



# Mobile internet

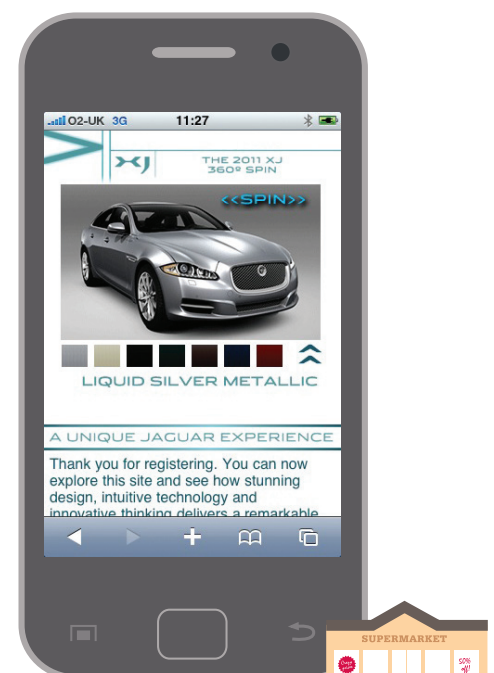
## Development tools and publishing platform.

Many brands and other organisations are starting to investigate a mobile presence for the first time and are facing interesting strategic questions and implementation challenges. Technical and information architectures are not the same for mobile as they are for the desktop.

There is an inherent complexity to mobile due to the plethora of devices, operating systems, screen sizes, user interfaces, browsers and so on. The presence of the mobile network means that uniqueness cannot be measured by IP address and cookies are not universally supported.

However, help is at hand to enable you to deploy a mobile site from your desktop CMS, to transcode your existing site or create a stand-alone solution. Our approach allows you either to embed our technology and designs in your own environment, or we can perform the role of designer, developer and systems integrator, whether for a corporate site or one with mCommerce capabilities.

Incentivated has a suite of tools and APIs, as well as a publishing platform, that can bring your website to mobile in a timely and elegant manner for your customers.

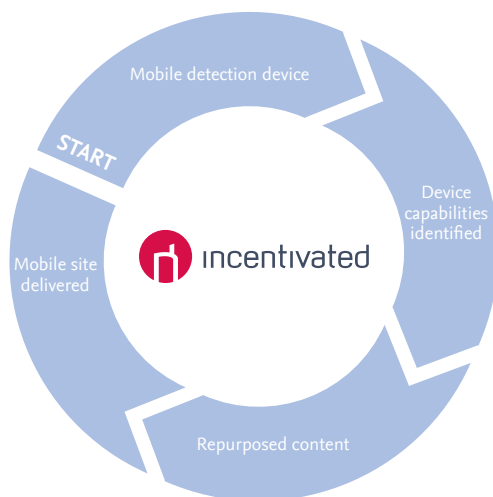


## The mobile internet design challenge

There are an unprecedented number of different mobile devices, with varying screen sizes and browser technologies. Developing a solution to provide the best user experience for each mobile device would require many hundreds of individual sites.

### The solution

The Incentivated-hosted mobile platform can deliver a hierarchy of mobile optimised website content and templates that can publish customised and dynamic websites for unique mobile devices based on the device's capabilities. Combined with our mobile device detection solution to redirect the user to the mobile site, our platform offers a complete user journey for an improved user experience on mobile.



Delivering a mobile internet site

## Optimisation

Many internet websites are not mobile optimised and offer a poor mobile experience or often crash. Incentivated can help you define – or refine – your mobile strategy in line with the constant evolution of this market.

Our mobile site platform is specifically designed to work and even integrate with clients' existing systems (including CMS such as Alterian, Umbraco, SiteCore and others). Combined with practical experience of successful and award-winning delivery of mobile marketing solutions, we are best placed to assist anyone looking to grow their mobile internet activity.

## Functionality

Using Incentivated's platform to deliver your mobile site ensures your brand identity is always maintained and rendered in the most efficient and suitable configuration for any mobile device. Our platform implements the latest technical advances in web and mobile and is designed to be future-proofed against new technical advancements.

Mobile site development is completed by Incentivated's in-house development team, so there are no programming limits placed on the mobile site, subject to the client's budget.

### Mobile content management

Our mobile content management platform allows content editors to update their mobile site content directly without having to know any of the technical jargon.

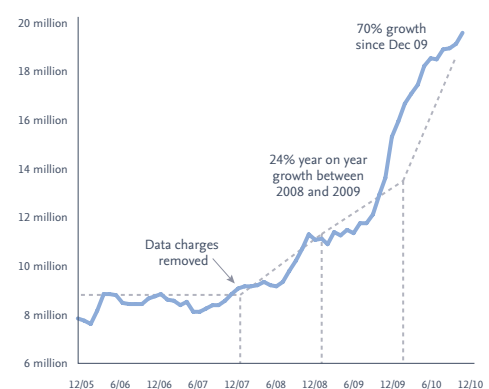
### Why companies need mobile sites

Eric Schmidt, the former CEO of Google, has said "The future is mobile" (2010).

