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## Accelerating Mobile Adoption

Roy Joseph, President

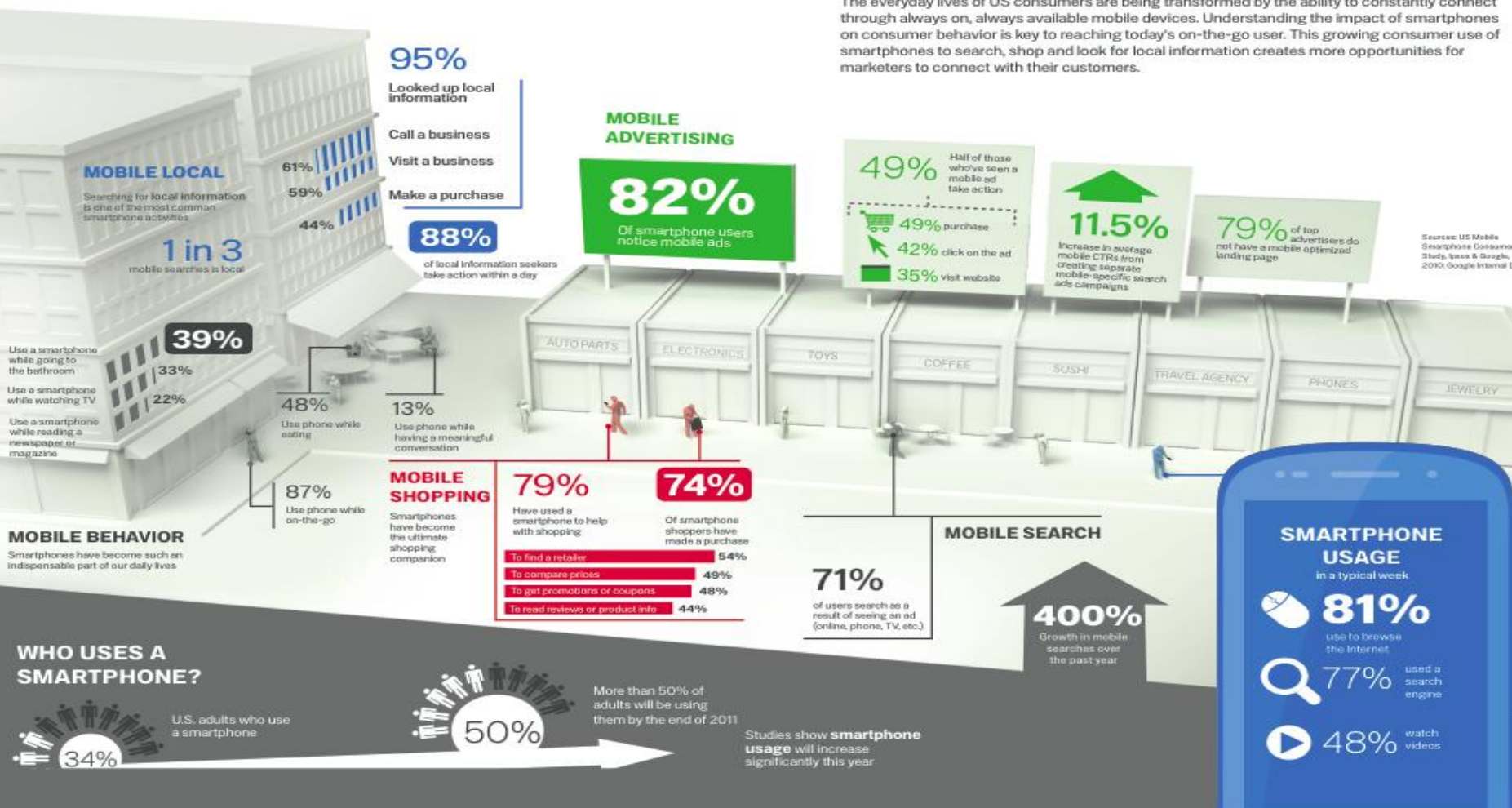


# Mobile Usage – What's Happening on Main Street



## The Constantly Connected Consumer

The everyday lives of US consumers are being transformed by the ability to constantly connect through always on, always available mobile devices. Understanding the impact of smartphones on consumer behavior is key to reaching today's on-the-go user. This growing consumer use of smartphones to search, shop and look for local information creates more opportunities for marketers to connect with their customers.



