



MOBILE

A NEW WORLD FOR BUSINESS

Louis Eliades, Managing Director

Agenda



Vision



Putting it together

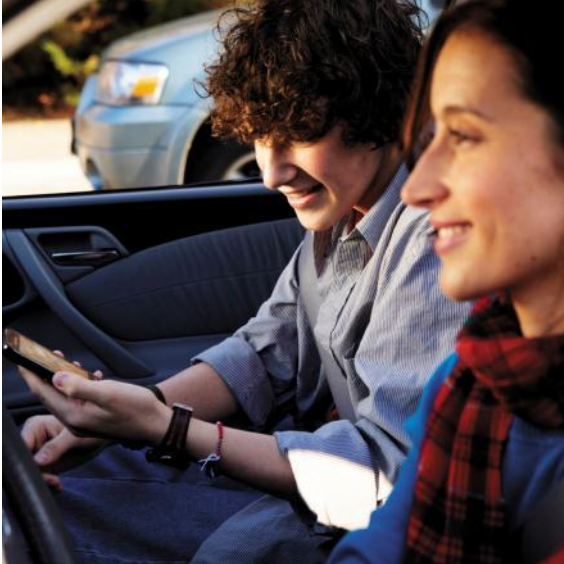


Examples



Your success

Connect your organization to maximize benefits



