



**comunity**  
smart, connected communities

## ComUnity Consulting – Mobility Commercialised

ComUnity offers specialised consulting services assisting organisations to successfully compete in the mobile business revolution. Many organisations rush to take advantage of the benefits that mobility offers, but later realise that they overlooked fundamental issues in implementing mobile strategies. As a consequence, they fail to realise the full commercial value that they could have gained from their mobility investments or their approach soon becomes obsolete.

Our focus is on defining how mobile can play a valuable part in a digital channels strategy. We assist you to deliver better results without investing more. Our holistic approach encompasses definition, planning and executing mobile strategy, as well as mitigation of risk and complexity in implementation. We have the expertise, experience and unique insights to assist you to define and implement mobile solutions that support and drive your business model effectively

Our methodology has been honed through deep experience in defining viable mobile commercial models with an understanding of the market and proven record of delivering services to market.

A well-constructed Mobility Strategy ensures that the organisation effectively leverages the convenience, reach, cost efficiencies and scale of mass-market infrastructure as a channel to market. We ensure that your systems and processes are orchestrated to drive your business model through an m-commerce implementation which supports key business initiatives such as customer acquisition, service, retention, up-sell and cross-sell. The ComUnity approach will provide the tools to revisit the strategy over time, keeping pace with evolving technology and market requirements.

Rather than focus on abstract solutions that are difficult to relate to daily operating decisions, we guide our clients' strategic choices. ComUnity understands the micro and macro drivers of the mobile revolution, brings industry knowledge and relevant business networks, implements robust methodologies and brings a proven record of mobile application commercialisation. The outputs include: Mobile channel strategies which will enable the organisation to execute on business initiatives to reduce costs, stimulate core revenues and develop new revenue streams; Production of measurable and achievable implementation roadmaps, as well as commercially justifiable go-to-market offerings.

ComUnity Consulting works with your organisation to convert mobile ideas into tangible business results. We offer two variations of structured engagements for organisations looking to take control of and optimise their mobile strategies, namely:

**\* Fast Track Mobile Assessment**

**\* Enterprise Mobile Readiness Assessment**

Each of these packaged engagements includes business analysis, process analysis, information and technical architecture reviews, and we couple it with commercial modelling that produces detailed findings, outputs and actions in the form of roadmaps or activities.

**We offer consulting services in the following areas that connect your mobility strategy to the business strategy:**

- **Mobile Business Strategy:** Analysis of client business processes to identify business areas that can show marked improvement using mobility.
- **Mobile Technology Strategy:** Analysis and recommendation of current and future mobile channels in the context of the business strategy.
- **Architecture & Infrastructure Services:** Providing our clients with complete business architecture and a framework which suits their business and technology environment.
- **Project Implementation:** The ComUnity Consulting team co-operatively develops a realistic implementation plan wherein both the business and technology strategies are managed.
- **Governance, Compliance and Risk:** We recommend a Governance process, provide counsel on Compliance issues, Identify Risks and propose Mitigation Strategies wherever plausible.

**We specialise in:**

- **Business and Commercial Strategy** – using our significant experience of mobile environments
- **Proposition Development** – our proven track record of developing, delivering and establishing services
- **Evaluating industry standards, best mobility practices and devising a mobility strategy tailored to your overall strategy and mobility vision**
- **Recommendations relating to the technology and mobile devices, based on evaluating the pros and cons of each against the demands of device/technology evolution**
- **Detailed analysis of the existing applications, infrastructure, people profiles, and processes.**
- **Establishment of a mobile strategy and road-map for organisations to assist in building a business case, driven by delivering revenue and improving customer service while controlling costs**
- **Producing well-defined, measurable mobility implementation roadmaps, benchmarked with quick wins, short term and long term goals**
- **Design of the architecture for mobile application solutions and developing; and, managing cost effective mobile project plans for those solutions**
- **“Go-to-market planning and execution” – to ensure the successful launch of services**
- **Marketing and communications strategy – in-depth knowledge of marketing environment and effective tactics**
- **Business development and partnership strategy – using our established relationships with manufacturers, operators and service providers**
- **Implementing frameworks that enable monitoring of the application usage, facilitation of the client’s continuous improvement process to revisit the strategy over time**

ComUnity Consulting is committed to ensuring its clients meet business objectives and strategic goals by effectively leveraging mobile as a business channel. We work with our clients to define the role of mobile as part of the digital mix and identify and demonstrate how the channel can deliver real commercial value.

Our approach is underpinned by global best practice. We follow ITIL V3® to ensure Service Delivery Excellence, and COBIT® v4.1 to ensure Governance and Oversight with measurable Control Objectives.

