobile phone app | <ul style="list-style-type: none"> • Expected 22 million mobile contacts in year 3 • Received 120 million mobile contracts in year 3 |
| Salesforce.com | Mobile app to access the salesforce.com application | Mobile activities account for 60% of transaction volume. |
| HotSchedules | Access schedule for restaurant workers on a smartphone | <ul style="list-style-type: none"> • Five to eight web logins per person per week • Five to ten mobile logins per person per day |
| Sabre | Select a seat on an airplane using a mobile app | <ul style="list-style-type: none"> • 50,000 seat picks in the first month • 5 million seat picks in the third month |
| Pandora | Internet radio on a smartphone or tablet | Pandora streams 60% of listening minutes to mobile devices, not desktop computers |

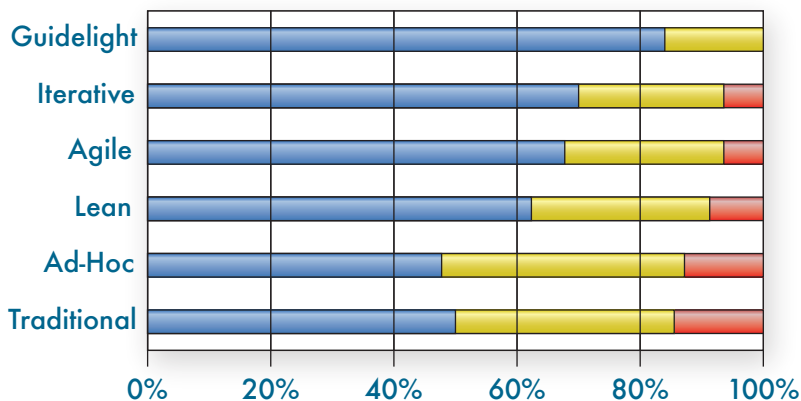
Source: Forrester Research, Inc.
 "Mobile is the New Face of Engagement" February, 2012

A Better Way to Build Apps

With Guidelight, you can expect complete app feature sets delivered for demonstration on a frequent basis with our Advanced Development Process.

It's transparent, client friendly, and proven successful over other, more common forms of development.

Success Rate by Development Paradigm



Source: Dr. Dobb's Journal
 "How Successful are IT Projects, Really?" November, 2011



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