Customers

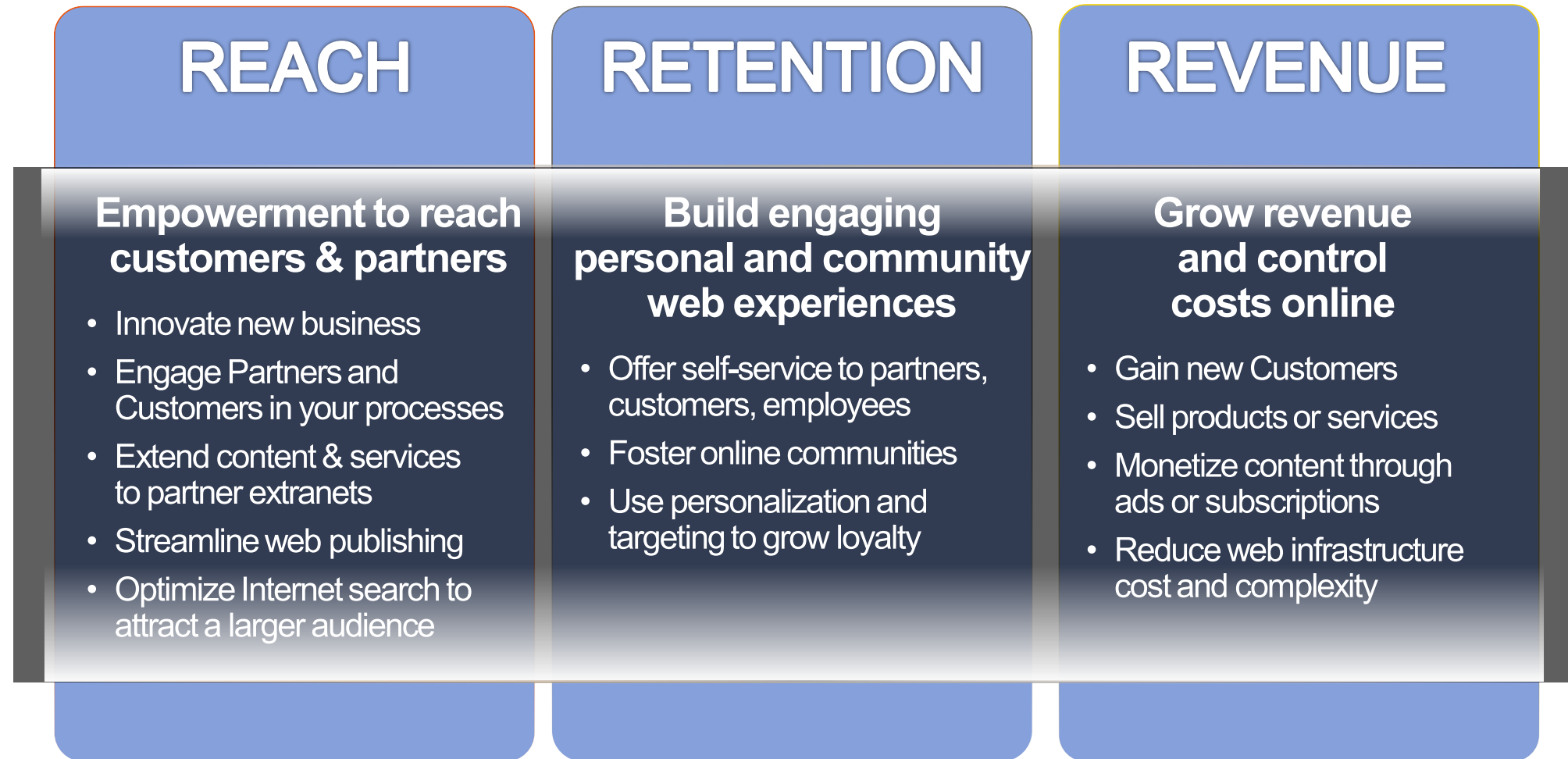


Employees



Partners

Benefits = RRR

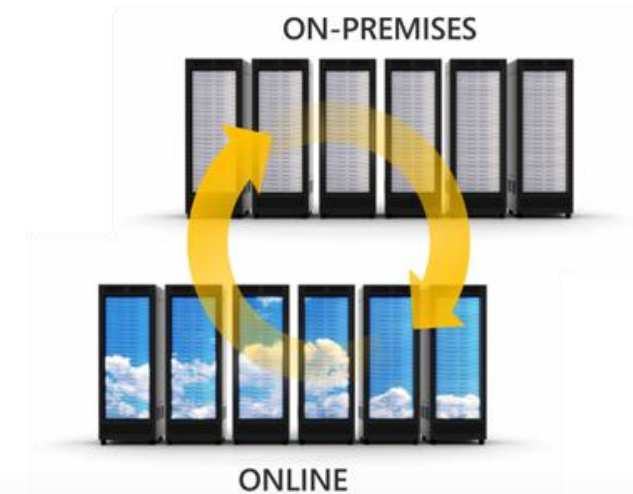


Enabling business with new devices

People need to leverage experience across