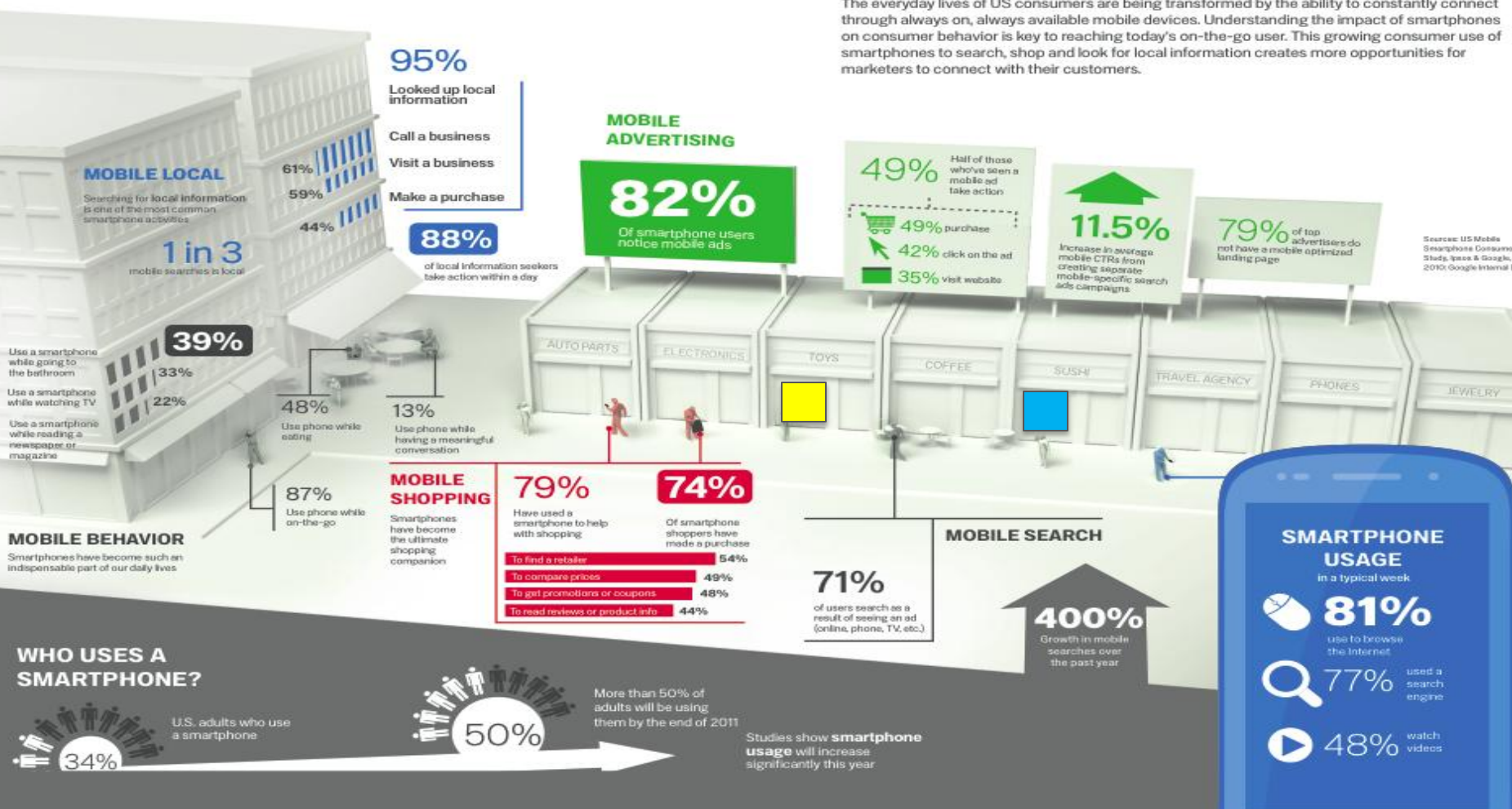
Sources: US Mobile Smartphone Consumer Study, Ipsos & Google, 2010; Google Internal Data

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# Main Street USA – Key Statistics

