

# Mobile First

## Apps for business



By Nimbuzz



By gabofr



sharpteam.org



Technology Outlook

# Mobile First

## What is an App?

An App is a **mobile application**

Apple took it to a new level with its **App Store** for the iPhone, iPod Touch and now iPad.

They made it “**one click**” for paying (if not free), downloading and installing the App.



By PACMan3000

Apple allows 70% of revenues from the store to instantly go to the seller of the app, and 30% go to Apple.

As of April 8, 2010, there are at least **185,000 third-party applications** officially available on the App Store, with over **4 billion total downloads**.

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## Platforms with different App Stores

Following Apple's App Store, competitors developed their own software stores.

- **Android Market** is for the Android operating system developed by Google, used by numerous mobiles
- **Palm Inc.** published an App Store for Palm devices
- **Microsoft** has released Marketplace for Mobile
- **Nokia** has released the Ovi Store
- **RIM** launched BlackBerry App World



By William Hook

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## What can an App be used for

With the touch screens and easy-to-use Graphical User Interfaces we start to see a new type of applications, never seen before.



Apps in an iPhone

### Applications know:

- where you are (**GPS**)
- what direction you point the device at. (**Compass**)
- what orientation your device has, if it is shaking or moving left, right, up or down. (**Accelerometer**)
- what the camera is “looking” at. (**Pattern recognition**)

By combining these new types of information a completely new set of applications are enabled.