PC, phone, and browser

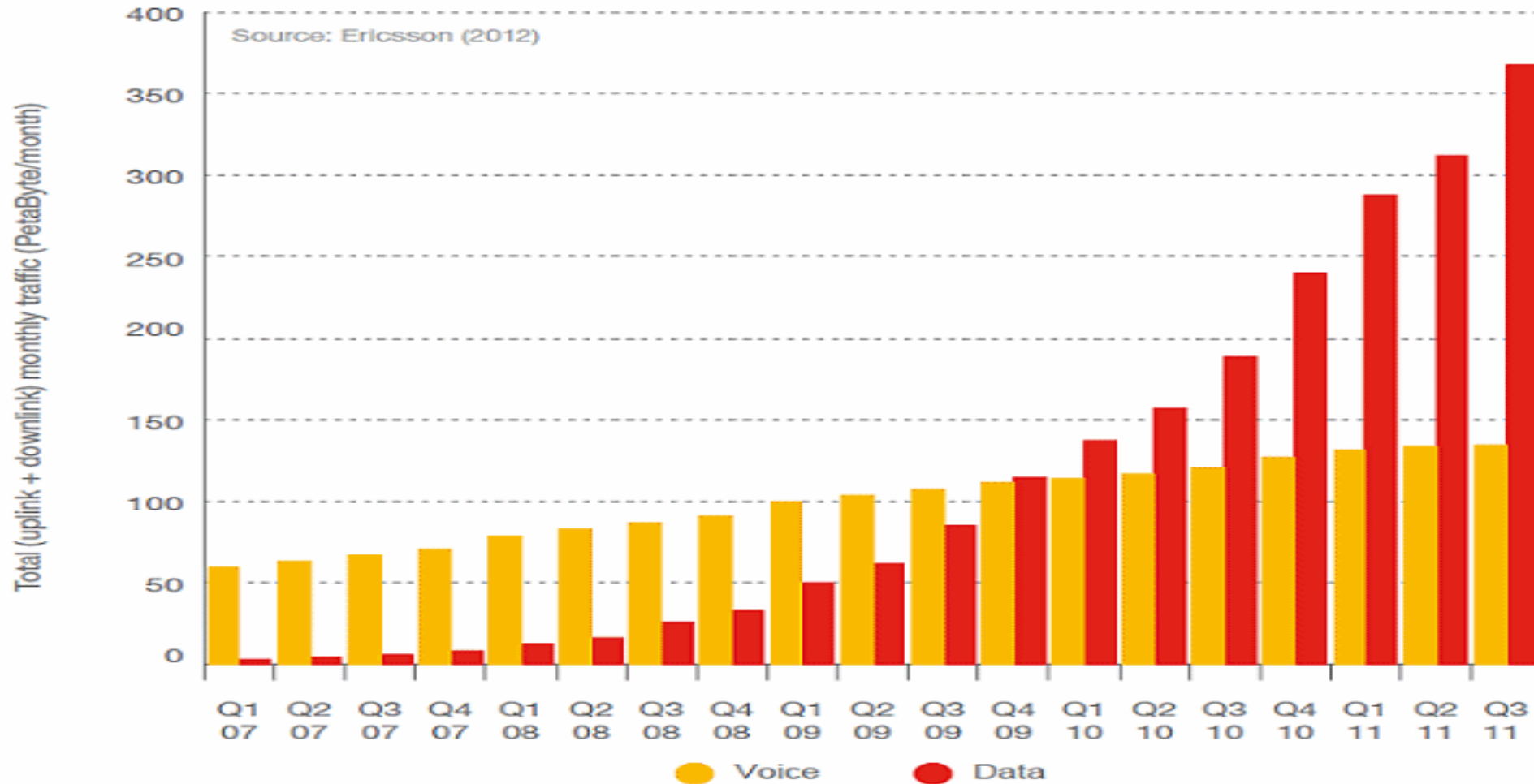


The cloud
on your terms



App Data is taking over voice

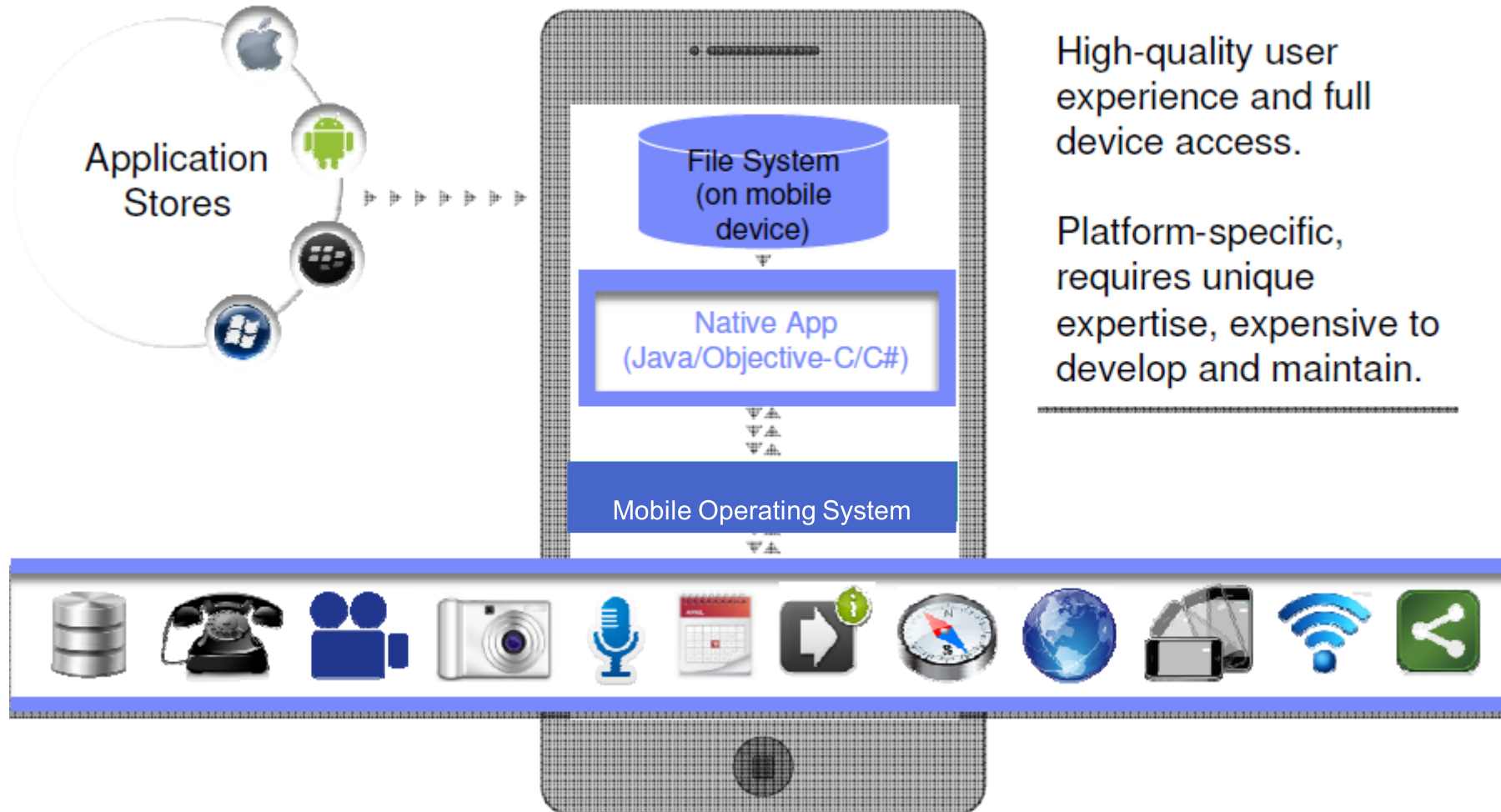
Figure 3: Global total traffic in mobile networks 2007-2011



