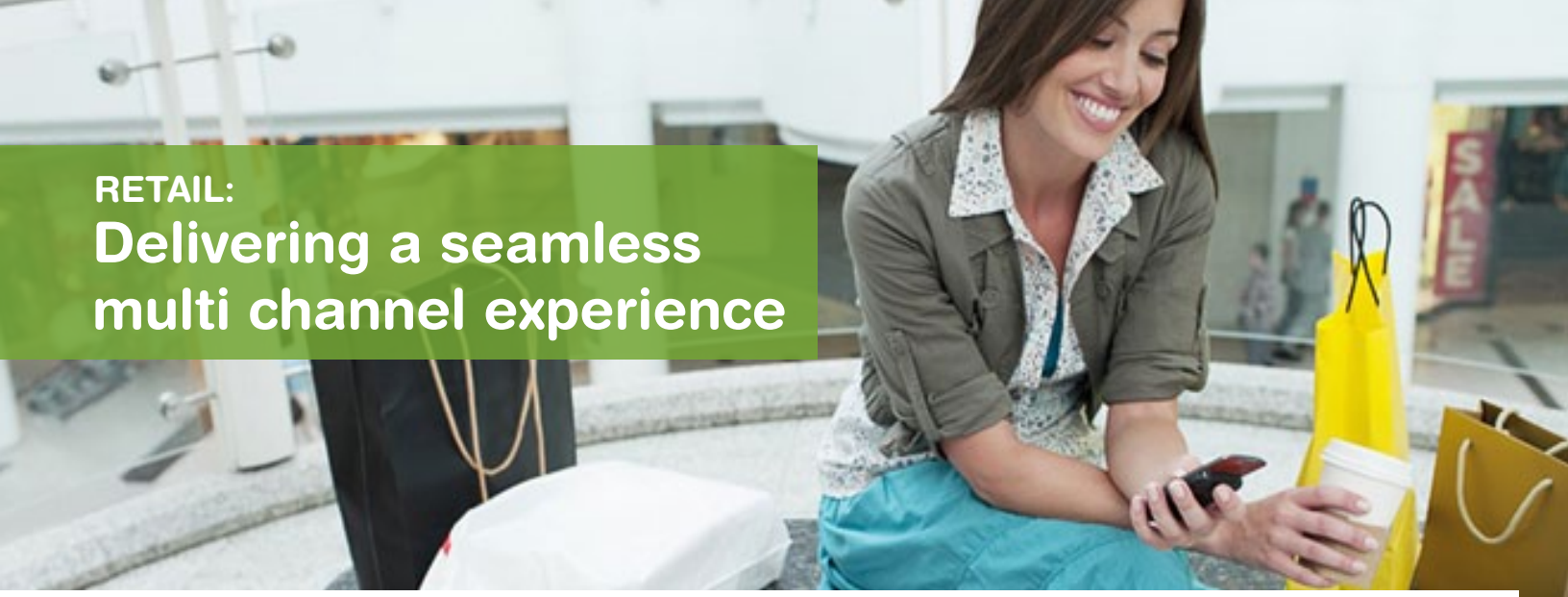


RETAIL: Delivering a seamless multi channel experience

New mobile technology is creating a plethora of opportunities for retailers — one of which is the new empowered consumer. By 2015 it is predicted that mobile devices will be the primary enabler of consumer shopping engagements and is estimated to be worth $118 million globally. It is fast becoming the most significant new revenue channel for retailers and manufacturers*.

Consumers expect to be able to interact with a brand across different channels and to receive a consistent brand and shopping experience through each. The opportunities are there for multichannel retailers to claim their share by beginning to exploit the possibilities provided by mobile to seamlessly link and enhance the online and in-store environments.

EVERY INTERACTION AN OPPORTUNITY

The ubiquity, ease and convenience of mobile means that consumers can now browse and pay for goods and services on their mobiles, request and redeem in-store coupons, check on discounts, receive payments and balance alerts, compare prices and through social networks share and recommend products to friends. The possibilities are endless — and today's best in class retailers know this. They also know consumers can be vocal about apps and websites they love and the ones they don't. Instead of creating one- off sites and apps, how can retailers get their mobile strategy aligned for maximum business impact?