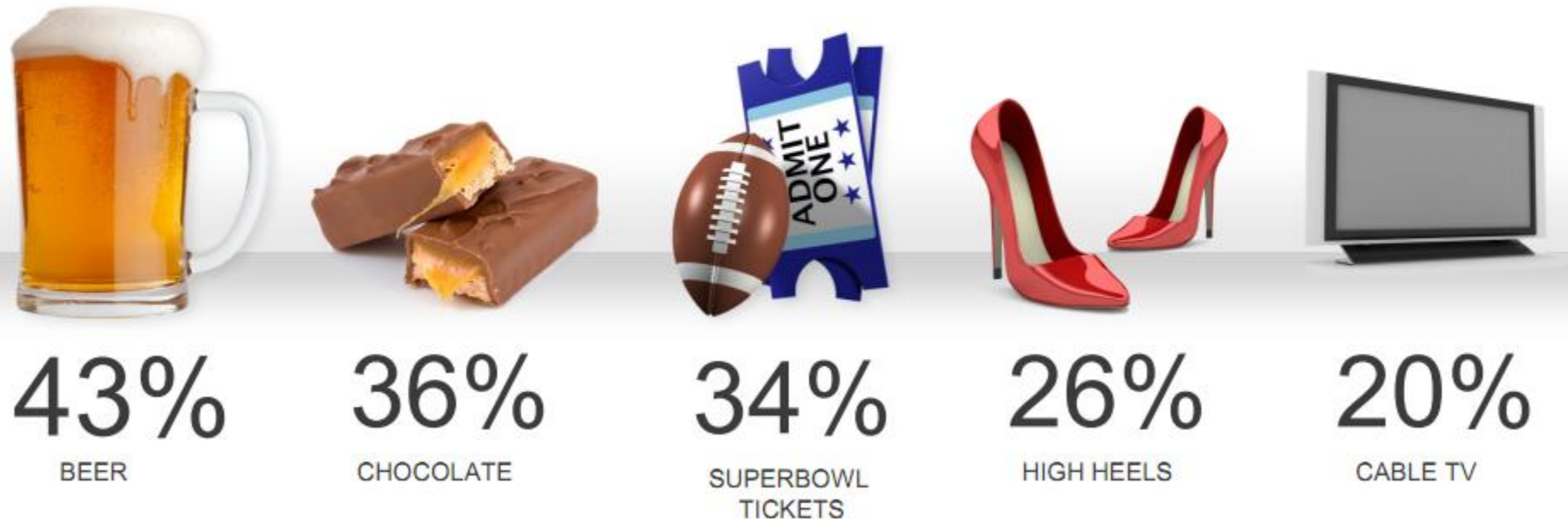
- 323 million mobile subscribers in the US
  - Market penetration of 103%
  - 97 million mobile web users, set to be 40% of US population by end 2012
- More than 5.9 billion mobile subscribers worldwide
  - That's 87% of the world's population
  - 1.2 billion mobile web users
- But only 33% of US business have mobile optimized sites  
the number within SMBs is much lower





# Mobile Web Usage – A Very Public Love Affair

What people are willing to exchange for Mobile Web access on their phones



thinkmobile  
with Google

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011  
Base: Smartphone Users (5013).

Q. Which of the following things would you be willing to give up for an entire month, in exchange for continuing to use the Internet on your smartphone?

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Mobile

# Are Mobile Optimized Sites Really Important?

- Two schools of thought often heard at Hosting/Cloud conferences in past years.
  - Mobile optimized sites not needed, I can browse a desktop website on my mobile iPhone, I don't need it!
  - I can use HTML 5, mobile just isn't an issue.
- Do these positions really matter?
- Are such a positions slowing down you down exploiting this mobile opportunity?



# How is the mobile web being used?

Search – Key Activity. Mobile Searches have intent, desire to find, buy, research something.

