

Industry Strategy Paper Transformation

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High-level

The newly elected US President Obama is now the best proof for the transformational phase which the globalized world is witnessing. 2009, 2010 and 2011 will be critical for all small, medium & large organizations to adapt and catch up on all organizational levels to the new challenges. For all small companies, it is a good time to come up with narrowly and highly focused offerings. Traditional firms are challenged to make the leap into the 21st century with their existing IP-portfolio.

Mobileman supports traditional firms (combined customer age above 500 years) in reinventing their value chain, brands and product lines.

We believe that 2009 is the best time to heavily invest in new products and services within the potential product layer and to come up with new innovations. The later the companies decide to jump on new value mechanics, the higher the cost. And these costs will (are) grow(ing) exponentially.

Mobile will (is) reinvent(ing). Imagine your brand has a prime seat in your prospects pocket, anytime & anywhere. It opens up tremendous opportunities, both in service & cost.

Why is mobile communication and its associated mobile platform/device a critical component here? More than 80% of the people in the industrial world own a mobile phone and sooner or later a smartphone (or whatever the device is called). Based on those platforms/devices, the entire industry can create new solutions, differentiate from the rest, create new business models and add competitive advantage to their products and services.

A good example may be a future product called Lexango® by Mobileman (lab), a mobile application which lets you access all federal and state laws on the go. For the first time, ordinary citizens will have access to all laws anytime they need it in a fast & easy manner.

About Mobileman®

Mobileman®, based in Zurich (Switzerland), is a quality enterprise for smartphone applications for the BlackBerry®, iPhone®, Android™, Windows Mobile® and Symbian OS® platforms. Mobileman has unique experience in cross-platform, multilingual development and marketing of mobile applications.

Mobileman specialists provide advice to ISVs, ODMs, OEMs, MNOs, portals and distributors worldwide on a client basis and maintain an extensive network of leading information and mobile communications specialists.

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