Bret Taylor, CTO of Facebook made it very clear (inside Social Apps conference, Jan 2011) that there are two key high-level focuses for Facebook in 2011 from a technology perspective: HTML5 and mobile. And actually, as he sees them, they are both very much related.

Customers have different objectives and expect a different experience on their mobile than they do on a desktop PC. The content needs to be more readily available with as few clicks as possible to reach their goal.

Subscribers accessing mobile internet



Mobile internet usage increasingly significant (very strong growth in mobile internet usage in 2010 – iPhone plus multitude of new Android devices along with advertising from phone retailers and manufacturers). Source: ComScore 3 month rolling average.

## Toolkit

### Content repurposing

Mobile device identification and adaptation of website assets is done dynamically in real time to be able to support the capabilities of every mobile device.

### Enterprise architecture

Mobile site content is managed through a hierarchical structure, offering the capability to manage multiple website structures – including desktop websites – across multiple languages. Content is inherited downwards through the hierarchy, allowing content updates on the desktop site to filter down to the mobile site. Content can then be localised and a workflow approval process can be deployed.

### ‘Web apps’

‘Web apps’ are mobile internet sites that appear and function just like native apps, and can be saved as an app icon to your mobile device. This offers a cross platform solution at a significantly reduced cost to developing a native mobile app for each type of handset.

### Marketing

All mobile sites are developed to be Search Engine Optimised. It also can include integration with Incentivated Marketing platform for SMS and email campaigns.

### Creative services

If needed, we can provide a complete design consultancy for your mobile internet site. This can include working from an original creative brief, or working with a pre-existing set of brand guidelines or artwork assets to design and build a mobile site, that works elegantly through all mobile devices and looks fit for purpose.

Elements included within such a solution include:

- User experience
- Artwork origination
- Creation of wireframes
- Guidance on copy use and copywriting
- Website mock-ups.

### Free mobile browsing

For many companies or campaigns, ensuring that consumers do not pay too much – or anything – for their mobile experience is very important. Incentivated can ‘zero-rate’ data browsing costs by allowing the client to pick up the bill.

Incentivated offers a number of ‘out of the box’ products to enable a client to create and run their own mobile internet presence with limited day-to-day involvement from us as a supplier. These products are all available on a licence-fee basis.

In addition, we offer bespoke services, typically billed on a time-based metric, to provide deeper consultancy and agency input as well as software development, database design and systems integration.

The products we offer are:

- Content repurposing API (“CMSi”)
- Handset detection and URL re-direct API (“PCD Lite”)
- Mobile site publishing platform (“MSP”)
- Transcoding engine
- Reporting and analytics package

### Content repurposing API (“CMSi”)

CMSi is a web service to advise on the capabilities of the browsing device. Our CMSi also repurposes existing assets based on mobile device capabilities, and presents them on the mobile site.

CMSi utilises a phone capabilities database (PCD) to identify the capabilities of the mobile device, resize images (animated and static for wallpaper, screen saver or banner usage), and protect content using Digital Rights Management (DRM).

The service can be used by any client application that follows the web service SOAP format. Incentivated’s PCD contains thousands of handset profiles and is updated automatically when new phones are developed, ensuring we are up-to-date in advance of consumer release. We receive regular updates from manufacturers on new model launches, monitor the information for inconsistencies (based on all traffic over our WAP servers) and manually test as many handsets as is feasible.

### Handset detection and URL re-direct API (“PCD Lite”)

Incentivated’s PCD Lite API is a web service for detecting whether the user agent browsing is a mobile handset and recommends a redirect from a website to a ‘made for mobile’ internet site.

The PCD Lite API can be used by any client application that supports the web service SOAP format. This SOAP request returns a redirect

instruction (from a traditional website to a '.mobi', an 'm.' subdomain or any other 'made for mobile' URL/directory if a mobile is being used) and responds simply with a 'Yes', 'No' or 'Unknown'. By using the API, clients need just one URL.