Actions Taken As a Result of a Looking for Local Information



thinkmobile  
with Google

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011  
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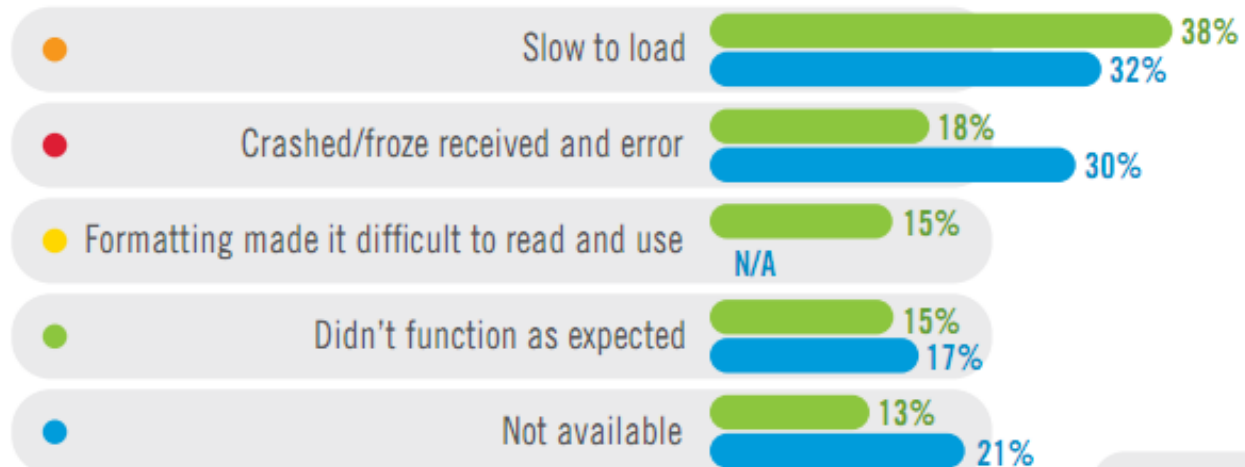
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# Humans tend to be very impatient





## QUESTION:

What is the most common problem you've encountered accessing websites or applications on your mobile phone?



Base:  
Total Sample (N=4,014)

Website   
Application 



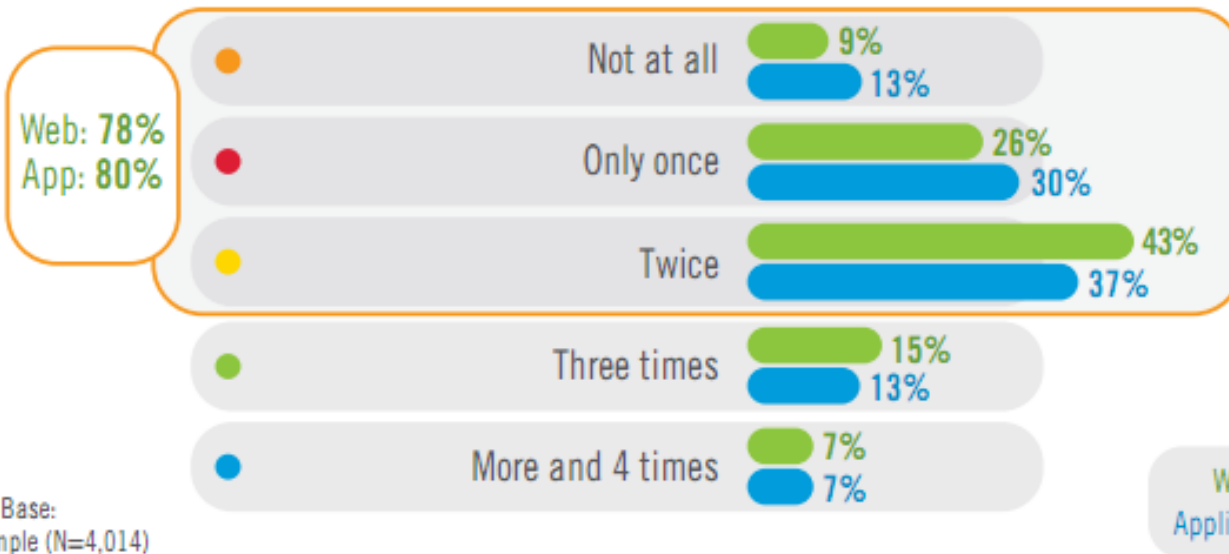


# ...and get frustrated quite easily



## QUESTION:

How many times would you typically retry to access a website or application on your mobile phone if it does not work the first time?

