



MobiForms Overview



Outline

- ☒ About Us
- ☒ About mobiForms
- ☒ 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

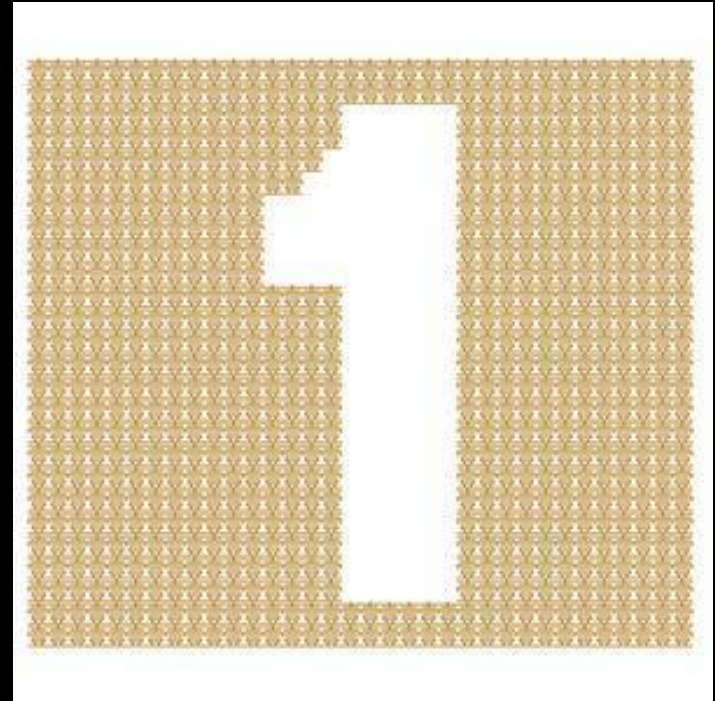
- Video: RTSP/RTP/RTCP, RTSP-over-HTTP and download-n-play solutions, transcoding, HTTP Live streaming
- WAP: WAP 2.0, WCSS, XHTML-MP, WAP Push, SMS integration
- Apple: iPhone / iPad
- J2ME: J2ME, MIDP, CLDC
- Android
- J2EE, .Net, PHP, Ruby
- [Compliance: 2.5 & 3G!](#)



The Story so far

Innovative player in offering online solutions in India

- 1st company in India to implement a WAP-based integrated Flight and Hotel booking solution.
- 1st Company to build an end-to-end Education Portal for online applications for studying abroad for a leading Education advisory firm.
- 1st company to offer WAP (mobile-web) based surveys in India.
- 1st company to offer WAP based forms.
- Conceived and developed an marketplace solution for the retail sector (launching soon)
- 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!



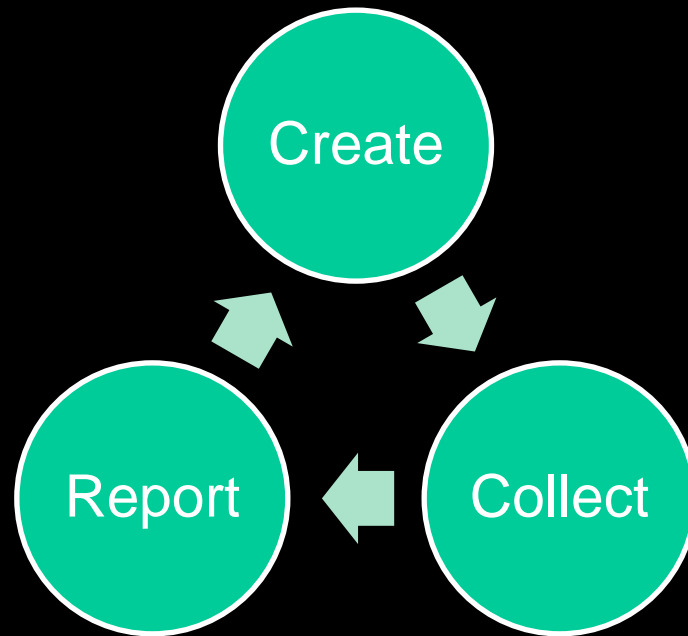
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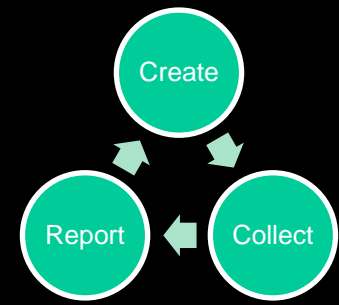