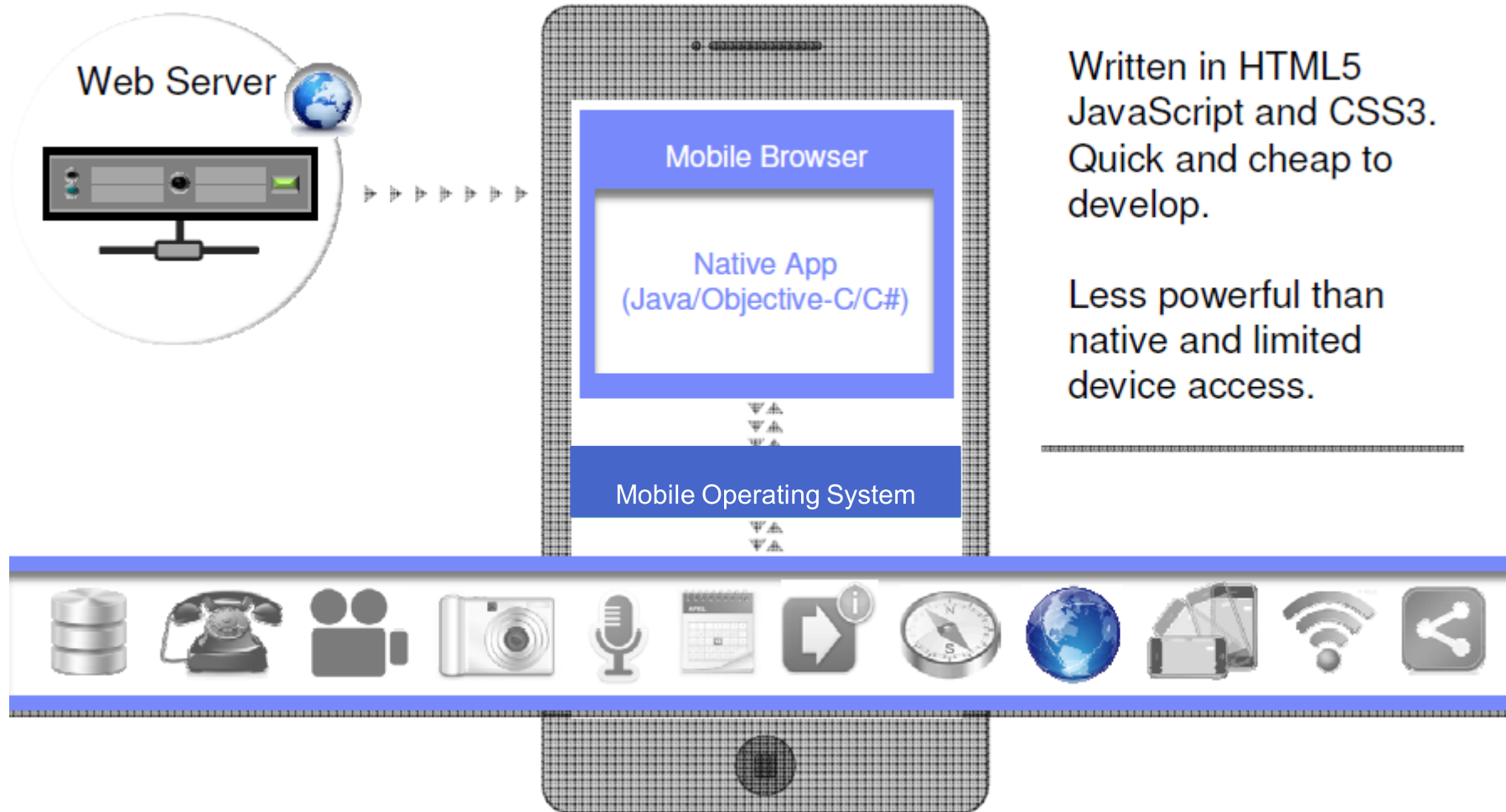
Need to be open and complete



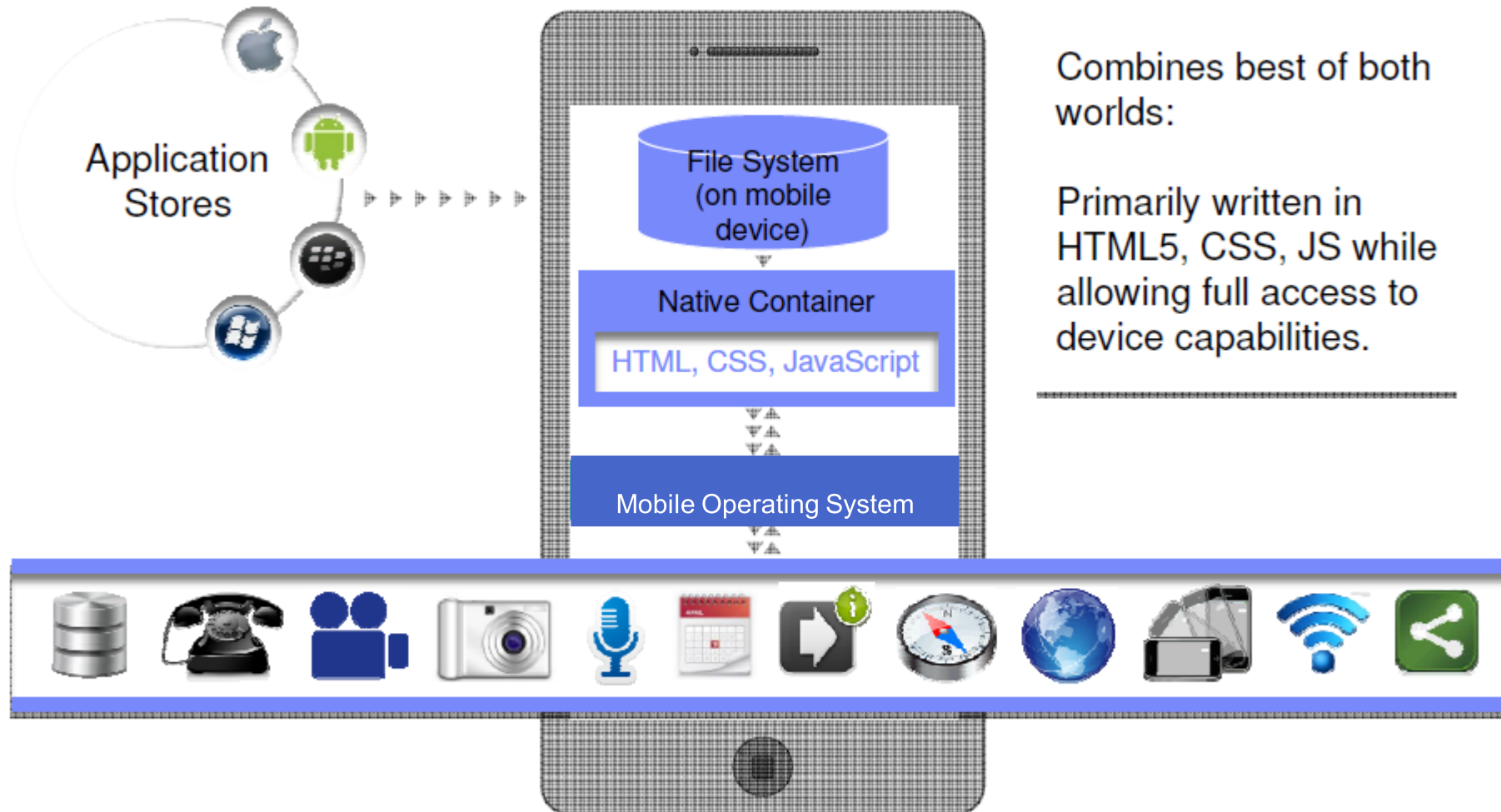
Downloadable/Native apps



Web apps



Hybrid apps



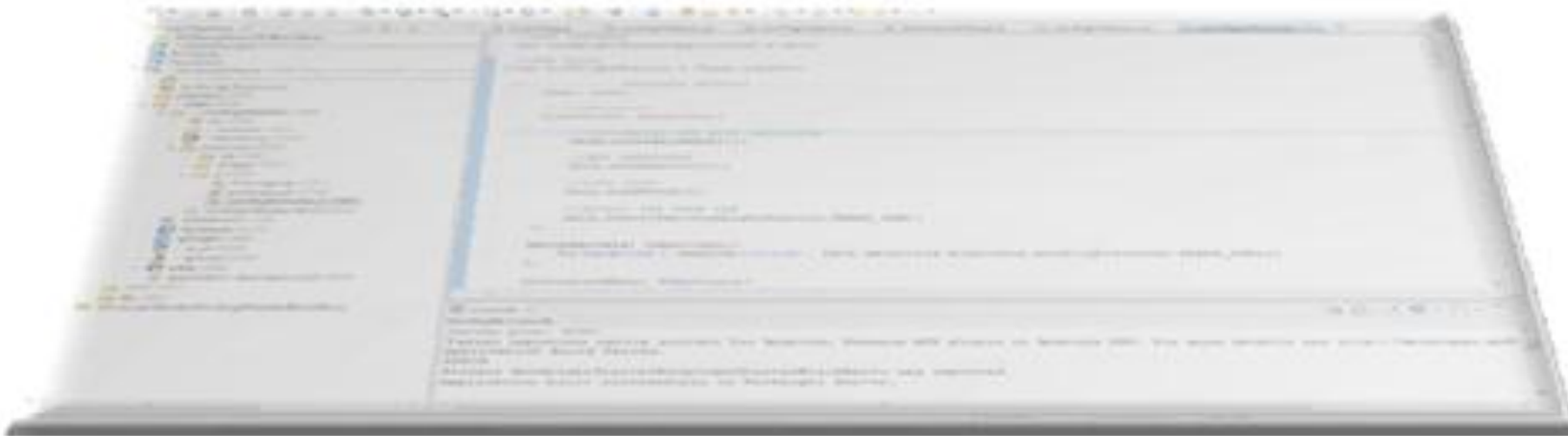
Trusted shell approach



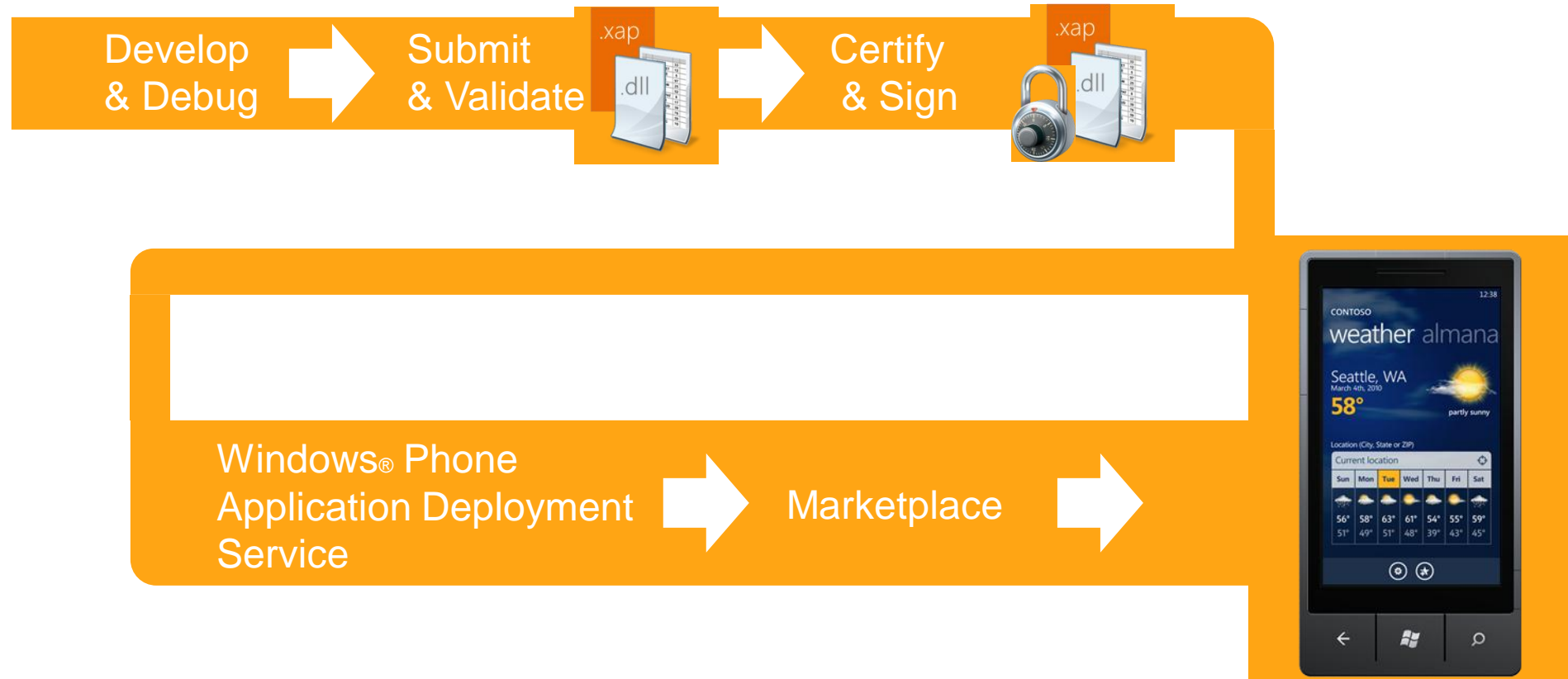
Tools ease applications development



PhoneGap



Deployment process to a store




Some Challenges

Security

Analytics

App
Control

X  iPhone Version 1.1 ● Active ▼

X  Android Version 1.0 ⊘ Disabled ▼

Notification text
(will appear on the device):

This version is no longer supported.
Please upgraded to the next version.

URL to app store or market: <http://market.android.com/myapp>

✓ Save × Cancel

X  BlackBerry Version 1.0 ● Active ▼

X  Windows Phone Version 1.0 ● Active ▼

X  iPad Version 1.0 ● Active ▼

Need to be real-time ... In-line Fraud Reduction

- Anti-Fraud
 - Device Identification
 - Anti-fraud Scorecards
 - IP Address anti-fraud
- Authentication
 - One-to-many, Many-to-one Access Management
 - Step-Up multi-factor authentication
 - 2-factor authentication
- Security
 - Global Policy enforcement
 - Soft-lock

Payments

- SMS transactional payments
- Direct Mobile Billing
- Direct Carrier/Bank cooperation
- Mobile Web Payments
- Contactless NFC

Cyprus is moving towards a digital economy



- eGovernment, eBanking, eInsurance, eProcurement, eInvoicing ...
 - > Citizens and Business will enter the digital age in order to do business.
 - > Businesses will transact with Banks and Government using eServices.

