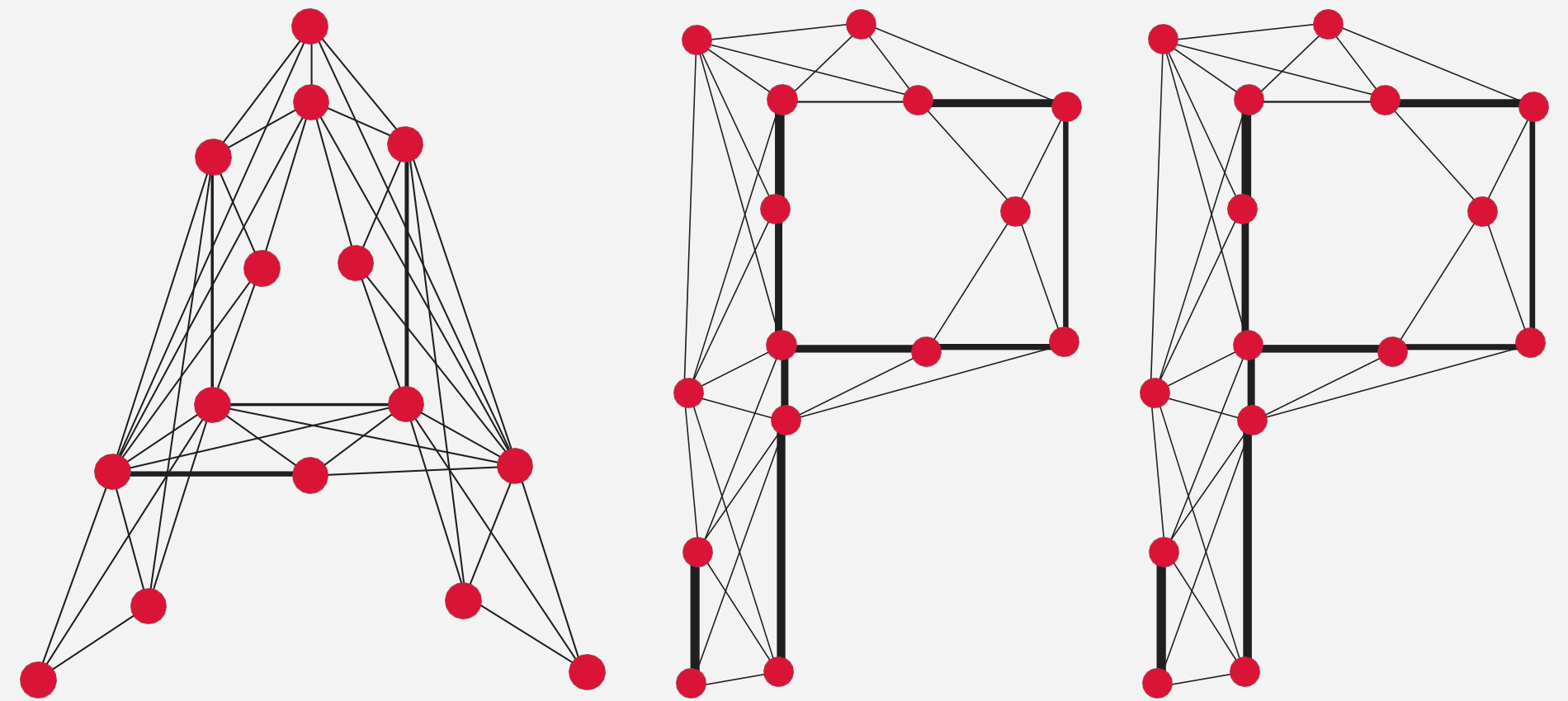




IQUI KNOWLEDGE

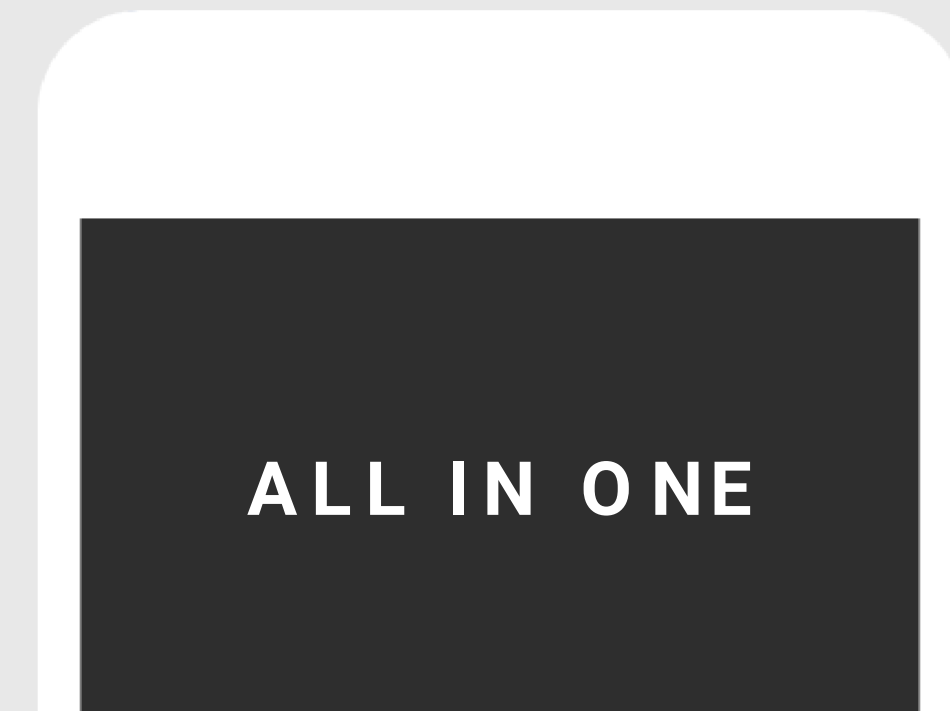
Enterprise App Ecosystem

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Business & Mobile

Many brands and companies that are going down the route of mobile, focus the presence on a single application, integrating all the functions in a single project, as was the case in web projects in the early 2000s



The reasons for this choice only in most cases linked to:

- 1 Optimization of management and promotion costs
- 2 Simplification of content
- 3 Rationalization of maintenance

Critical issues with an “All-in-one” approach

The all-in-one approach over time, as happened also with the Web, does not prove beneficial for the following reasons

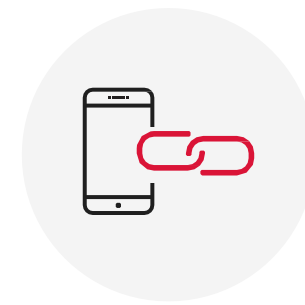
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- Lack of **clarity** of the information and service
- Difficulty in positioning and gaining **visibility**
- High maintenance and evolution **costs**
- Complexity in integrating functionality maintaining suitable and not too complex **ergonomics**
- Low probability of remaining **installed** on the device
- **Ineffectiveness** in communicating with the right person, at the right time with the right message
- **Low thoroughness** of data analysis and identification of performance indicators



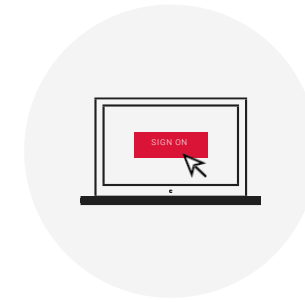
New opportunities

The evolution of OS systems, the development of more and more vertical platforms and increased user setup with the use of digital products and services, are creating new opportunities



DeepLink

Total integration app-to- app, web-to- app



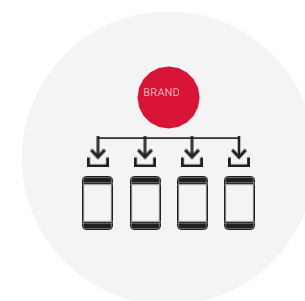
Single Signon (and social connect)

Using unique authentication systems



Profiling

Depth of acquired data from different applications



App Bundles

Ability to promote and install groups of apps from the same brand



Instant Apps

Individual features from low frequency of use that do not require the installation of an app

The strengths of EAE



Extendable

The number of applications in the ecosystem can grow innumerably

Incremental

The development of new channels and services does not require temporal or functional constraints

Vertical

The development of new services can be done in a vertical and very specialized fashion

