



# MobiSurvey Overview



# Outline

- ☒ About Us
- ☒ About mobiSurvey
- ☒ What does it mean for *you*
- ☒ Next Steps



# About MobiPorter

- Private held company, based out of New Delhi, India
- founded in late 2008 by technocrats (ex-Purdue, ex-IIT)
- Focus:
  - Help Business leverage the opportunities presented by the mobile platform
- Core Competence: WAP/Mobile Internet
- Key Services: WAP Solutions, Turnkey Development
- Have developed our own Content Adaptation Server, AdIAS
  - Lets one build a single web app that will work across all mobile phones!
  - Standardizes a mobile site across all phones – handles issues due to different display factors and capabilities
- Also do iOS, Android and Blackberry Apps



# About MobiPorter

## ☒ Industry Focus

- Travel
- Media
- Advertising
- IT
- Entertainment

## ☒ Technology Practice

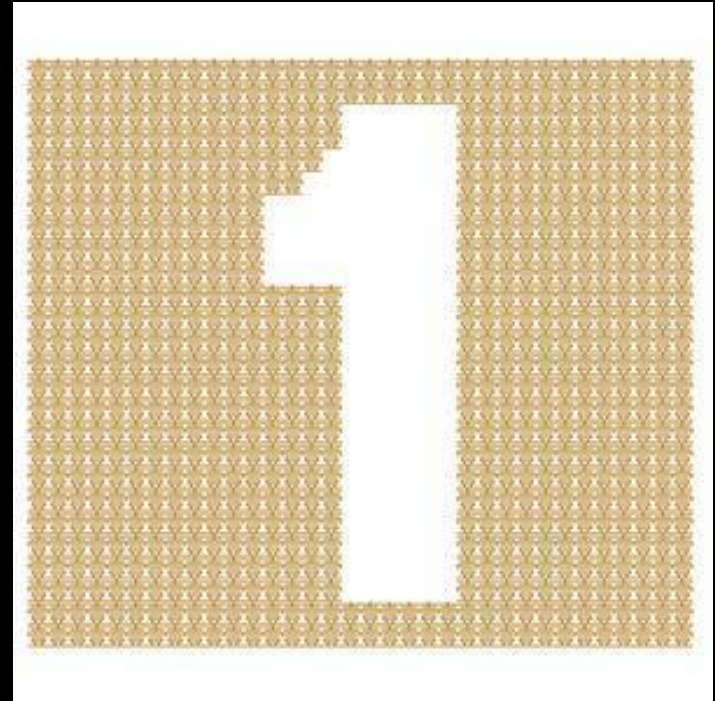
- Video: RTSP/RTP/RTCP, RTSP-over-HTTP and download-n-play solutions, transcoding, HTTP Live streaming
- WAP: WAP 2.0, WCSS, XHTML-MP, WAP Push, SMS integration
- Apple: iPhone / iPad
- J2ME: J2ME, MIDP, CLDC
- Android
- J2EE, .Net, PHP, Ruby
- [Compliance: 2.5 & 3G!](#)



# The Story so far

## Innovative player in offering online solutions in India

- 1<sup>st</sup> company in India to implement a WAP-based integrated Flight and Hotel booking solution.
- 1<sup>st</sup> Company to build an end-to-end Education Portal for online applications for studying abroad for a leading Education advisory firm.
- First company to offer WAP (mobile-web) based surveys in India.
- Conceived and developed an online marketplace solution for the retail sector (soon to be launched)
- Launched Pulsar – a mobile stealth tracker
- Have *on-air experience across 2.5 and 3G networks* in Europe and India



# Value Proposition

## The **Mobile** edge

- Mobile – the only technology that the Customer can use anytime, anywhere!
- Extend existing web infrastructure to a new channel

## The **MobiPorter** edge

- Go Live faster-
  - Integration expertise with existing systems
  - Avoid costly experiments and false starts
- Leverage our niche expertise
  - Scalable solutions and software development services
  - Technology – WAP & Video Streaming
  - Integration services
- Reduce your costs
- Do it right the first time!



