Taking Your Websites Mobile: A Practical Guide for Marketers & Business Execs

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#SitecoreMobile
About Sitecore

- Leading provider of enterprise-class .NET web content management and portal software for mid-to-large organisations

- Presence
  - Brisbane, Sydney, Melbourne, Tokyo, San Francisco, Boston, Copenhagen, London, Munich and Amsterdam

- Stability
  - Profitable since inception in 1999, same owners, same vision and same technology (.NET)

- Customers
  - Over 27,000 web sites in 50 countries

- Recognized
  - Gartner Cool Vendor 2008 Content Management
  - Gartner Magic Quadrant, 2009 – leading visionary quadrant with “most complete vision”
  - Gartner Magic Quadrant 2010 – only .Net application in “Leaders Quadrant”

- Supported
  - Full Sitecore team in Australia, including local tech support
  - Over 300 Sitecore Certified Partners worldwide, with over 50 in Australia
Commercial

- IAG
- Nestle
- Australian Super
- JetStar
- American Express
- Canon AU/NZ
- Lend Lease
- Village Roadshow
- Icon Films
- Liberal Party
- QLD Museum
- Hoyts
- Blackmores
- Choice Magazine
- MCG
- Diary Australia
- Cricket Australia
- Panasonic
- HIA
- Linfox
- Melbourne Convention Centre
- Sydney Airport

Government

- Australian Federal Police
- Federal Parliament House
- The Treasury
- CSIRO
- NSW Dept of Premier and Cabinet
- Canberra Connect
- QLD Parliament
- ACT Tourism
- Department of Climate Change
- Vic Health
- Vic Dept of Human Services
- VicTrack
- Local Govt and Shires Association
- Australian Institute of Criminology
- Australian Communications and Media Authority
- QLD Department of Main Roads
- Crown Law QLD
- Department of Parliamentary Services
- Anti Sports Doping Agency
- National Sports Museum
- My Future
- Australian Health Practitioner Regulation Agency
Today's Webinar

- Why Mobile?
- The Challenges
  - Business
  - Technology and Design
- Some Industry Best Practice and Examples
- Featured Case Study – Mazda
- QA
Why Mobile? The Global View

- Earths Population – 6.9 Billion
- Mobile Subscribers – 5 Billion
- TV Audience – 4.7 Billion
- TV Sets – 1.5 Billion
- Internet users – 1.4 Billion

Key Insight

36% of the population are smart phone owners and 89% of Smartphone owners access the internet on their phone.

32% of the Mobile population are “Smart Phone Internet Users” - Nielsen
Why Mobile? The Human View

- Accessible – anytime, anywhere
- Personal – always with you
- Deliverable – infrequent number change
- Measurable – tight analytics
- Targeted – Geo, device, relevance!

Key Insight
Phones are amongst the most intimate items we possess – we don’t tend to “lend” them long term, they are always close to us, they are “trusted”. 
Why Mobile? The Aussie View

- 22 million handsets in AU
- Over 16M 3G handsets – outstrips Broadband penetration
- Over 8M mobile web browsers per month
- Over 800M mobile ad impressions per month – Nielsen

Key Insight
Smartphone sales were a major factor in Telstra adding 1 million new mobile customers in the first half of this financial year, with over 690,000 iPhone and Android devices sold, CEO David Thodey revealed today. - ZDNet
Why Mobile? The Aussie View

- Mobile internet usage has almost doubled in the past year
- Half of Australians in their 30s are using mobile web
- Over four in 10 logon when they are in their 40s
- Some of the most popular applications being used are:
  - looking for information on products or services (82 per cent)
  - paying for purchases or bills (65 per cent)
  - social networking (up 15 percentage points to 56 per cent).
  - Australians most commonly accessing mobile web at work or at home (both 42 per cent), followed by when they are in transit (30 per cent) and when they are out and about (10 per cent). SENSIS 2010

Key Insight
Mobile internet usage is considered almost mainstream now, with usage fairly commonplace across most age groups.
Why Mobile? The Aussie View