About MobiForms - Overview





mobiForms



❌ Description

- Forms on mobile. Any form. Any mobile.
- Simplifies business data collection.
- Is a Mobile Web solution
- Results available online in real-time

- Additional features: Easily integrates with Online Marketing channels, SMS integration, Geo-fencing, time-fencing

- **Helps you reach more, get timely information for making better decisions.**

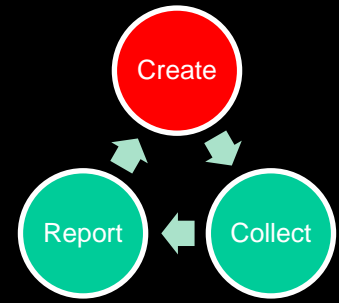
❌ Best used for

- Data collection, Business Apps, Simple workflows
- Can also work for: tests and surveys





Step 1 – Create



☒ Description

- Add questions, format, duration to your form

☒ Process

- Send layout of form
- We will revert with a mockup on mobile within 24-48 hours
- On approval – goes live

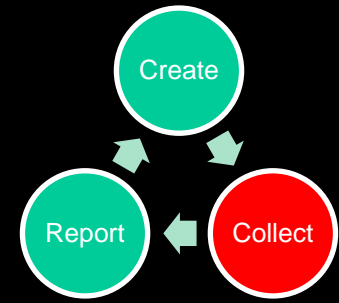
- Online , secure web-based Self-Service model – by Aug 2011

☒ Deliverable: Form creation





Step 2 – Collect



☒ Description

- Data collection stage

☒ Applicable when?

- Form is live (i.e. active)
- ADIAS™ – ensures write-once, work-everywhere!
 - Blackberry, iPhone, all major phone manufacturers

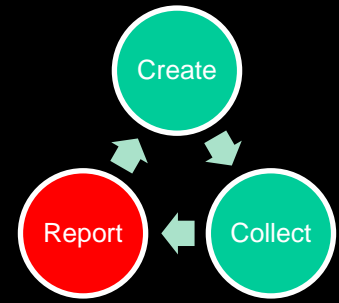
☒ Process

- Server performance monitoring
- Regular DB backups





Step 3 – Report



☒ Description

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

☒ Applicable when?

- Provided after form data is submitted
- Secure online access available

☒ Deliverable

- CSV and Web based usage reports

☒ Datawarehousing and BI options

- Based on requirements



Advanced Features

☒ Integration

- ☒ Integrates with your online business apps using web services
- ☒ Secure
- ☒ Provides many ways to collect data