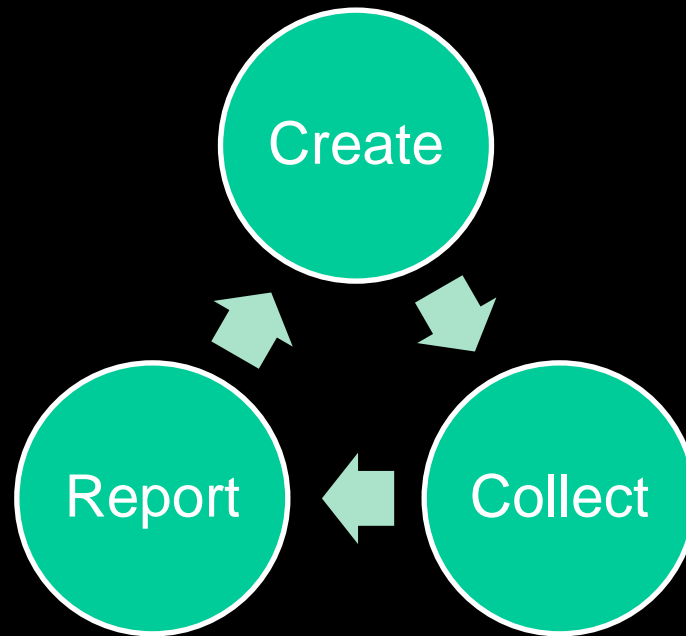
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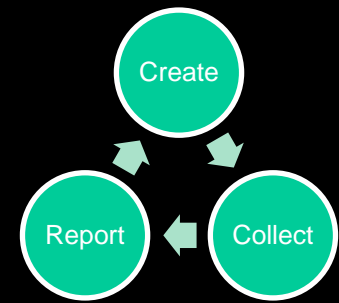


# About MobiSurvey - Overview





# mobiSurvey



## ☒ Description

- Surveys on mobile. Any survey. Any mobile.
- Simplifies data collection.
- Is a Mobile Web data collection solution
- Results available via online in real-time
  
- Additional features: Easily integrates with Online Marketing channels, SMS integration, Geo-fencing, time-fencing
  
- **Helps you reach more, get better responses with higher quality**

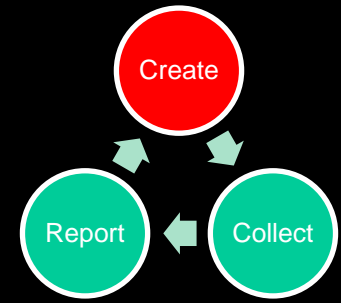
## ☒ Best used for

- Surveys, polls, contests
- Can also work for: tests and digital forms





# Step 1 – Add Content



## ☒ Description

- Add questions, format, duration to your survey

## ☒ Process

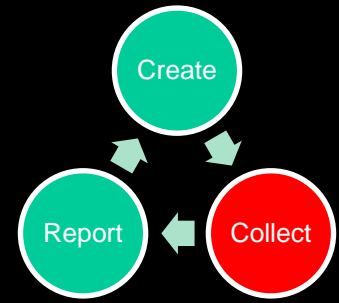
- Send layout of questionnaire
- We will revert with a mockup on mobile within 24 hours
- On approval – goes live
  
- Online , secure web-based Self-Service model – available Aug 11

## ☒ Deliverable: Survey creation





# Step 2 – Collect



## ☒ Description

- Data collection stage

## ☒ Applicable when?

- Survey is live (i.e. not expired)
- ADIAS™ – ensures write-once, work-everywhere!
  - Blackberry, iPhone, all major phone manufacturers

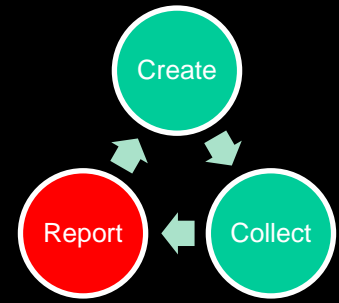
## ☒ Process

- Server performance monitoring
- Regular DB backups





# Step 3 – Report



## ☒ Description

- Report of results – exported into Excel
- Statistics of usage, navigation

## ☒ Applicable when?

- Provided after survey is complete
- Secure online access available June-end

## ☒ Deliverable

- CSV and Web based usage reports

## ☒ Datawarehousing and BI options

- Available in Q4



# Advanced Features

## ☒ Bias mitigation

- ☒ Randomize everything – order of questions, options, pages
- ☒ Provides many ways to collect data – text, multiple responses, polls
- ☒ Supports image questions
- ☒ Leverage Branch logic

