

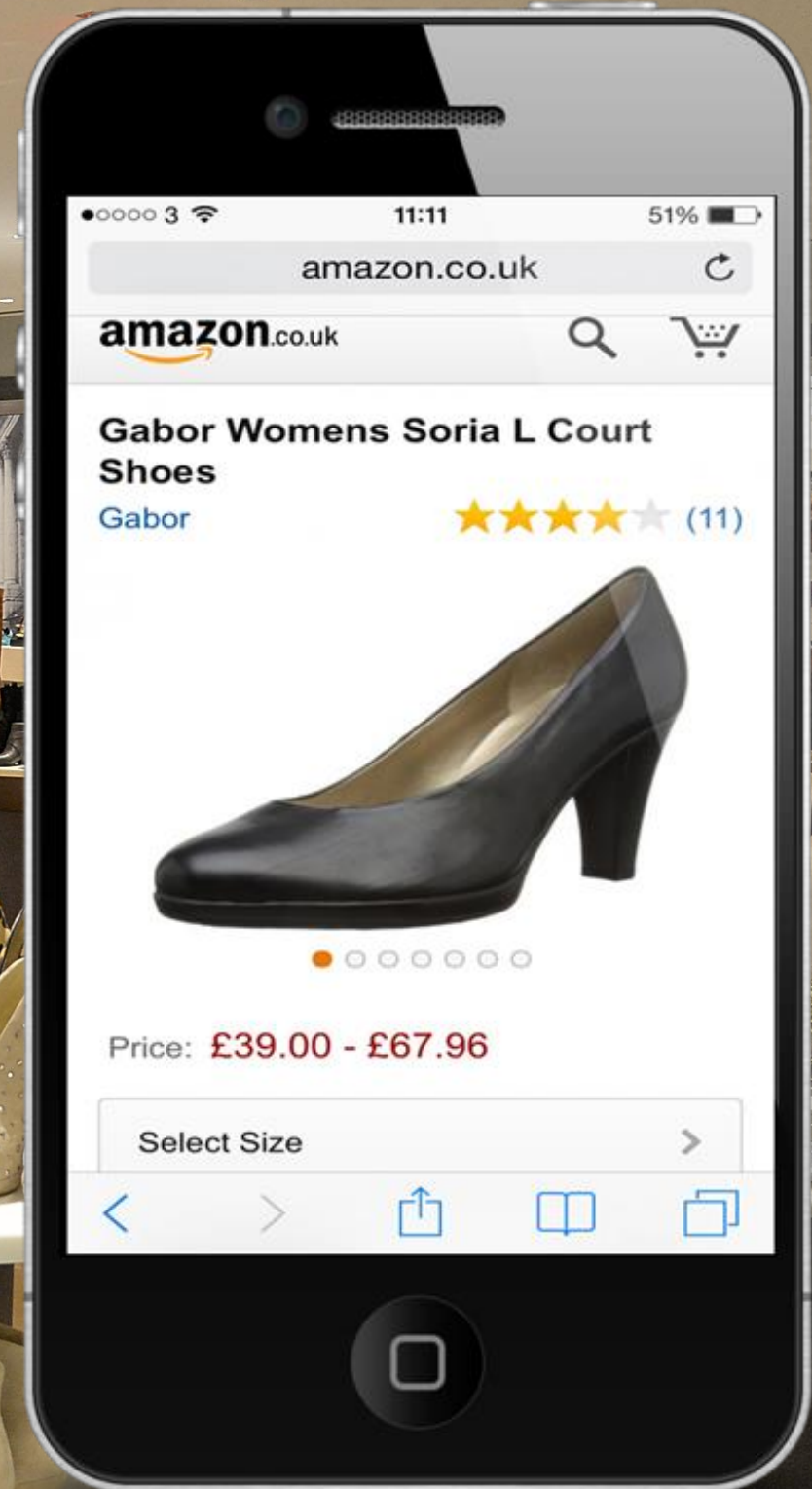
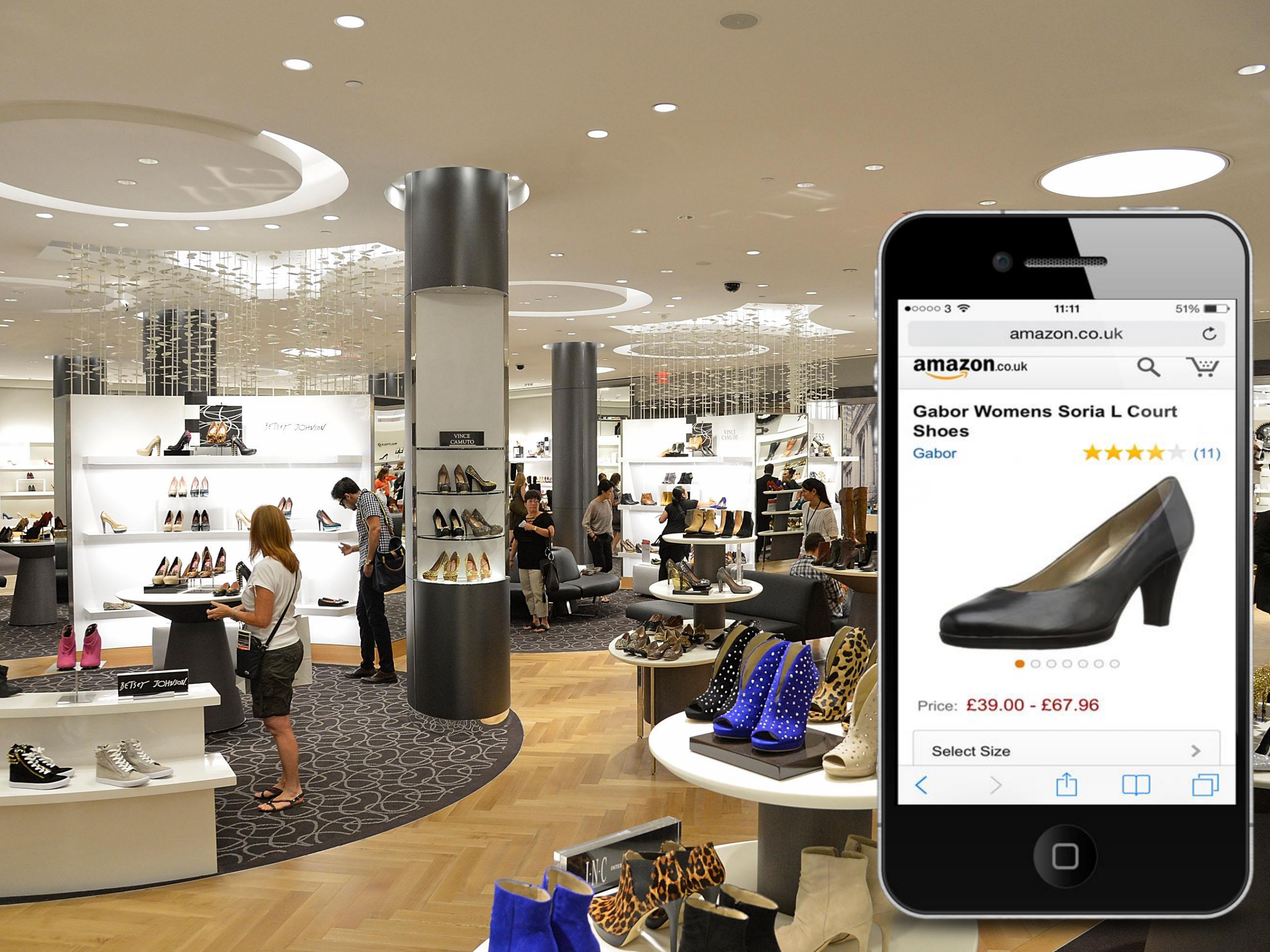
12th Annual BMDA Conference Riga May 8th 2014



How **mobile technologies** redefine
the way we do business and satisfy our **clients' needs**

ILARIA VILKELIS, MBA

**Anytime
Anywhere
Anyone
Anything**





















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The most profound technologies are those that **disappear**. They weave themselves into the **fabric of everyday life** until they are indistinguishable from it.

