

FOR IMMEDIATE RELEASE

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Does your organization have their *prosumerisation* strategy mapped out?

Join the next wave in the app revolution – the blending of consumer, prosumer and enterprise mobility needs

A new movement in the mobile app world is quickly emerging in 2010 as the lines between consumers, prosumers, and enterprise continue to blur.

Prosumerisation looks at how individuals from all three sectors carry the same phones, have data plans, use mobile email, are looking for a boost in productivity either for business, or personally. Most importantly all browse the same app stores looking for solutions.

This move by the wireless industry to prosumerise their solutions has been amplified by the massive divide between public demand for high quality apps and services, and the chaotic zoo that is the consumer app economy.

Companies who want to be successful in this new app revolution must have a strategy. Prosumerisation provides an outlook on how the same product or service can be distributed in a unified manner to consumers, prosumers, and enterprise employees. More importantly it considers the market dynamics at play and why the needs of all three groups can now be addressed by common apps and platforms, presenting new economies of scale for the mobile solutions market.

Widality, an industry leader in B2B categorization of mobile activity, has already embraced and started to prosumerise their business. Based on this experience, their white paper looks at prosumerisation using ten emerging trends as examples. A summary of the top 5 is included below:

1. SaaS (software as a service), enables solution providers to deliver apps and services via scalable platforms that reach and satisfy all three types of users.
2. Flexible business models, such as freemium, name your price, and pay-per-use, enable people with different budgets to sign up for the same apps.
3. The big consumer and business brands are coming... within a year or two, every major brand will have suites of apps aimed at engaging with their users whether they are consumers, prosumers or enterprises. Watch out for best-of-breed, brokered, billed and branded apps.
4. Forget the old mantra of 99.999% reliability and customised solutions, a “Good Enough” approach will work. Companies will provide more generic products at reasonable price points that can be instantly deployed, enabling enterprises to also adopt these solutions quickly, increasing their ROI.
5. Prosumerisation = socialization. Consumers, prosumers and enterprise users are increasingly connected together, pooling their data and collaborating with like-minded people they have never met.

Widality’s President and CMO, Terry Hughes, speaks to their strategy, “Our *momentem* call tagging and activity tracking solution for BlackBerry was designed to appeal equally to consumers, prosumers and enterprise users. Irrespective of who they are, they can download it and get an ROI within minutes. This has enabled us to address the widest possible market with one app and one service. We have also deployed several business models because ‘one price fits all’ is no longer acceptable to the maturing app customer base.”

To download and read the full white paper, go to <http://www.widality.com/prosumerise.pdf>

-Ends-

the agency

communications, marketing, pr



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Contact:

Arleigh Galant Vasconcellos

(+1) 403.561.4810

arleigh@theagencyinc.ca

Notes to Editors:

Widality is the award-winning developer of the *momentem*[™] call tagging and time tracking service for BlackBerry[®]. The home of mobile business intelligence and mobile semantic tagging, and now of the *Name Your Price* pricing model, Widality is “giving telephone tag a whole new meaning” through its innovative business and personal mobile applications and services. www.widality.com

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