

Spartak @




WebGate

<http://webgate.bg>



Software development of mobile personal productivity applications

- 
- ✓ mobile content
 - ✓ end-user applications
 - ✓ business-to-consumer
 - ✓ horizontal

Lesson No. 1

Go-to-market strategy should always be considered only as a part of the whole **marketing strategy**

Always start with defining:

- WHO is your customer?
- WHAT is the need that you are you are serving

Before you decide on:

- HOW to serve the customer



Lesson No. 2

Keep it simple!

Activation:

- ✓ Simple and user-friendly
- ✓ Easy integration with distributors

Product:

- ✓ Short development cycle
- ✓ Core functionality

Simple application

- ✓ One basic need
- ✓ One most common use case
- ✓ One core functionality
- ✓ Easy to design, easy to develop
- ✓ User-friendly UI =
 - ✓ simple and straightforward
 - ✓ fool-proof
 - ✓ quick navigation
- ✓ Specify all the ideas, but split development into phases



Simple activation



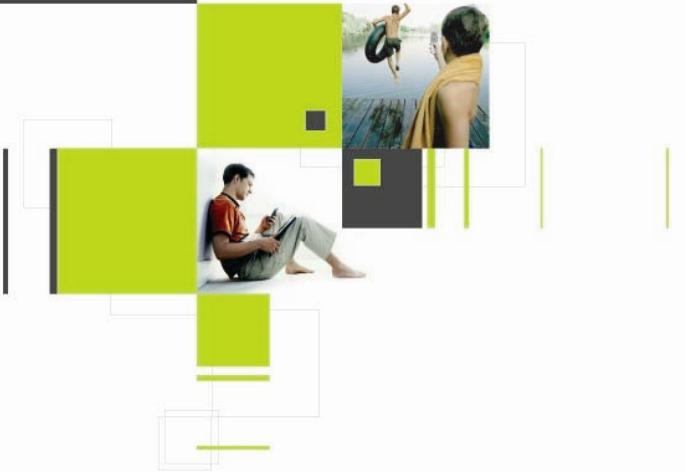
- ✓ Simple navigation: one-click is best
- ✓ Let the distributor concentrate on sales
- ✓ Building user community
- ✓ Raising awareness
- ✓ Building brand recognition

Lesson No. 3

Be quick or be history!

- ✓ Time-to-market is priority
- ✓ Have a great idea? Give it a try right away!
- ✓ Consumer taste, style, design preferences, technology platforms, hype topics come and go fast – be a pioneer!
- ✓ It's all about the idea, the concept

Lesson No. 4



Think out-of-the-box!


- ✓ Brainstorm over ideas, experiment
- ✓ Product lifecycle is short: keep the ideas flow
- ✓ Innovation is what counts
- ✓ Focus on needs (and potential needs!)

Lesson No. 5

Customer navigation is key

- ✓ Navigation of the potential customer from the initial contact to the actual purchase
- ✓ Don't bother chasing carriers: it used to be the mobile operator that "owned" the customers, but now the value chain has shifted and you have various ways to reach your users
- ✓ Provide alternative means of payment
- ✓ Prove your product on the market and build a reputation
- ✓ When you can show proven demand, big partners will come

Building distribution network

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- ✓ Start with one big channel (piggyback on a larger network)
 - ✓ Build a good distribution partnership and user community
 - ✓ Develop processes (partner account management, maintenance, support)
 - ✓ Add more distribution partners with same business model
 - ✓ Add new regions
 - ✓ Add new distribution and business models
 - ✓ Use your pilot products to develop organizational processes for interaction with users and optimize new product releases

Choosing channels

Evaluation criteria:

- ✓ Market outreach -- number of visitors, popularity
- ✓ Market segment – target groups
- ✓ Marketing support – advertising model
- ✓ Billing and customer care – managing customer relationship

Best to start with an online marketplace, such as [Nokia Software Market](#): it gives you mass exposure to proactive users, great marketing support and smooth billing workflow to your customers

Our strategy (for new products)



Identify need →

Design concept →

Develop simple small client application →

First release on one platform →

Easy activation process →

2-3 major channels, preferably with different
distribution models

Our strategy (for established products)



Collect and analyze user feedback →

Add features →

Free upgrades →

Port to all platforms →

Extend distribution network →

Use all possible channels, test different
distribution models →


Cater to mass audience

Channel decisions



- ✓ Own e-shop vs. commerce engine
- ✓ Established vs. emerging markets
- ✓ Exclusivity
- ✓ Channel conflicts: pricing, regions
- ✓ B2C vs. B2B

Our route to market

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- ✓ Online portals
 - ✓ On-device catalogs
 - ✓ Try&Buy preloads
 - ✓ CD bundles
 - ✓ SMS subscriptions
 - ✓ Outlet retail
 - ✓ Own e-shop
 - ✓ Carrier application shops
 - ✓ TPO/OEM

Partner references

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- ✓ Online portals: [Nokia Software Market](#), [Handango](#), [Motricity](#)
 - ✓ On-device catalogs: [Nokia Download!](#), [Handango InHand](#)
 - ✓ Try&Buy preloads: [Nokia](#), [Samsung](#), [Sony Ericsson](#)
 - ✓ CD bundles: [Nokia](#), [Axiom](#), [U2-Soft](#)
 - ✓ SMS subscriptions: [OpenBit](#), [Mbounce](#)
 - ✓ Outlet retail: [Axiom](#), [Future Communications](#)
 - ✓ Own e-shop: [Handango Commerce Engine](#), [Mobihand](#)
 - ✓ Carrier application shops: [Orange](#), [Telenor](#), [Vodafone](#), [Mtel](#)
 - ✓ TPO/OEM: [Nokia](#)

Our guidelines



SIMPLE INNOVATION

TIME-TO-MARKET IS PRIORITY

EASY ACTIVATION

DIVERSIFIED DISTRIBUTION NETWORK

BUILD LASTING PARTNERSHIPS