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Apple is clearly dominating

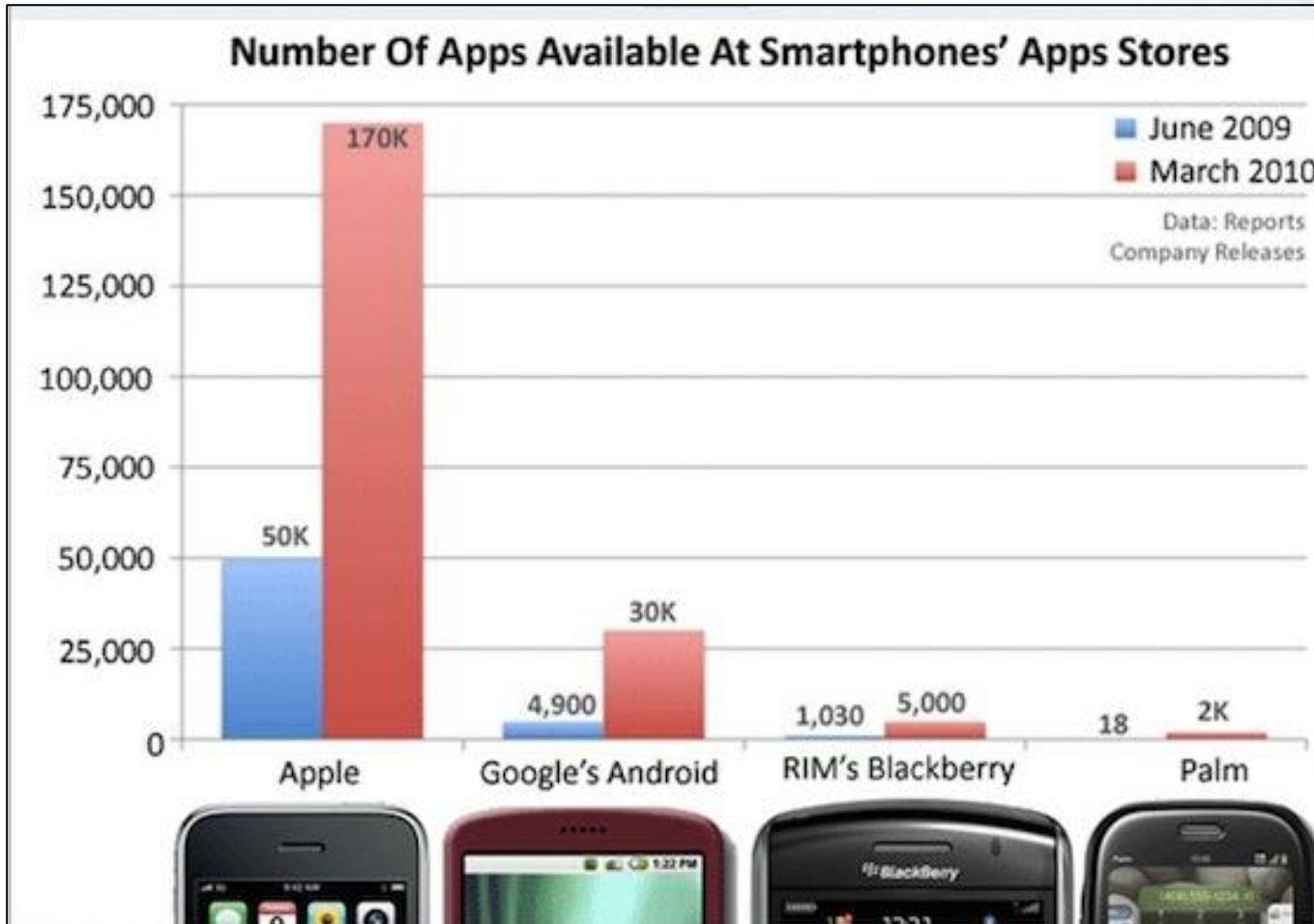
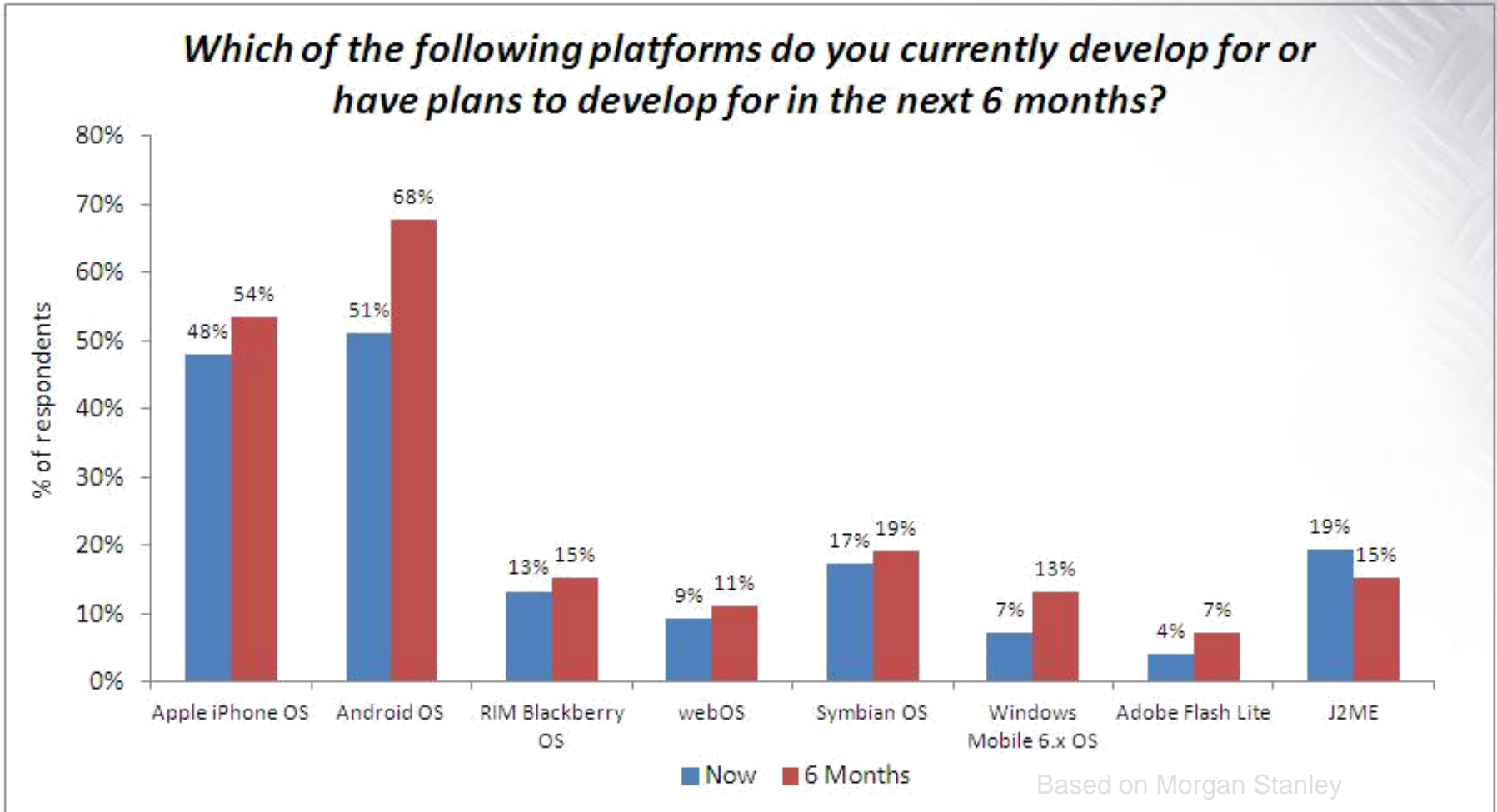


Chart of the Day

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But Android is gaining very fast