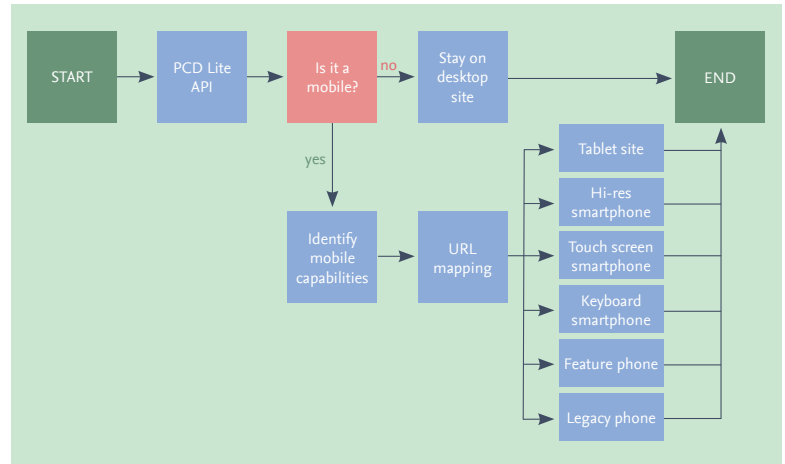
The API is accessible from a range of technical agnostic programming languages to ensure that, whatever your web server technology, you can benefit from Incentivated's knowledge. Raw HTTP headers must be passed to the API via web service requests.

## Mobile site publisher

This allows for the development and editing of mobile internet sites that support a wide range of handsets with different screen sizes, user interfaces and functionality.

Content is shared across all permitted devices depending upon the functionality supported by each handset, following auto-detection via Incentivated's PCD Lite API. Alteration includes, for example, picture resizing, (un)hiding content, prioritising Flashlite assets over still images, changing click-to-call formats, presenting the appropriate video formats and more. One key advantage of our platform is that it avoids technical jargon.

Mobile internet sites generated by our platform range from basic text-only WML, through XHTML, landscape non-fixed width, landscape fixed scrolling/fixed width to broadband/Wifi versions for high-end smartphones (e.g. iPhone, HTC Desire, Nexus S). Complexity increases as you move from one version to the next.



Handset Detection and URL Re-direct API ("PCD Lite")

## Transcoding engine

This enables Incentivated to utilise a company's existing website and functionality for mobile sites, dynamically creating pages suitable for the capabilities of the mobile device accessing the site.

Advantages:

- Publish to two locations
- No change to existing architecture
- Quick to deploy

Depending on functionality required on the mobile site, there could be very little or no client resources required in order to create an integrated transcoded mobile site.

## Rich engagement analytics

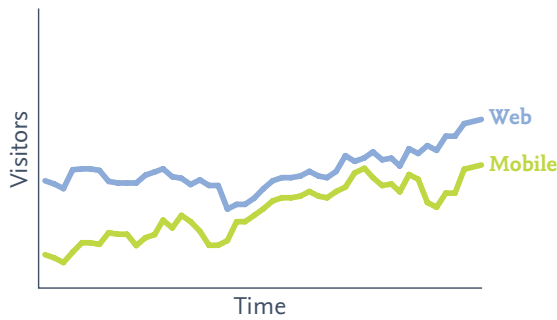
You need to know how popular your mobile site is and what your customers are doing. Traditional web reporting technology is not able to track all mobile devices as they use:

- Javascript (many mobiles do not support Javascript or AJAX)
- IP Address (IP address for a mobile device is the mobile network)
- Cookies (many mobiles do not support cookies)

In addition, traditional web reporting technology does not identify unique individual mobile users.

	Standalone Site	Transcoded Site	Integrated Site
<b>Quick to deploy</b>	✓ Utilising our platform to create and edit web pages allows the site to be deployed very quickly.	✓ Although a transcoded site can be delivered relatively quickly, any interactive requirements still require a similar development time to an integrated solution.	✗ More up-front information gathering and development required to integrate with existing CMS.
<b>Content maintenance</b>	✗ Content will have to be maintained between your desktop and mobile site separately.	✓ Mobile site is transcoded in real time so changes appear as they are made on your desktop site, unless they break the structure.	✓ CMS integration allows content changes to propagate to the mobile site in real-time.
<b>Mobile site control</b>	✓ Full control of the mobile site is possible using the platform.	✗ Structure of site is dynamically generated from desktop site offering limited control to site appearance.	✓ Ability to control appearance and identify content just for mobile site use.
<b>Quality of design</b>	✓ Mobile site can be designed to meet business requirements.	✗ Transcoded content is from the desktop site so is restricted to desktop site structure.	✓ Mobile site can be designed to meet business requirements.
<b>Future developments</b>	✓ Future developments to desktop site won't affect design of mobile site.	✗ Code or layout changes to the desktop site will result in the transcoded solution being unable to find content causing errors.	✓ Future developments to desktop site won't affect design of mobile site

Our made-for-mobile advanced reporting solution can tell you what you need to know. We include tracking tags on every page and functional element. Usage reports can be provided on a daily or weekly basis.



