

 BlackBerry.

DEVCON 2010

A 10 point plan for rolling out a BlackBerry app

Terry Hughes

COM 10

27th September 2010

The objective of this session

- To help developer companies cross the chasm between;
 - a simple app,
 - and a successful service
- The theme of this presentation: “To get above the noise, get under the hood”
- Below are some examples of the awards and recognition we have received



An intro to the developer: Widelity

- BlackBerry ISV Alliance members
- A tiny company: 5 people
- In 2007, pioneers in the “sophisticated app / service” space, including a distribution deal with Rogers Canada
- Many lessons learned along the way
- Sponsors of WES 2010 and DEVCON 2010
- Acquired in August 2010 by Wmode Inc.
 - Major providers of app distribution platforms for over 10 years
 - Widelity is now part of a 60-person company with the resources to ramp up



widelity™
giving telephone tag a whole new meaning


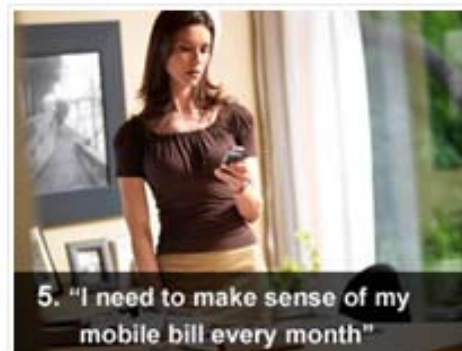
powered by



An intro to the *momentem*™ service

BlackBerry.
DEVCON 2010

- A combination of a BlackBerry Super App and a hosted service
- One of the most popular business apps on BlackBerry
- Due to the ROI it delivers, people use it all day every day
- It's the service people care about; the app is "the means to an end"



www.momentem.net
The mobile time & expense tracking solution for busy professionals.

TAG CALLS

- The 10 point plan will certainly be food for thought for everyone
- Depending on where you are in your lifecycle, it may also give you pointers on how to;
 - secure a fanbase of delighted end-users
 - cross that chasm into having a scalable service
 - differentiate and get noticed
 - get the reach, and the downloads
 - track what's working and what needs to be improved
 - find that pot of gold!

1: Plan it right

- Understand the target users and their needs
- Research where they shop for solutions
- What are the best business models?
- In terms of App World, in which categories will they browse?
- Simplicity, ease of fulfillment, fast sign-up, usability, and ease of maintenance are all critical factors
- Naming of the app, and wording / positioning , are vital
- Which languages will need to be supported?
- There are plenty of real users out there who will test for you

2: Architect it correctly first time

- Instant ROI, up and running in minutes
- Standalone, no integration required
- Information captured during registration
- Client-server / OTA / SaaS are vital considerations
- How easily the end user can manage the app (upgrade, uninstall, transfer to new phone, recover their data, change language, etc.)
- Make it scalable on day one
- Build in metrics and data mining capabilities

3: Make it a compelling service

- Why a service?
 - recurring revenue, customer retention, data mining, higher company valuation, ability to upsell, and some of the burden can be moved from the app to the back-end
- However, delivering a *service* is orders of magnitude more time-consuming than delivering an *app*
- Download our paper www.widality.com/squaringup.pdf
- Having a back-end infrastructure is often a crucial component of a service
- Manual vs. automatic management of the service
 - manual is great to begin with to see what's really going on
 - automation is where you need to get to, but only once you know what to automate!

4: Quality and support are vital

- People are jaundiced and skeptical these days, they inherently don't trust anonymous app providers
- Work really hard to get positive reviews
- Create a brand / overall look-and-feel to the company
- A comprehensive website is required, with testimonials and case studies
- A prominent EULA and privacy policy
- RIM ISV Alliance membership
- Fast, professional, friendly response to all customer inquiries
- Show respect for the user's email address and/or phone number – no hassle, no spam

5: User engagement

- I spend at least 2 hours every day communicating with users
 - feedback, suggestions, complaints, questions, advice, support, testing out new ideas
- It's critical to take the pulse of the business
- What does it get you?
 - ideas for improvements, new product ideas, feedback on the business models, where they search for apps, how they use the app, what profession they are in, testimonials, referrals, etc. etc.
- Build up a base of fans, beta testers, focus groups
- See hundreds of user reviews at www.widality.com/case_studies.pdf
- Most developers spend so much time trying to get downloads, they then ignore their users. Reach out every day!

6: Get the business model right

- Let's discuss;
 - one-time payments
 - subscription
 - Freemium
 - Name Your Price
 - in-app billing
 - micropayments
 - in-app advertising
 - affiliate / partner sales
 - selling via the carriers
- Your model needs to rapidly adapt, so make sure you have flexibility built in

- Examples based on our experience
 - targeting the publications that our users read, and the industry blogs
 - getting the app to post call tags on Twitter with #momentem in them
 - allowing users to share their tags (viral marketing)
 - creating a value proposition that is unique / novel enough to get blogged about
 - Great PR based on tangible results, such as “last month we put two million dollars back into the pockets of our users”
 - creating a paradigm that you can own in the app space, e.g. “call tagging”, or “name your price”
 - owning certain keywords and phrases, e.g. if you Google “*track calls time*” we are the number 1 result
 - getting real users to write great things and tell their friends!

8: Monitor and manage metrics!

- “If you cannot measure it, you can not improve it” – Lord Kelvin, 1824 to 1907
- Be obsessive about stats, track as much as you can
- We analyze;
 - types of users, countries, carriers, languages, handsets, OS versions, server load, email response rates, ROI of our users, downloads, sign-ups, performance by channel, usage statistics, support issues, reasons people cancel, and more!
- Why?
 - identify trends, what works, where to focus, what to fix
 - “If you can’t quote a firm number, it’s meaningless” – Terry Hughes, 2010
- We wrote a paper on this, at www.widality.com/metrics.pdf

9: Go deep on one platform, not wide on all

- If you are a small company ...
- ... in order to really innovate and retain quality, focus and passion, how many platforms can you realistically support at the same time?
- Our focus has been 100% BlackBerry so far
 - a rock solid app and service
 - a well understood ecosystem
 - a great relationship with RIM
 - a terrific track record on App World
 - Super App features
 - BlackBerry 6.0 and the Torch 9800
- “To get above the noise, get under the hood”

10: Don't always try to go it alone

- So, you follow steps 1 to 9 and you get great traction – then what?
 - use revenues to expand
 - raise money to grow faster
 - find a strategic partner to help you get to the next level
- We merged with Wmode
 - way more resources, different skills
 - multiple languages
 - carrier-grade technologies and platforms we can benefit from
 - operations and support teams
 - presence and credibility in the market
 - the capacity to grab the opportunities

Summary: a 10 Point Plan

1. Plan it
2. Architect it
3. Run it
4. Support it
5. Engage with it
6. Price it
7. Promote it
8. Track it
9. Master it
10. Don't wing it!



widality™
giving telephone tag a whole new meaning

powered by wmode®

The wmode logo consists of the letters 'w' and 'm' in a stylized, bold, black font, with a blue horizontal bar across the middle containing the letters 'wmode' in white.

For More Information

- Email me terry@widity.com
- Visit our website www.widity.com
- Our white papers are at <http://momentem.net/white-papers.asp>, on;
 - Squaring Up to the app challenge
 - Lessons Learned in rolling out a successful app
 - What metrics can do for your business
 - “Prosumerise”
 - Widity’s perspectives on RIM’s Super Apps initiative
 - End-user testimonials
- Visit our booth here at DEVCON 2010!