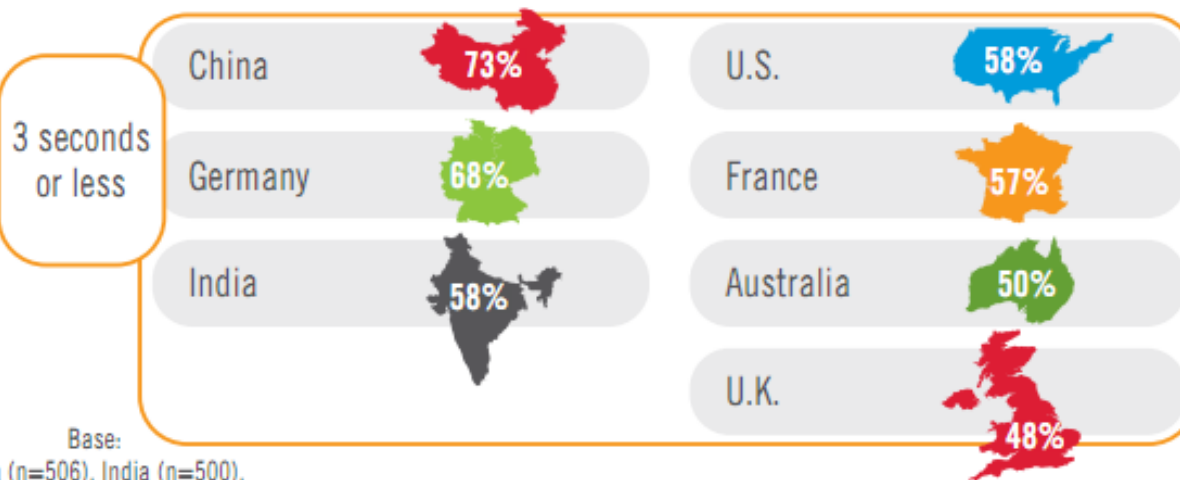


# Seems impatience it worldwide



## QUESTION:

What are your expectations for how quickly a website should load on your mobile phone?



Base:

China (n=506), India (n=500),  
U.S. (n=1,001), France (n=507),  
U.K. (n=500), Australia (n=500),  
Germany (n=500)

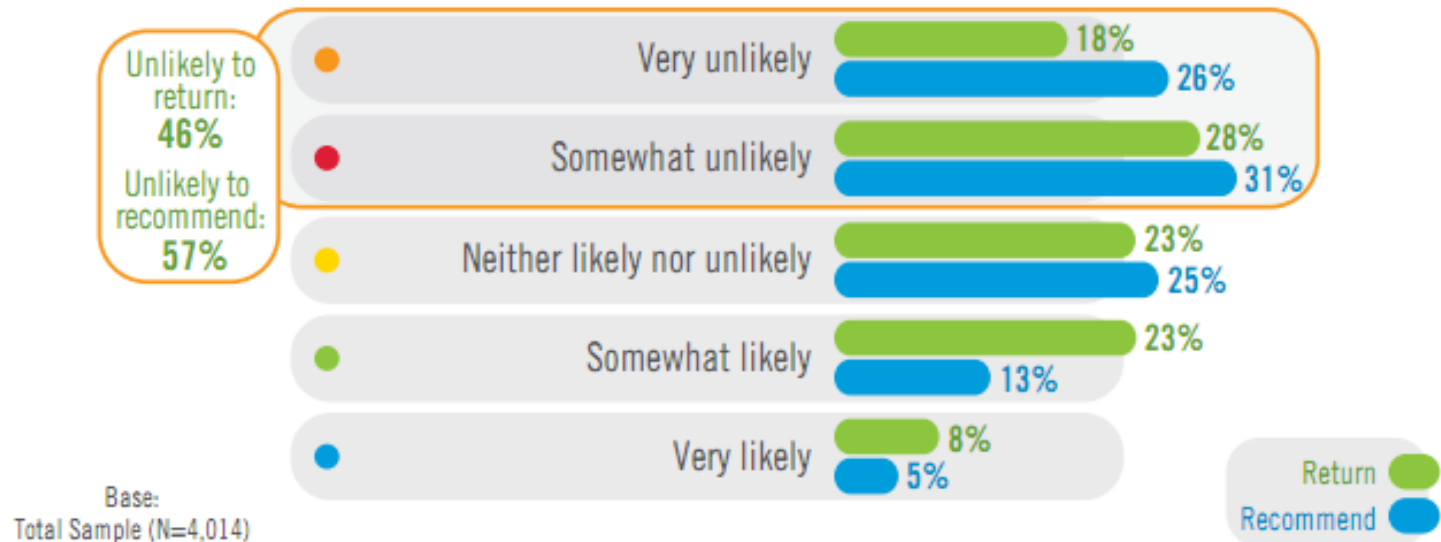


# Reputation Management is Critical



## QUESTION:

How likely are you to return to, or recommend, a website on your mobile phone if you experienced problems the last time you tried it?



