

August 2015

# CAI Primary Research Update

## Star qualities: What it takes for mobile development projects to succeed





# Successful projects have a different team and approach

## The right team



### Experience and expertise for a strong cast

Successful projects teams have greater mobile development experience, and are more likely to have the development expertise and specialized business/industry expertise needed

## The right approach



### Set the stage with cloud for flexibility

Use cloud-based platforms and cross-platform tools more heavily

*Two-thirds use composable products/services (cloud APIs) to assemble the application.*



### Collaborate to keep the production on track

Collaborate closely with the entire ecosystem (designers, UX, QA, IT ops, business, end users)

*Nearly two-thirds collaborate closely with business stakeholders throughout development.*



### Analyze users to inspire the next act

Find inspiration in usage analytics, not just direct feedback

*58% more likely to cite usage analytics as a top source of inspiration for mobile app innovation.*

# How to make your mobile development project shine



## Build a team of mobile stars

- Seek out developers with 5+ years of mobile experience and specialized business and industry expertise.
- Determine how you'll fill any development skill gaps and if additional business and industry training is needed.
- Foster a stable team, identifying top developers and mapping out a career path to keep them.



## Satisfy the need for speed and flexibility with cloud

- Consider cloud-based platforms and composable APIs to boost development speed.
- Use standards-based mobile application development platforms to avoid vendor lock-in.



## Collaborate with the ecosystem

- Identify developers with strong communication and collaboration skills.
- Provide the right tools and environment to foster collaboration with designers, testers, IT ops, marketing, business stakeholders and end users throughout development.