## ☒ Pinpoint targeting

- ☒ Allow collection from pre-approved:
  - ☒ Cities | Time windows | Phone/Handsets

## ☒ Better User Experience

- ☒ Quota Management
- ☒ Internationalization – multi-language support
- ☒ iPhone-like experience - for “smarter” phones
- ☒ Integrates with SMS for WAP-push driven campaigns



# Case Study – Mobile Survey

## Requirement

Capture user sentiment and their “feel” at, arguably, the biggest global event .

## Challenge

Global audience. Remote location (Africa). May need multi-language support. Is WAP an acceptable medium for the user? Complicated branching logic required in the survey. Solution to integrate with a Marketing Banner Ad company.

## Result

Deployed mobiSurvey. Received 200 unique responses in 2 days. 800 in 10. Staggered deployment pre-and post big event. Very healthy responses from a global audience at both deployments. Our customer, a leading global market research company, continues to recommend our solution to their clients.



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# Benefits

Leverage the Mobile

Get INSTANT feedback

Part of your Marketing mix

Nothing to download / install

Programmable Surveys



Ideal for reaching anyone

Direct to Customer channel

Innovative

Simple and easy to use

Reduced bias & multi-purpose



# MobiSurvey Pricing

	MobiSurvey Basic	MobiSurvey Pro
Handset coverage	All handsets with color displays	ANY
Basic Features included	Multiple Question Types Multiple Answer Types Branch Logic Image management Real-time Data Access	Multiple Question Types Multiple Answer Types Branch Logic Image management Real-time Data Access Advanced Bias Reduction, Quota Management Fencing: Geo/Time/Handset SMS WAP push integration
# of respondents / survey	Unlimited	Unlimited
Email / FB / Tweet integration	Yes	Yes
<b>Price per survey/study</b>	<b>USD 750 per month</b>	<b>USD 1,250 per month</b>
Valid until Dec 31, 2011		
<b>Unlimited surveys per month</b>	<b>USD 4,500 per month</b>	<b>USD 7,500 per month</b>



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# Next Steps

- ❌ Requirement Specifications
- ❌ Take it live in 2 days!



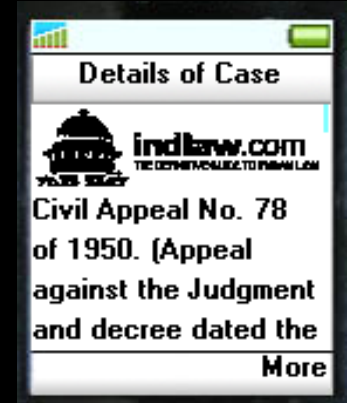
Q&A



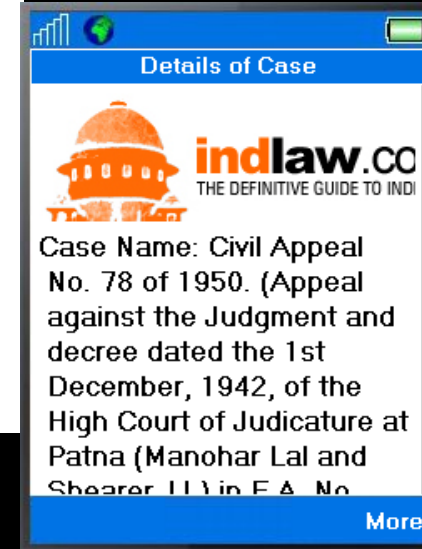
# ALL handsets? Really?!

## YES! Thanks to AdIAS!

WML



WAP 2.0



**AdIAS**

Delivers the right content to each handset

WML

WAP 2.0

WAP 2.0