Antenna is a partner you can trust. With over thirteen years experience in delivering cross platform mobile solutions, we support hundreds of international businesses across sectors such as retail, banking, manufacturing and travel and transport. With Antenna and our award winning AMPchroma mobility suite, retailers are able to securely leverage m-commerce, design, build and maintain mobile websites and apps, manage campaigns and messaging and gain a deep understanding of consumer mobile behavior.

KEY BENEFITS AND DIFFERENTIATORS

- **Generate new revenues** — through engaging apps and targeted mobile storefronts
- **Extend your brand** — deliver rich mobile experiences 24/7, increasing your exposure and generating cross channel sales
- **Build customer loyalty** — send relevant and exclusive mobile promotions and vouchers and drive traffic to your website and stores
- **Reduce call center costs** — allow customers to check their account, in- store availability, or their order status while on the move
- **Deep customer insight** — build an increasingly detailed understanding of your customer's shopping behavior and preferences
- **Drive footfall** — by taking advantage of location based services, serve relevant promotions to customers based on time and place
- **Create brand buzz** — incorporate social media into your mobile shopping experience by allowing customers to share and recommend.

*ABI Research, 2010

RETAIL CONSUMERS

ANTENNA™ deploy happiness

Mobile Retail Solutions for Consumers

AMPchroma is Antenna's mobile cloud platform that radically simplifies how businesses engage users with apps and content on any device from smartphones and tablets through to in-store kiosks and IPTV, to drive greater profits through the mobile channel.

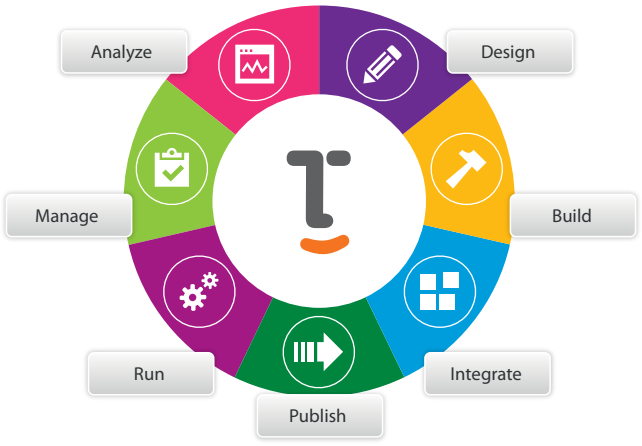
THE FULL SPECTRUM OF MOBILITY

AMPchroma is modular and scalable; it can be used holistically for cross enterprise mobile strategy or tactically for targeted mobile apps and websites. All design, development, management and analytics functionalities are presented as a suite of software modules accessible through a single web interface.

AMPchroma is more than just technology. AMPchroma — as the name implies- embodies the full spectrum of a virtuous mobile lifecycle. With AMPchroma you can easily create, publish and manage mobile apps and websites and connect them to a suite of powerful mobile cloud-based services. These include content management, integration with web feeds and enterprise systems, distribution through branded storefronts, management and control of devices, apps and content and sophisticated real-time analytics.

The award winning technology behind AMPchroma is proven and tested with hundreds of industry leading companies around the globe, deployed to millions of users. It has been used to power carrier portals, mobile websites and apps, from interactive consumer sites to sophisticated run-the-business apps that touch multiple enterprise systems.