Turn mobile capabilities into new opportunities



A mobile portal experience ... at your fingertips



Global Mobile App Examples

Business

News

Travel

Lifestyle

Social
Network

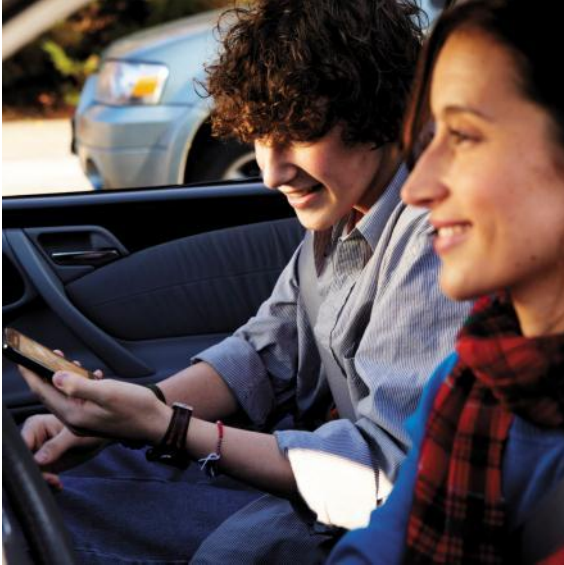
Education



It's all about creating a Competitive Advantage



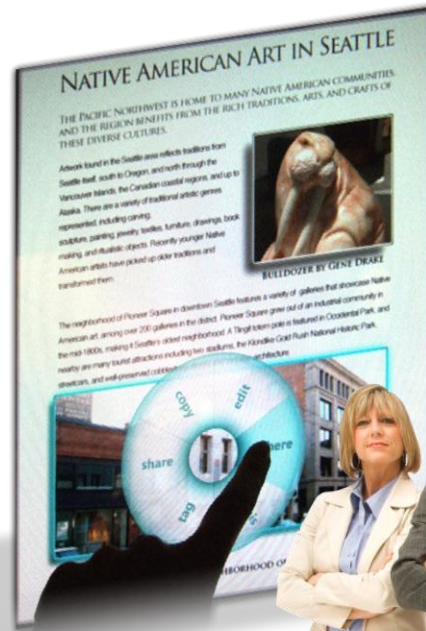
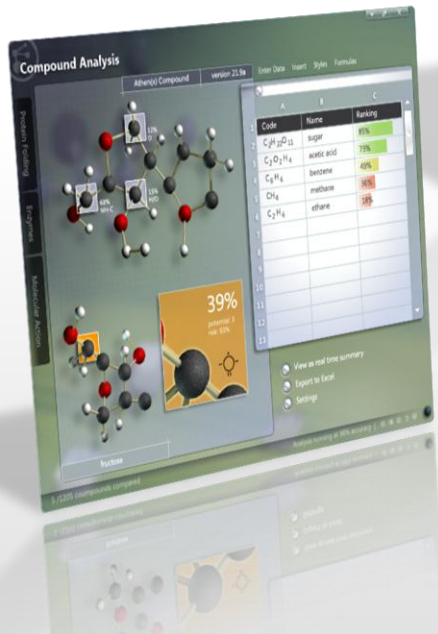
Simply ... Connect Your Organization



Customers

Employees

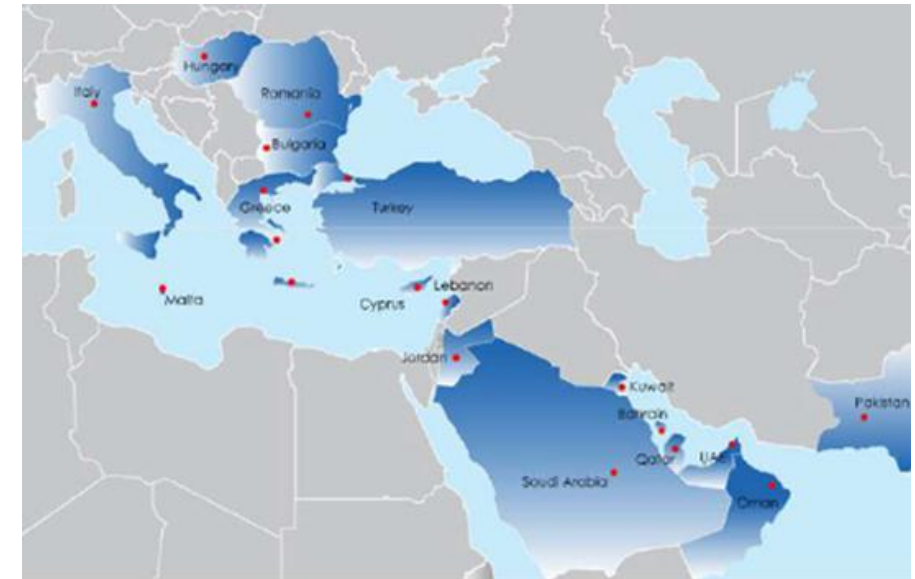
Partners



REACH - RETENTION - REVENUE

- > Global Business Consulting
- > Global Solution Development
- > 9 Vendor Certified Competencies

- Mobile Applications
- Portals / Web Content Management / Collaboration
- Business Intelligence
- Enterprise Content Management / Business Process Management
- Custom Development / Business Process Integration
- eCommerce



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*Ready when you are ...
to translate technologies into solutions!
We excel at integrating people, processes, technologies
... we're "making e-business fit together!"SM.*