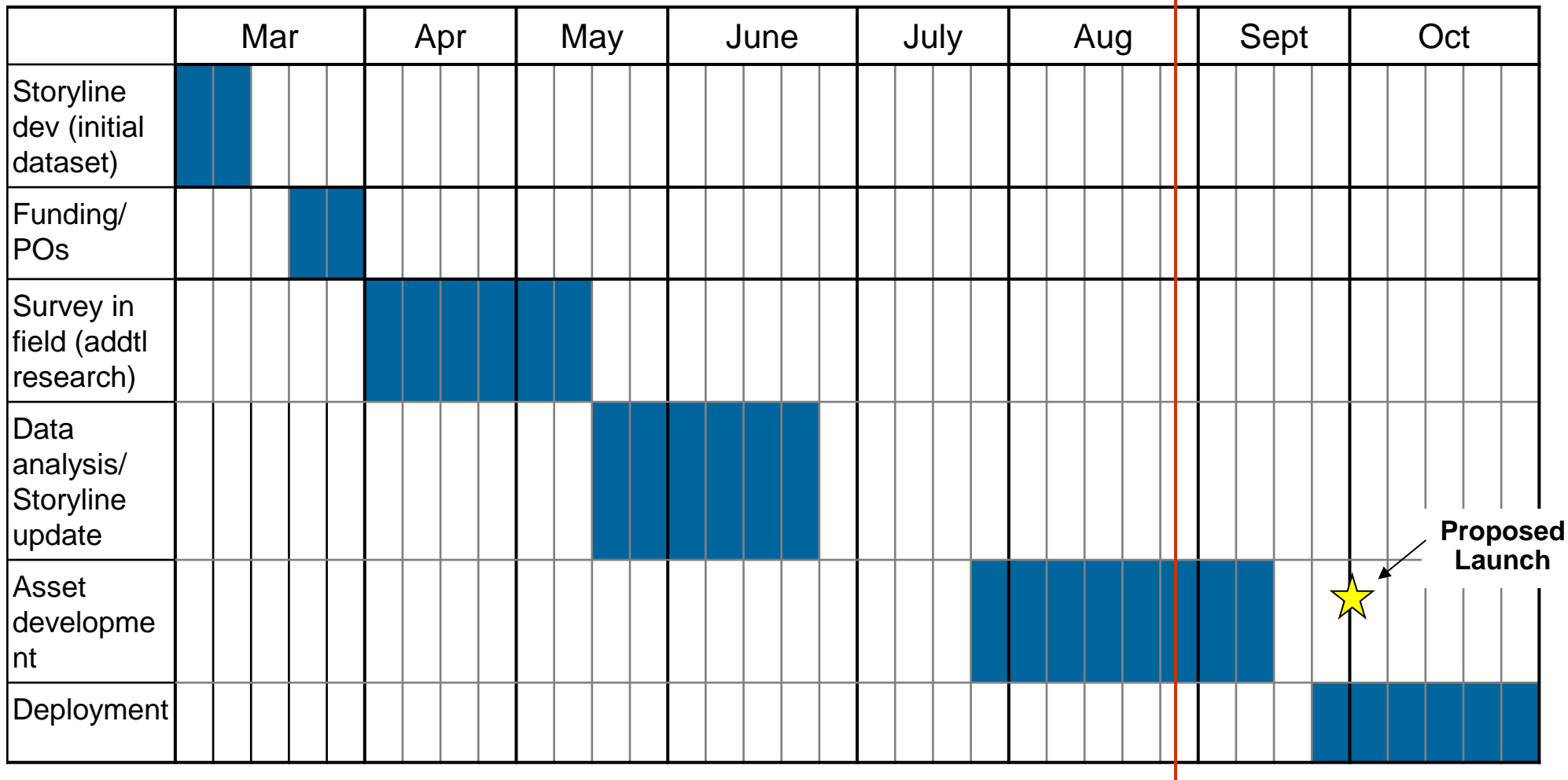


## Keep an analytical eye on your audience

- Conduct usability testing during development and use analytics after launch to identify popular (and unpopular) features and functions.
- Continually improve the application by incorporating user feedback and analytical insights.

# Study Timeline

**Where We Are**



*Launch strategy initial thinking*

- *Part of key MobileFirst fall announcements/events starting late Sept-early Oct*

The CAI Mobile Development study will have a core set of assets that will drive enablement and be used externally to reinforce key messages

## Core Assets\*

- **Picture Book** (highly visual, low-text narrative of foundational storyline with an infographic that can stand alone)
- **Infographic**
- **Client-facing presentation**

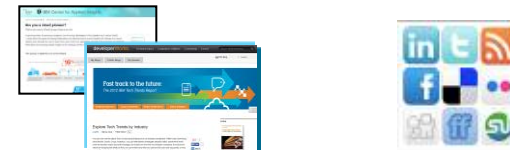


## Major Enablement Assets/Activities

- **Enablement Materials:** e.g. w3 blueMline '1 stop shop,' webinars, briefings, sparklers, etc.

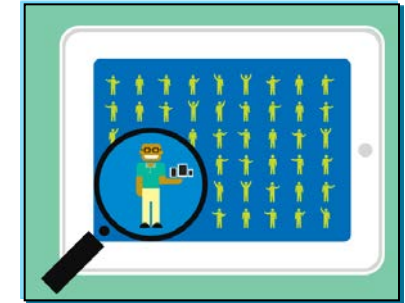


- **Deployment:** Launch as part of MobileFirst Method announcement, digital/social, events (US and geos\*) press, analyst briefings, etc.



\*Core assets will also be translated into these target languages :  
Portuguese (Brazil), Japanese, Chinese, Korean, German, Russian, French

# Mobile Development Study Deployment Overview



## Pre Launch

- Survey design and research in field
- Storyline development
- Social listening analysis completed
- W3 enablement on bluemine
- Include material in MobileFirst IMT guidance and interlock calls for Q3/Q4
- Enable sellers to talk/use the study
- Outreach to influencers and SMEs to gain social momentum
- Teaser blog post(s)/graphics on social listening analysis
- Key study findings included as part of the press/analyst outreach
- Share This social activation page in CAI community

## Launch

- Study launch – TBD late Sept/early Oct
- Ibm.com study page with key content: Picture Book, infographic, external presentation + featured link on MobileFirst page
- Study findings included in MobileFirst press-release and media kit
- Analyst news blast to IBM analyst base (at launch)
- Launch blogs on MobileFirst and CAI blogs
- MobileFirst exec comms and newsletter blasts
- Social amplification

## Post Launch

- Report previews at key MobileFirst events (global and key geos)
- SME interviews podcast/ talking head video to support study highlights TBD (Phil Buckellew and Susanne Hupfer)
- Blog series on MobileFirst, CAI and other blogs
- New Content: Blog and graphic series
- MobileFirst paid media, web updates
- CAI newsletter blast
- Additional MobileFirst sales enablement/webinars
- Social amplification

# Backup

# Mobile Development Study Deployment Program Approach

## Market goals

- Elevate IBM's profile and engagement with those overseeing enterprise application development.
- Building a community, awareness, and demand around MobileFirst.
- Establishing a case for a cross-platform approach to mobile application development

## Audiences

External	Internal
<ul style="list-style-type: none"> <li>• (PRIMARY) CIOs, VP applications, IT architects, IT managers</li> <li>• Category Influencers</li> </ul>	<ul style="list-style-type: none"> <li>• Global Mobile First community</li> <li>• IBM Sellers / Client Facing IBMers</li> <li>• Technical IBMers / Practitioners</li> <li>• IBM Social Leads / Influencers</li> </ul>

## Core messages

Ineffective development processes can cost. Only a third of mobile development projects fully achieve budget, schedule, and project objectives. The keys to success are:

- Depth and breadth of expertise on the team
- Cross-platform, cloud based approach
- Collaboration across the ecosystem
- Innovation through analytics

## Study Firmographics

- 585 mobile-focused developers and development managers from nine countries and a mix of industries
- US/Canada, India, Brazil, Germany, UK, Russia, Japan, China
- Company sizes: 1000+ employees



# Asset map for the Mobile Development study



## Picture Book

- Highly graphical narrative of the foundational storyline with infographic that can stand alone.