- Yeah, yeah – but do Aussies hate it?
  - Three in four Australians (75 per cent) are "somewhat or very comfortable" with seeing ads on their phones – In Mobi
  - "Very" rating 48%, with "somewhat" at 25% - 12 pts up on US - PWC
  - 2011 Mobile ad market 46% growth to 37M, 2012 growth to 72M – PWC

Key Insight

"The market is pretty much moving 100 per cent to smart phones. I would say, based on the trends we're seeing, in Australia a sub-10 per cent share of (mobile advertising) inventory will be on feature phones and everyone else will be on smart phones. Brands are going to be forced to catch up." - InMobi vice-president of global research and marketing James Lamberti
Why Mobile?

- Mobile Web Adoption
  - 10 years faster than the equivalent point 10 years ago for the desktop
- More than half new internet connections are coming from mobile devices
- “It’s clear that we’re experiencing a fundamental shift in how we access information. The phone is no longer the phone, it’s your alter ego.”

Key Insight

“Rapid Ramp of Mobile Internet Usage Will be a Boon to Consumers and Some Companies Will Likely Win Big (Potentially Very Big) While Many Will Wonder What Just Happened.” – Morgan Stanley’s Chief Digital Analyst, Mary Meeker
The Challenges – Strategic Business Objectives

- Does your business fit mobile delivery?
- What to display on mobile screens?
- What conversion points suit mobile?
- Can you resource the channel?
- What about security?
- Seamless Integration (CRM, back-office)
- The 7 Sins of Mobile
  - Not putting end users first
  - Failing to consider that mobile is different
  - Taking an ad hoc business approach
  - Not providing for device flexibility
  - Failure to future proof
  - Letting costs spiral out of control
  - Failing to put in adequate security (The Yankee Group)
The Challenges – Design & Technology

- Variety of screen sizes & testing
  - Device recognition. Mark-up less forgiving than for browsers
  - Screen sizes change constantly – evolution
  - Testing is tough!

- Lack of Understanding
  - Make sure your designers do some serious research! Use a different theme!

- Common Publishing Platform
  - Is this yet another channel added to the CMO’s role?
  - Do we need the CTO yet? Web, Email, Social, Mobile…

- Content reuse
  - Single source of content, please…pass the connective tissue!
  - What is essential to the mobile user?
Best Practice Considerations

- Align your mobile strategy with the business – ready, aim, fire.
- Clean, semantic markup, "hit area" – use padded link targets for fat fingers!
- Separation of content and presentation with CSS
- Add focus to forms, increase line height
- Reduce margins
- Navigation just got critical! Simplify!
- Consider colour contrast
- Single publishing tool, separate device output
Mazda – Case Study
Hi!

Dan Graetzer
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Mazda Case Study

Understanding Mobile
Why are you here?
Agenda

Mazda Site
Strategic Decisions
Steps Involved
Outcomes
Which Mazda3 suits you?

**Neo Sedan**
- Maxx Sedan
- Maxx Sport Sedan
- Diesel Sedan
- SP25 Sedan
- Neo Hatch
- Maxx Hatch

**Neo Sedan**
- **Engine**: 1,999 cc
- **Max Power**: 108 kW @ 6,600 rpm
- **Max Torque**: 182 Nm @ 4,500 rpm
- **Fuel Consumption**: From 7.9 litres per 100km

Eye-catching looks, loads of features and spirited performance too - Neo will certainly grab your attention. Safety is covered with six airbags, ABS and Dynamic Stability Control (DSC). While cruise control and steering wheel-mounted audio controls come standard.

Select this model to compare.

See full specifications
Which state do you live in?

Please Select: State

Search for a dealer

Please enter a postcode or dealer name below

GO
Time to get mobile
Process

Strategy and Requirements
User Experience
Design
Build
Test
Deploy
Test Test Test Test Test Test Test Test...
3.8% of all web traffic is mobile.
App Vs Site
Content Decisions
Sitecore
The Results
tips & tricks
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