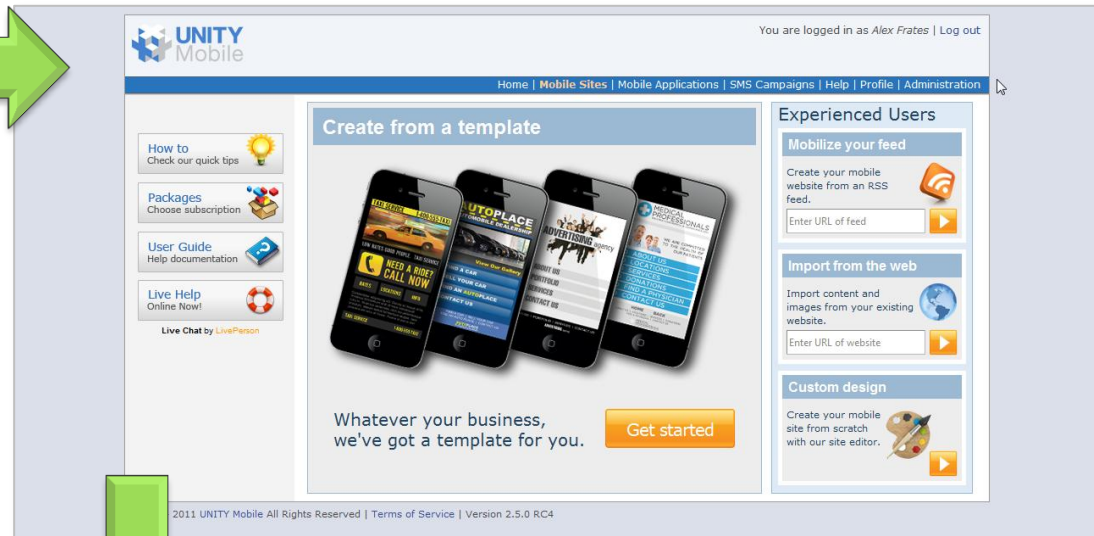
# How do Service Providers and Hosters benefit?

- Mobile presents a proven method of generating business prospects and revenue for larger businesses
  - eBay reported 2bn in sales from mobile devices in 2010, expect 4bn in 2011
  - Google Mobile Ads \$1bn in 2010
  - 1-800-Flowers.com \$1m per quarter from mobile devices
- How do you help SMBs easily obtain a mobile presence?
  - We know SMBs have limited time and often limited attention!
  - We know they need everything to be simple, intuitive and straightforward!



# UNITY Mobile – SaaS Mobile Publishing Solution

Easy to use, web-based solution makes publishing feature-rich mobile websites and mobile applications extremely fast. Packages and pricing range to meet the needs of any size organization



UNITY One



UNITY Express



UNITY Advanced



UNITY Pro



# One Platform. Unlimited Possibilities

- Service Providers/Hosters
  - Offer entry level (automatically created) mobile presence products bundled as part of your standard web presence offer
  - Don't wait for organic growth - convert all of your existing hosted websites to mobile now
  - Offer specific upsell products that drive incremental revenue such as coupons, lead generation, m-commerce.
  - UNITY Mobile platform is the hub of a SMBs mobile marketing efforts



# Everything Mobile, Made Simple

1

- Customers access customer-branded mobile platform right from the control panel
- Plans / packages are priced according to your business strategy and business need
- Adding mobile is fast & easy for customers



2



Drop-in features make it easy to add mobile commerce, ads, interactive forms and more to any mobile site or app



UNITY  
Codes

+



Any code  
reader

=



Any desired mobile experience – all possible on UNITY's platform

Fully integrated mobile marketing tools make SEO, bar code, SMS and email marketing easy. Tools are available to all publishers.

