

NEBRASKABROADBAND

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TAKING ADVANTAGE OF MOBILE

Mobile technology has changed the relationship between information, time and how we do business today.

NEBRASKA BROADBAND

The Nebraska Broadband Initiative proudly shares information to support the increased adoption and use of Broadband high speed Internet.

To provide a better understanding of mobile technology applications, University of Nebraska – Lincoln experts and successful small business leaders explain how to effectively promote and support business operations with mobile access and applications.

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Current Mobile Usage

- Mobile is predicted to overtake PC usage by 2014
- Out of 7 billion people on earth, 5.1 billion own a cell phone
- The average user spends 2.7 hours per day on their mobile devices

Use of Mobile Technology in Business

- Increase efficiency of workforce
- Sell products to consumers
- Distribute information across the globe

Mobile Productivity

- 73% or more iPad users open emails on their device.
- Peak readership of email on tablets is Saturday; lowest is Monday.
- 74% of IT decision makers believe mobile technology leads to greater productivity.
- The use of mobile technology is expected to rise by 700% by 2016.

Tara Gross, Owner of Country Drawers in Cambridge, Nebraska

Mobile allows rural businesses to expand beyond the local reach. About one out of eight to ten orders on our website is from mobile. People love multitasking. Our consumers are trying to optimize their time as much as possible. Mobile enables them to get to what they need guickly.

Use of Mobile Applications

Take a look at your customer base and decide what key things are important to them. A website may be sufficient for commerce, but if you want to bring in additional content, an application may be better. Applications are improving all the time. In some ways they are better than PC programs because they are optimized for the device.

Russell Houlden, Software Architect and Owner of a1Apps in Bennett, Nebraska

This is probably the most rapid adoption of a technology that we've ever seen. Mobile means the ability to grab your business and take it with you anywhere. Your current and potential customers are on mobile. My advice for new business owners:

- Take a look at your website on a mobile device. If you've never paid attention to mobile formatting of your website, you're probably going to get a lot of surprises.
- Optimize your website for mobile. Decide on the most important message you intend to deliver to your customer and get that on the screen first.
- Consider what you might be able to do with a full-fledged application. The possibilities for applications are endless, from simple to highly complex and robust.

How Customers are Using Mobile

- More than 30% of Facebook users access Facebook Mobile
- 50% of Twitter users use Twitter Mobile
- 200 million YouTube views per day
- 50% of local searches are performed on mobile
- 9 out of 10 mobile searches lead to action, over half leading to a purchase

Matt Dolch, Syngenta Sales Representative for east central Nebraska

We use mobile technology every day, not only to help with scheduling but to provide customers with on-farm customized solutions. It has allowed me to create a mobile office in my truck on the road 24/7, 365. That certainly helped to create not only a sales increase for our company but also for us to realize what the customer needs at a customizable level. In addition to using our iPads for different applications, we are able to capitalize on Facebook and Twitter and other social media type applications in order to inform the customer what we're doing at a certain time within the growing season. My advice is to jump in right now. I don't see the curve changing. It's going to be a huge part of how we stay connected.

Businesses Using Mobile

- Westfield Shopping Malls replaced their information desk with mobile applications to help customers find parking places, restrooms, stores and restaurants, and to keep them informed on different deals.
- Domino's Pizza reports that one out of every

- three orders is done through mobile, which allows them to cut costs, produce a better end product and redistribute their workforce to provide greater efficiencies.
- First Financial Credit Union in Chicago uses a mobile application that allows customers to sign legal documents without coming to the bank. This has enabled them to double the amount of loans in a month.

Examples of Applications Useful for Businesses

- Google Docs allows customers to sign up for newsletters directly on their tablets and helps employees keep track of hours worked.
- HootSuite helps with scheduling.
- Facebook Page Manager allows any employee to post on the Facebook page from any location.
- Calendars facilitate employee communication.
- Scanners make inventory easier and more efficient.
- Square card reader allows small businesses to take credit card payments.

Dave Almond, Owner of Almond Surfboards, Newport Beach, California

When we signed up for Square, we got our card reader in the mail and started plugging our products into the application, and we were able to take credit cards right away. I wasn't sure what to expect from a free app, but once we realized we could plug our products in, take whatever credit cards customers had, track all our sales data and eventually synch it to a cash drawer and a receipt printer, we realized that we could run our entire retail business with Square right there on the iPad.

Tara Gross, Owner of Country Drawers in Cambridge, Nebraska

Most of our customers pay with check or cash. We didn't need a full credit card processor with all the monthly fees and transaction fees. Square has really helped us save money because it doesn't take that much money out of the sales and you can use it at multiple locations at the same time.