Integrated

The development of different applications and services, remains logged on and connected

Experimental

The development of new services does not jeopardize the relationship with the user, and does not impair the core-model of the service

Measurable

The greater specialization of applicable products and services allows for more thorough measuring

Lifecycle The life cycle of an application impacts across the board on strategy, user experience and maintenance. Corporate applications usually have long-term life cycles, while **vertical projects related to campaigns or marketing initiatives have limited life cycles**

Experience Different functionalities, different types of users and different markets require a specific user experience and ergonomics. **Designing different interfaces and interactions provide a better user experience**

Engagement **Different users and different target types, require engagement dynamics.**
The design of different dynamics of behavioral activation impacts on the type of user experience, on the interface and on the means of communication and interaction (Push, email, notifications)

Strategy The in-store positioning strategy can be more thoroughly differentiated in terms of categories, keywords. Acquisition and downloads strategies are targeted and optimized for specific targets and for lower costs. **It is possible to do A/B testing in a more targeted and structured manner**

Analysis The specialization of a service and an application allows to analyze more specific behaviors, **more vertical data and more detailed information**

The approach

	Corporate	Community	Campaigns
Services	Catalogue / mCommerce Services and Information Store Locator Loyalty	Fan Engagement Tools Wishlist / My Area Loyalty and Coupon Social Stream	Events Special initiatives Festivity New products New user targets
Lifecycle	Long	Medium	Short
Experience	Brand	Customer centric	Campaign Experience
Engagement	Information	Conversion	Attraction
Strategy	Retention	Engagement	Acquisition
Objectives	Corporate branding Core model Loyalty	Fan Engagement Brand awareness	Lead generation Profiling & data acquisition Engagement User Acquisition



FORWARD THINKING

Thank you.

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