4

- Real time analytics are available anytime via control panel
- Customers can monitor and measure traffic, performance, conversions and more from mobile services



# How UNITY Mobile helps Service Provider

- Getting Started:
  - Complete Go-To Market Guide to get you started
  - Web portfolio conversion tools to automatically generate mobile presence to existing user base
  - Multiple languages supported
  - Multiple mobile products to ensure clear upsell opportunities
  - Feature rich product set, offering Mobile Marketing destination for SMBs
- Many Parallels integration options
  - Plesk Panel (Server Licensing)
  - APS-CM
  - Standard APS modules
- Delivered on our proven, cloud based, SaaS platform,

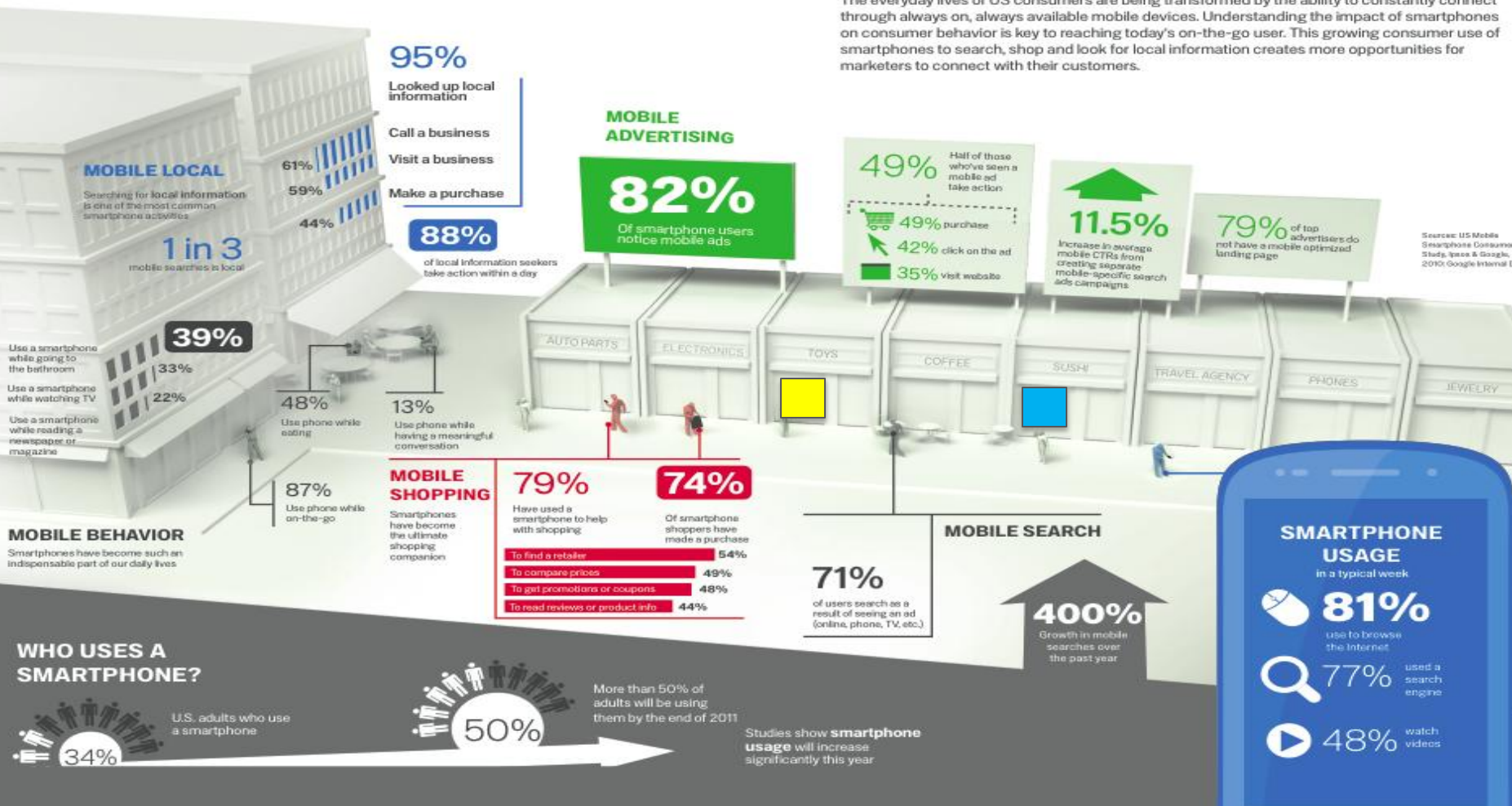


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Everything Mobile. Made Simple for SMBs



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