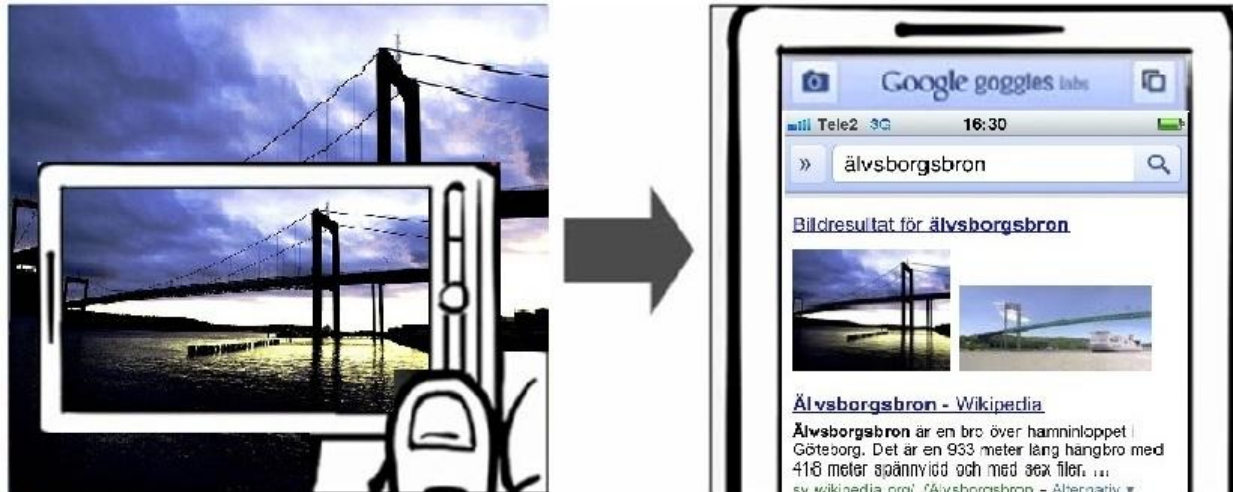
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## Example of a Mobile App

Combine the **GPS** position and the **compass** direction with **pattern** recognition

**Point the camera** on something  
(it doesn't need to be a bridge!)


...and **get information** about it



What if it is a road, a truck, an engine, a face, the load or ... ?


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Example of business applications


**salesforce.com**  
**Salesforce Mobile**  
 ★★☆☆☆ 32 Ratings


CRM for mobiles




**MeLLmo Inc.**  
**Roambi - Visualizer**  
 ★★☆☆☆ 8 Ratings

Business Reports for mobiles




**Ben Kazez**  
**FlightTrack Pro –...**  
 ★★☆☆☆ 12 Ratings

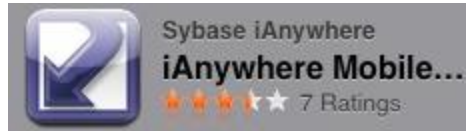
Find flight schedules, track flights worldwide, and get from your mobile



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## Volvo Apps

### Volvo Apps available

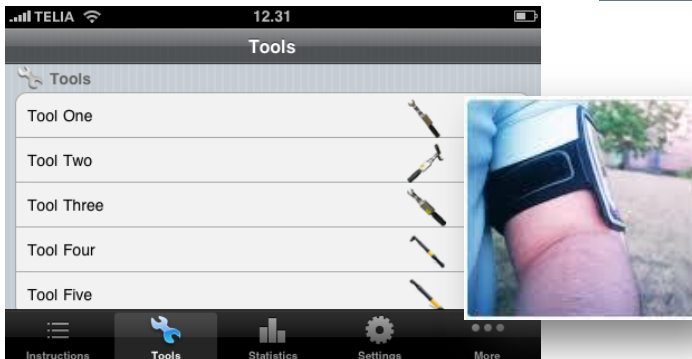


Mobile Office (Outlook)



Reduce personal and global CO2 footprints

### Volvo Apps prototypes



**Connected Mechanic  
Service Instructions**



**iMont - Assembly instructions**

# Mobile First

## Business opportunities

Apps can be both locally and globally, making for instance one factory more lean. Apps will possibly using information from our existing databases combined in a new way.

Apps can also be a business model for **Soft Offers**

**There is a need for improved skill** of building Apps. New development environments with agile development methods



By [marcopako](#)

# Mobile First

## Summing up

”**Mobile First**” is a slogan from Google

At the beginning of 2010 Google announced a change in its strategy.  
 ”**Mobile First**” means ”**built for mobiles first and PC later.**”

We should start to use **the same IT strategy** within Volvo.  
 Mobiles will pass the PC as the main device for Internet surfing and business applications.



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<http://upload.wikimedia.org/wikipedia/commons/6/6a/IPad-02.jpg>



By marcopake