## Podcast or Video Interview(s)

- CAI interviews SME, largely for external audiences, often used as follow-up drumbeat asset



## Infographic

- Derived from picture book graphics - depiction of survey results



## ibm.com Landing Page, Links

- CAI study landing page + other featured links TBD, possibly ibm.com hero image



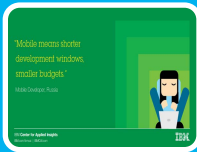
## Client Facing Deck

- To use with clients; how our seller teams can use the study to open a conversation with their clients. Can be used with, or in place of, booklet.



## Enablement

- “1-stop shop” for IBMers on blueMline, sparklers, Connections toolkit, 1-pagers



## Graphic series

- Featuring quotes from study respondents or key findings



## Blog Posts

- Blog posts for pre-launch, launch, and post-launch that: Seed key messages, launch major storyline, dive deeper into select topics

# Mobile Development Study Deployment Planning Team

Name/Team	Responsibility	Name/Team	Responsibility
Julie Yamamoto, Lindsey Pritzlaff	Delivery of key CAI assets: presentation, infographics, w3 & ibm.com landing pages	Susanne Hupfer	CAI primary researcher, content review and speaker
Ron Favali	Program Focal	Priya Ramesh	External Comm (PR, Media Relations, Influencers)
Wyatt Urmey	Internal Comms and content marketing – newsletters, Exec and category comms, broadcast emails	Carol Marting	Analyst Relations
Cheryl Wilson	Marketing/Demand programs	Cheryl Sachetti	Events
TBD	WW IOT DemandGen	TBD	Influencer strategy/activation
Aviv Canaani	Blogs, Social Media	Chris Downey	Digital (ibm.com)
Christian Slike	Cloud program focal	Michael Buss	Seller enablement/sales activation
TBD	Market other?	TBD	Paid Advertising

*Deployment planning kickoff scheduled for week of Aug 17*

# Mobile Development Study – Deployment

Channel	Activities	Timing	Contact
External Communications	<ul style="list-style-type: none"> <li>▪ Press/analyst briefings</li> <li>▪ Media kits</li> </ul>	Late Sept/early Oct	PR – Priya Ramesh AR – Carol Marting
Events	<ul style="list-style-type: none"> <li>▪ Launch event – Gartner Symposium TBD</li> <li>▪ Other mobile events TBD – MMA, GMIC, Insight</li> </ul>	Launch/post-launch	Cheryl Sachetti
Digital	<ul style="list-style-type: none"> <li>▪ <a href="http://ibm.com/ibmcai/mobiledev">ibm.com/ibmcai/mobiledev</a> Study landing page</li> <li>▪ <a href="http://ibm.com/mobile">ibm.com/mobile</a> featured link to study page</li> <li>▪ <a href="http://ibm.com/cloud">ibm.com/cloud</a> featured link to study page</li> </ul>	At launch	Julie Yamamoto, Lindsey Pritzlaff Chris Downey (Mobile) Christian Slike (Cloud)
Social	<ul style="list-style-type: none"> <li>▪ <b>Blogs:</b> Blog series on MobileFirst and CAI blogs, others TBD</li> <li>▪ <b>Twitter:</b> Primarily @IBMMobile, @IBMCloud, @IBMCAI</li> <li>▪ <b>Facebook/Google+/Linkedin:</b> IBMMobileFirst</li> </ul>	Launch/post-launch	CAI: Julie Yamamoto Mobile: Aviv Canaani Cloud: Christian Slike
Internal Communications	<ul style="list-style-type: none"> <li>▪ <b>MobileFirst Exec Emails/Newsletters:</b> TBD</li> <li>▪ <b>CAI newsletter</b></li> </ul>	Post-launch	Mobile: Wyatt Urmei CAI: Julie Yamamoto
Internal enablement	<ul style="list-style-type: none"> <li>▪ <b>Sales enablement:</b> webinars, calls</li> <li>▪ <b>M&amp;C enablement:</b> webinars, calls</li> <li>▪ <b>IMT enablement:</b> webinars, calls</li> </ul>	Pre/Post launch	Sales: Michael Buss M&C: Cheryl Wilson IMT: Cheryl Wilson?
W3/blueMline	<ul style="list-style-type: none"> <li>▪ <b>Bluemine:</b> one stop shop for IBMers on w3</li> <li>▪ <b>Connections:</b> Announce in IBMCAI community Share This</li> </ul>	Pre-launch	Julie Yamamoto