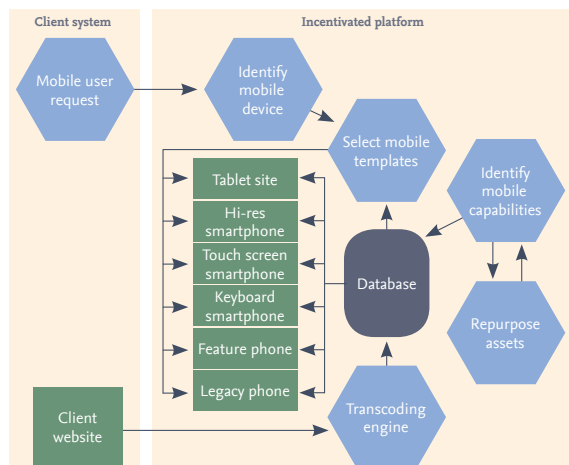
## Support

We offer a range of service level agreements from standard office hours to 24/7 support, depending upon your business needs.

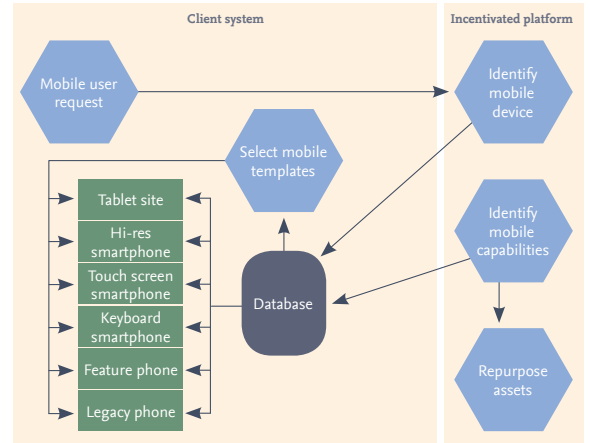
## System integration

Maintaining the same content across two sites is something that everyone wants to avoid. By integrating our solution with your existing desktop CMS, the productivity benefits will soon outweigh the time and effort required in the content maintenance of two separate websites. Three different options are shown below and on the right.

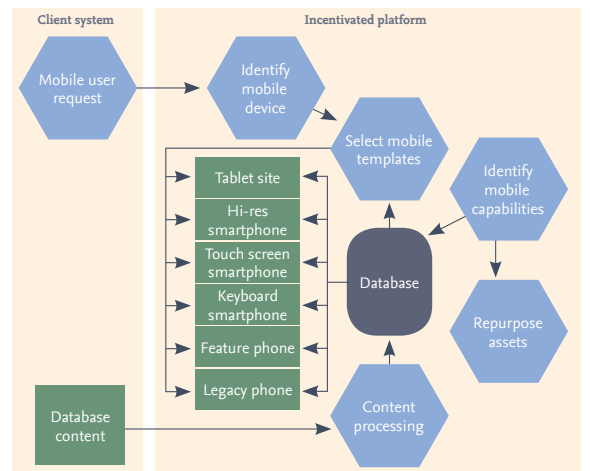
We also have experience integrating third party data feeds into mobile sites such as RSS and XML to provide dynamic content.



**Transcoded:** This solution is one of the simplest as it takes the content directly from your existing website and reformats into mobile templates.



**Hosted by Client:** This solution offers the client the opportunity to host and own the website templates that interface via a web service to Incentivated platform technology.



**Hosted by Incentivated:** This solution takes advantage of the full capabilities of the Incentivated platform with the only requirement for the client to provide the mobile site content.

## Technology

### Hosting

Our systems are hosted with Rackspace, giving us superb resilience, low latency and rapid disaster recovery.

### Security

We maintain the highest security protocols and robust failsafe back-up in order to comply with the restrictive requirements placed upon our management of confidential data by our financial services and government clients.

Because of our tight security protocols we can fulfil mobile customer payment mechanisms (i.e. mCommerce) including Premium SMS, PayForIt, credit card and more, and are the trusted mobile partner for many banking and other blue chip clients. Our operating environment satisfies all important requirements for PCI DSS compliance.



## Contact us for more information

Email: [info@incentivated.com](mailto:info@incentivated.com)

A selection of other mobile solutions we offer:

Web: Scan the QR code below to see our optimised website on your phone.

- Apps for iPhone, Android, BlackBerry and more
- mCommerce
- Direct response
- Enterprise messaging

Tel: +44 (0)20 7392 2323

Incentivated is an independent technology company with 10 years' experience operating exclusively in the mobile marketing services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction (mCommerce) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from enterprise messaging (SMS & MMS) through to mobile internet sites, to server-side software or handset applications, including web-apps, for 'smartphones' and feature-phones.

We also provide strategic, creative and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service.

Scan the QR code below to see our website optimised for your mobile phone, but accessed through our existing website URL.



(no code reader? Text **CODE** to **62233** to link to a reader appropriate to your phone)