☒ Pinpoint targeting

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

☒ Better User Experience

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

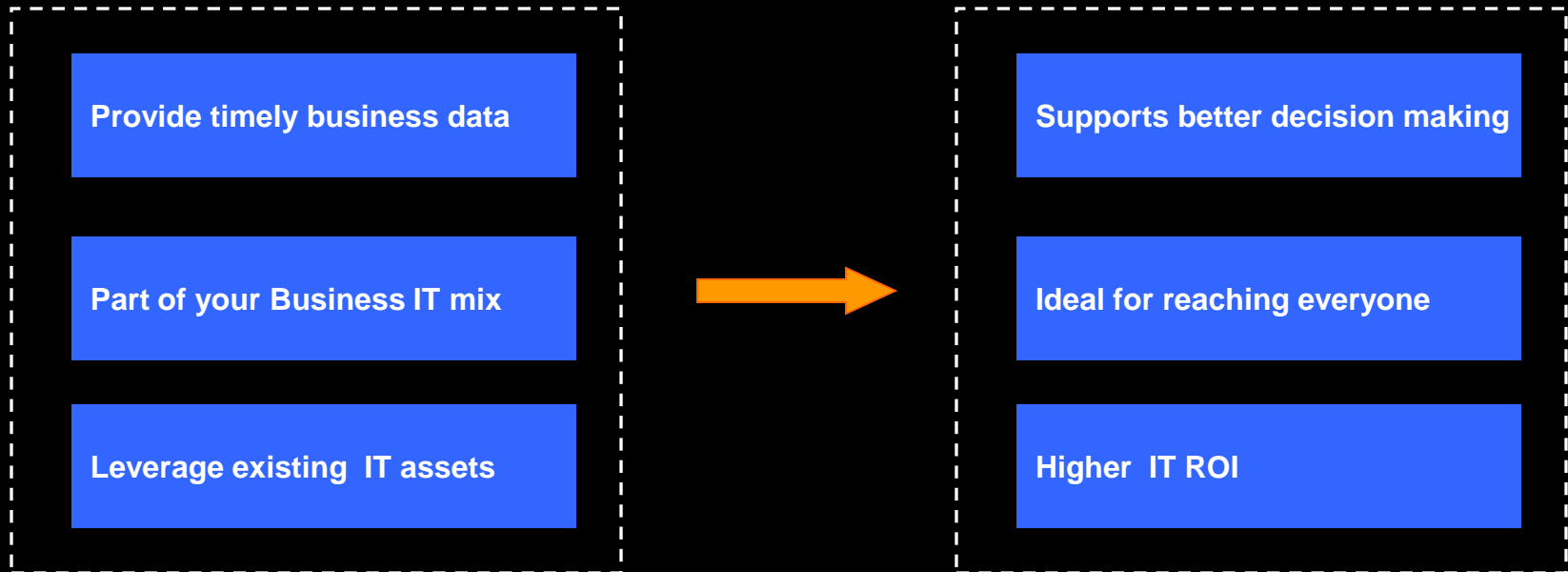


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Benefits



But ... I still have doubts

☒ Who uses WAP / Mobile Internet ?

- ☒ Indo-Pak semi-final match approx 1/3 of visitors to EspnCricinfo site were to the mobile website! “ESPN’s total global audience was 63.6% on the mobile web and 36.1% online”
- ☒ Google India’s MD has reported of 40 million mobile internet users in India .
 - ☒ Says its growing at an amazing rate (over 40%)! Expects 300 mill by 2014
 - ☒ “in the SEC A and B age group 15-34, there are 33 million people in India; almost all of them are actually online, and they’re spending more time online than on any other medium”

☒ But ... an App is cool?

- ☒ ROI is cooler! Can your app work across all handsets & guarantee your ROI?
- ☒ App usage data trends indicate - drastic usage fall after the first 3-4 days.
- ☒ **We Recommend: WAP for reach; compliment with Apps based on user spread and need.**



MobiForms Pricing

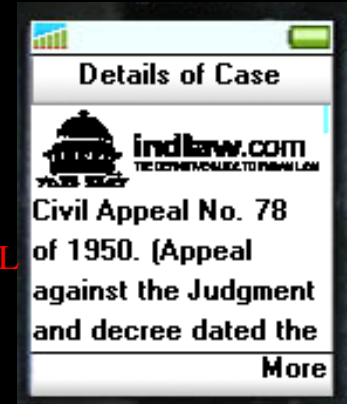
	MobiForms Basic	MobiForms Pro
Handset coverage	All handsets with color displays	ALL handsets
Basic Features included	Multiple Question Types Multiple Answer Types Branch Logic Image management Real-time Data Access	Multiple Question Types Multiple Answer Types Branch Logic Image management Real-time Data Access Fencing: Geo/Time/Handset SMS WAP push integration
Application is Hosted off MobiPorter's servers	Yes	Yes
How many people can access at the same time?	Up to 25	Up to 300
Support provided	Limited	Yes
Price per form	USD 750 per month	USD 1,250 per month

* Addl charges applicable for additional features such as: multi-languages, integration services with your business and iPhone-like User Interface – determined based on requirements.