(M. Weiser, "The Computer for the 21st Century," Scientific American, September 1991)



Harry Potter

AND THE PHILOSOPHER'S STONE



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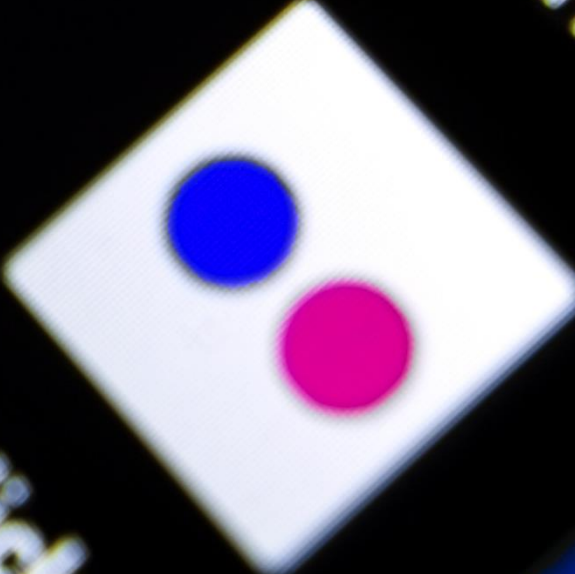
Instagram



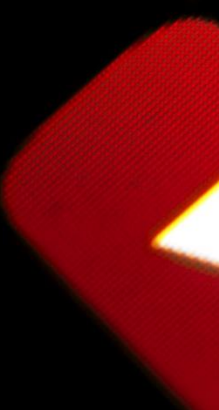
Facebook



LinkedIn



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YouTube



Pinterest

Social Media



Websites not formatted for the smaller screen will become **a barrier to business!**

Gartner



Is your current **site responsive**?

Is its content adapted to **mobile use**?

How would your business benefit from an **app**?



Will an App be your next big thing?





Gadgets Made Obsolete by Apps



Web Apps or Native Apps













How will you compete in the future?

- Retain time and again your **Customers' interest**
- Demonstrate how you appreciate their **Preference**
- Create frequent, valuable **Interactions**
- Provide all the information they **Need to buy** your services
- Make paying easy and **Seamless**



We are at the edge of a **new era** where it will be possible to share **anything anytime anywhere, with Anyone** and be engaged in constant conversations...



Mobile browsing has **surpassed** desktop browsing: **A new digital revolution** is arising from the combination of **affordable** mobile devices with fast broadband, social media apps, mobile apps and cloud technologies.



How will mobile technology

- Affect your overall business & marketing **strategy**?
- Bring new ways to **strengthen your relationship** with your customer base?
- Create **new unforeseen** threats and opportunities?

“It isn't all over; everything has not been
invented; the human adventure is just
beginning.”

Background elements include:

- Binary code (0s and 1s) scattered throughout.
- World maps showing continents like North America, South America, Europe, and Africa.
- Icons and labels for various online services:
 - FINANCE, BUSINESS, VIDEO, EUROPE, AMERICA, ASIA, AFRICA
 - PEOPLE, FORUMS, MAIL, SHOP, BUY
 - SEARCH, TUTORIALS, INVESTMENT, NETWORKING
 - CONTACTS, MESSAGES
 - INTERNET, LIVE CHAT, MEDIA, PHOTOS, VIDEOS, MUSIC
 - SHOW BUSINESS, NETWORK, MUSIC, CINEMA, BUSINESS/FINANCE
 - PEOPLE, FORUMS, MAIL, SHOP, BUY
- A stylized smartphone icon in the bottom right corner.

Gene Roddenberry



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