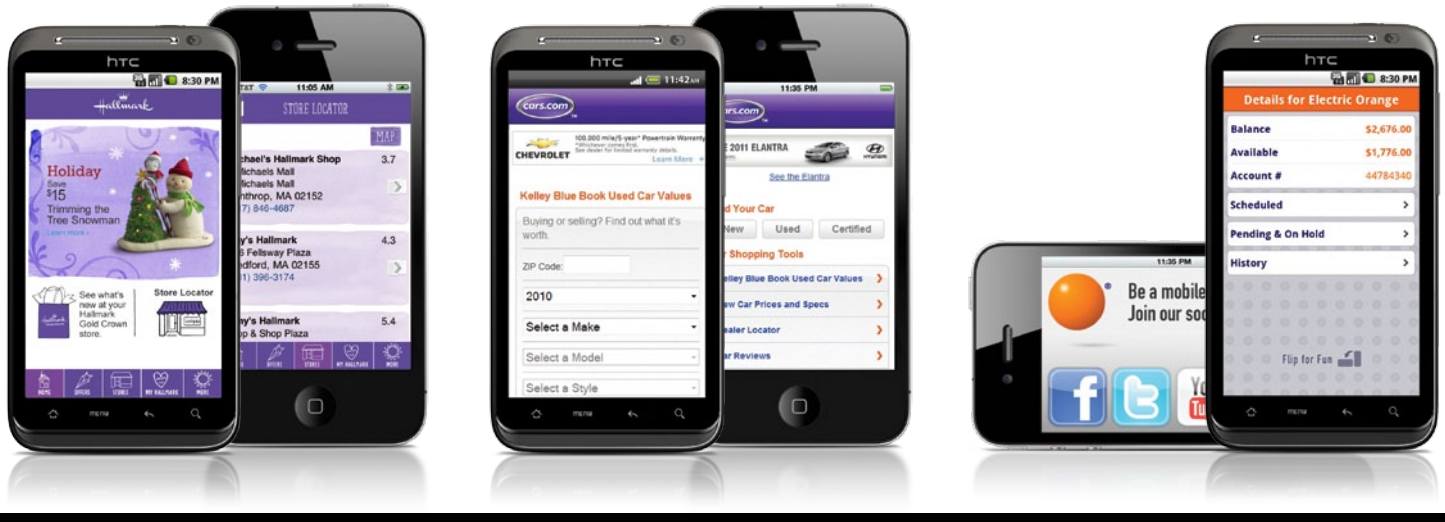
AMPchroma Mobile Lifecycle



DELIVERING POWERFUL USER EXPERIENCES

Antenna brings your brand a voice and believes that design should be driven by customer desire for an exceptional user experience. Our approach to design focuses on taking full advantage of the intrinsic graphical capabilities and computing power that reside in mobile devices — creating a unique and personalized brand experience that drives interactions and keeps customers coming back for more. We believe that it takes the perfect fusion of artistry and function to craft the ideal customer experience.

Examples of customer apps and websites: Hallmark, Cars.com and ING



Leveraging m-commerce though the mobile internet

It doesn't matter how challenging your website is, or how many different mobile devices are in use in the world today, AMPchroma simplifies the complex problems of building compelling mobile websites.

The platform is designed to scale in every direction; from infrastructure capacity and performance through to device support — AMPchroma delivers an optimized user experience, from the latest smart phones and tablets through to feature phones, across 10,000+ devices.

Our clients and their online brands are deeply dynamic. So too is our platform. As new devices, browsers, online services and consumer behaviour change — AMPchroma changes, without impacting IT resources. The cloud-based suite is crafted to provide the highest levels of performance, reliability, and security for our clients for whom supporting customers across multiple channels is mission critical.

AMPchroma offers retailers a number of different approaches to mobile web creation and management from:

- **mobile sites** created and maintained through a powerful and intuitive drag and drop interface — no coding expertise necessary, through to
- **more complex m-commerce sites** that require integration with mobile payments and billing systems.

While the debate over mobile websites versus apps rages on, new data from Nielsen** suggests that top retailers are investing in both. While users prefer mobile websites, consumers who visit retailers' mobile apps spend more time on them. For now, it looks like apps are key for deeper engagement but the mobile web is important for reach. With AMPchroma from Antenna there's no need to make a choice — you can easily create, execute and manage device optimized mobile websites, cross platform apps and sophisticated mobile content stores — all from a single interface.

Engaging apps and branded storefronts

Retailers are already seeing the power of mobile apps to reach and engage with consumers. Often complementing online stores, mobile apps can enhance a retailer's brand by offering extra information that supports particular aspects of their product or service.