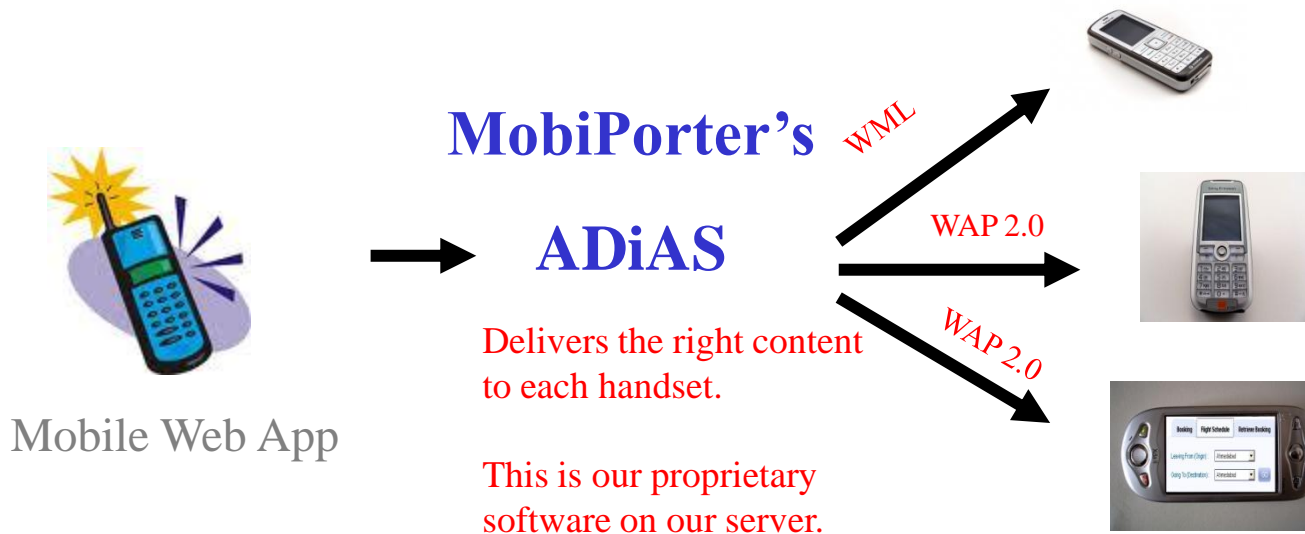
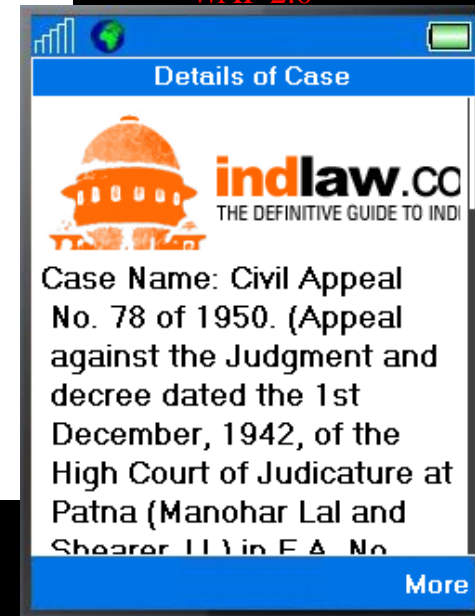
Does the Pro version work across ALL handsets? Really?!

YES!



WML

WAP 2.0



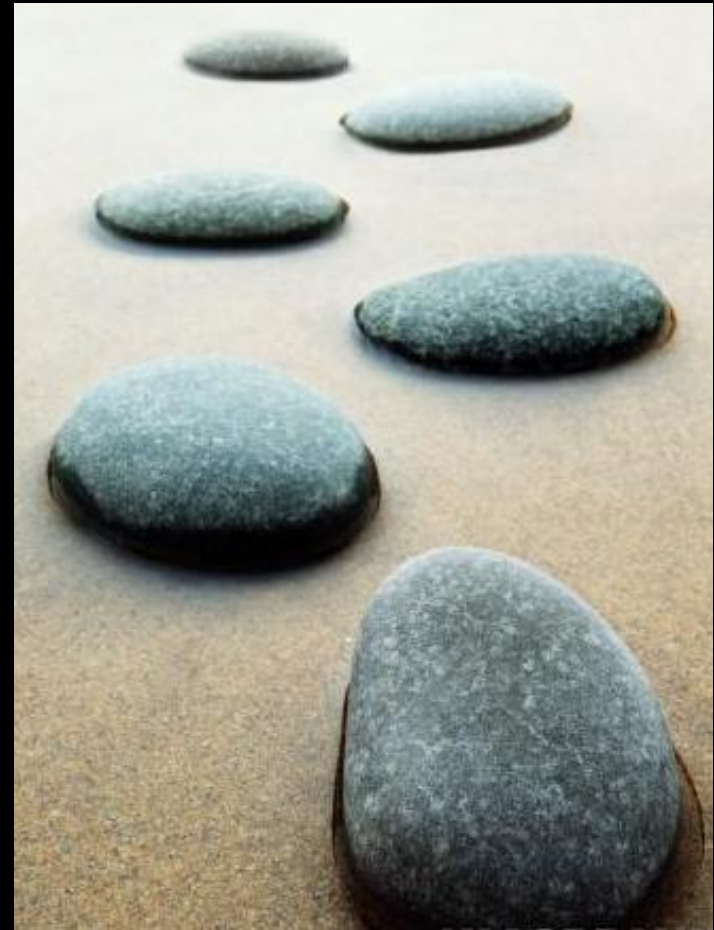
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Next Steps

- ❌ Requirement Specifications
- ❌ Take it live in 4 days!



Q&A

