



**USING DIGITAL TECHNOLOGY  
To  
GROW & DEVELOP SERVICES**

- **INTRODUCING MICROSEC**
- **THE OPPORTUNITIES DIGITAL CONNECTION OFFERS**
- **THE MOBILE OPPORTUNITY**
- **IDENTIFYING THE MOBILE MOMENT**
- **MOBILE CONSIDERATIONS**

# MICROSEC

- **ALWAYS HAMPSHIRE-BASED**
  - **FOUNDED IN 1979 IN HAVANT**
  - **EMSWORTH 1992 – 2011**
  - **LANGSTONE TECHNOLOGY PARK SINCE 2011**
- **DEVELOP BESPOKE BUSINESS SOFTWARE**
- **SPECIALISING IN CROSS-PLATFORM MOBILE BUSINESS APPLICATIONS**
  - **XAMARIN PREMIER CONSULTING PARTNER**

# THE OPPORTUNITIES DIGITAL CONNECTION OFFERS

- **SOFTWARE AS A SERVICE**
  - **OFF-SITE SERVICES RUNNING ‘IN THE CLOUD’, E.G.**
    - ACCOUNTANCY (XERO, ZOH0, ETC.)
    - CRM/SALES (SALESSEEK, SALESFORCE)
    - OFFICE 365 (MAIL, WORD, POWERPOINT ETC.)
    - YOU NAME IT...
- **GREATER CONNECTIVITY**
  - INSTANT, FAST RESEARCH AND DOWNLOAD OF RESOURCES
- **MOBILE ENGAGEMENT**
  - MOBILE APPS – FOR YOUR STAFF OR YOUR CUSTOMERS

# THE MOBILE OPPORTUNITY

- A MOBILE APPLICATION
- FOR WHOM?
  - CUSTOMERS OR STAFF
- WHY?
  - CONSUME DATA
  - CREATE DATA
  - KEEP ENGAGED

# IDENTIFYING THE MOBILE MOMENT

- **THE OPPORTUNITY IS THE ‘MOBILE MOMENT’**
  - **CUSTOMER**
    - LOOK UP TRAIN TIME
    - PURCHASE TRAIN TICKET
    - CHECK FOR DISRUPTIONS
  - **STAFF**
    - LOOK UP A PART CODE
    - BOOK A MEETING ROOM
    - UPLOAD AUDIT DATA
    - SEND A MESSAGE
- **MOBILE MOMENTS KEEP THE USER ENGAGED**
  - INCREASING THE TOUCH POINTS BETWEEN YOU AND THE USER
- **CAREFUL**
  - IF YOU CAN'T IDENTIFY A MOBILE MOMENT, YOU HAVEN'T GOT A SUITABLE OPPORTUNITY
  - DON'T JUST SHIFT WEB TO MOBILE

# MOBILE CONSIDERATIONS

- **WHICH PLATFORM TO RUN ON?**
  - IPHONE?
  - ANDROID?
  - WINDOWS PHONE?
  - ALL OF THEM.
    - DESIGN FOR CROSS-PLATFORM, EVEN IF ONLY TARGETTING ONE INITIALLY.
- **CROSS-PLATFORM?**
  - IF YOU NEED OFFLINE ABILITY, MANY TOOLS WON'T WORK. XAMARIN WILL.
- **DISTRIBUTION**
  - APP STORE (MANUFACTURER SPECIFIC)
  - YOUR OWN STORE?
- **ONGOING MAINTENANCE**
  - BUG FIXES AND IMPROVEMENTS FROM FEEDBACK
  - OPERATING SYSTEM UPDATES WILL REQUIRE APPS TO BE UPDATED AND REPUBLISHED

# QUESTIONS



# RESOURCES

- [THE MOBILE MIND SHIFT](#) (SCHADLER/BERNOFF/ASK)  
ISBN 97809991361007
- XAMARIN [XAMARIN.COM](http://XAMARIN.COM)
- MICROSEC – [MICROSEC.CO.UK](http://MICROSEC.CO.UK)