> "We are not a technology company and do not have the expertise or deep knowledge of the mobile industry, Antenna helps us fill that gap. They have done a great job in understanding our strategies, our unique brandattributes and our business requirements."
>
> — **Paul Barker**, Vice President and General Manager, Hallmark Digital

Retail apps can be designed for a particular consumer's lifestyle and interests as well as important life events. Mobile apps can shape the in-store experience, empower the purchasing process, and create interesting and dynamic ways to interact with the customer. Apps can also be great for store locators, product catalogs and demonstrators and for advertising new product ranges and collections. Many retailers are also offering 'mobile self care' or customer service apps that allow customers to display and manage their loyalty points, review recent transactions, view and submit orders, track order status, display social media feeds, access product reviews and interact with ads and promotions.

The single biggest frustration for consumers and retailers alike is app discovery — how to get the right apps to the right consumer. Today, app stores from Apple and Google control the lion's share of app distribution. Increasingly however, businesses are beginning to stamp their own authority on the channel, allowing consumers to access their apps, as well as digital content, across private mobile stores. With AMPchroma you are able to curate your own branded app store and enable targeted delivery of apps and subscription services to ensure greater intimacy with your consumers.

AMPchroma allows retailers to plug into cloud-based services for seamless integration with any enterprise back-office systems and public or third-party systems such as social media applications, location-based, context-aware and web services, in a way that minimizes the impact on client infrastructure enabling optimized data flow.

** Nielsen A Store in your Pocket, March 2012

Campaign Management

Mobile marketing is becoming a critical component of all modern marketing campaigns. It is a communications medium that has broad reach, high engagement, and great relevancy.

At present, the number of contacts businesses make with consumers is at an all-time high and likely to keep climbing. In this environment, the most impactful campaigns are those which employ multiple, combined approaches. Businesses can use mobile apps, websites, SMS/MMS, videos, podcasts, and more to make contact. Mobility is not just about reaching the user on the go; it's also about reaching the user wherever they happen to be. The convergence of real-time mobility and geo-location, coupled with context awareness and social sharing, is now enabling a deeper level of understanding regarding mobile device usage to drive more revenue and greater efficiencies. Never before has so much actionable and detailed data been available for businesses to analyze and harness.

Delivering a totally new dimension to customer engagement, AMPchroma allows retailers to reach consumers with integrated and effective mobile marketing campaigns, and track campaign effectiveness in real-time. AMPchroma offers personalized and response driven communications that are aligned with the way people lead their busy lives.

AMPchroma supports:

- **Advanced querying** of CRM databases for building target lists
- **Scheduling and managing** content push via subscriptions and alerts
- **In-app and on-site** mobile advertising
- **Social network** integration
- **Detailed reporting** to measure campaign effectiveness

SUCCESSFUL CUSTOMERS

Hallmark · RBS The Royal Bank of Scotland Group · cars.com · DELL · the trainline · ING DIRECT

ANTENNA AND THE AMPCHROMA ADVANTAGE

Mobility is at a critical inflection point. Mobile apps are enabling a whole new level of customer intimacy and mobile web is enjoying a new resurgence as new devices and mobile browser technologies, such as HTML5 and CSS3, elevate mobile web surfing to greater heights.

AMPchroma is the strategic mobility platform that you need to transform your business for this new world order. Unlike other mobile enterprise application platforms that are focused on one or two aspects of the full mobility spectrum, AMPchroma is the first and only platform to address the complete lifecycle of mobility that enables a foundation for strategic mobility across an entire organization. Only with AMPchroma from Antenna can you create, control, measure, adapt and future proof your mobile business strategies, all in one place.

With AMPchroma you are getting a single platform with the widest device reach, the most comprehensive and robust platform architecture, and the most proven deployments across a Global 1,000 customer base.

We believe that mobile technology is completely transformational. But Antenna is not just in the business of selling technology — we are here to help you solve problems, create opportunities and achieve greatness through the power of mobile.

Related Reading

- Antenna Corporate Overview
- AMPchroma Mobility Suite

GET READY TO DEPLOY HAPPINESS

Are you ready to take your mobility strategy to the next level?

To learn more about AMP Mobile Web and AMP Web Studio, or other Antenna products and services: Visit www.antennasoftware.com | Call +1 201 239 7980 (US) or +44 1483 739 707 (EMEA APAC).

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