Designing Applications for the Masses

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Managing Director

Market situation – Differentiation!

- Storage = Commodity
  - Cost/Margin per device
  - Storage requirements/Value of data
- Competitive landscape is fierce
- Product differentiation
  - Maintains value
  - Provides a competitive advantage
  - Lends additional purpose to devices
  - Improves customer loyalty

Application Design for the Masses

- **Vertical thinking – solve one problem**
  - **Make it a good one**
- **Viral component**
- **Simple is difficult**
  - **Remove the learning curve**
- **Minimal Interface**
  - **Integration and automation**
  - **Minimize end user interaction**
- **Small footprint**
- **Cross platform support**
- **SaaS or Web enabled**
- **Easy licensing, distribution and provisioning**

Mass Market Advantages

- **Brand recognition / Market Capture**
- **Market education**
- **Claiming pioneer status**
- **Proof of concept**
- **Seed technology**
- **Expanding boundaries**
- **Upgrade/add-on opportunities**
- **Lead generation**

Successful Distribution

- Minimal to no licensing fee
  - Driven by end user $
- Investment in marketing
- Integrated within the device (ideal)
  - Auto launch capabilities
  - Portable
  - Software as a Service (SaaS) or web enabled
    - Recurring revenue stream
    - Direct access to customers
- Downloads available from web
  - Reaching an even larger market
  - Push/pull business model

Capturing a New Market – Your Own!
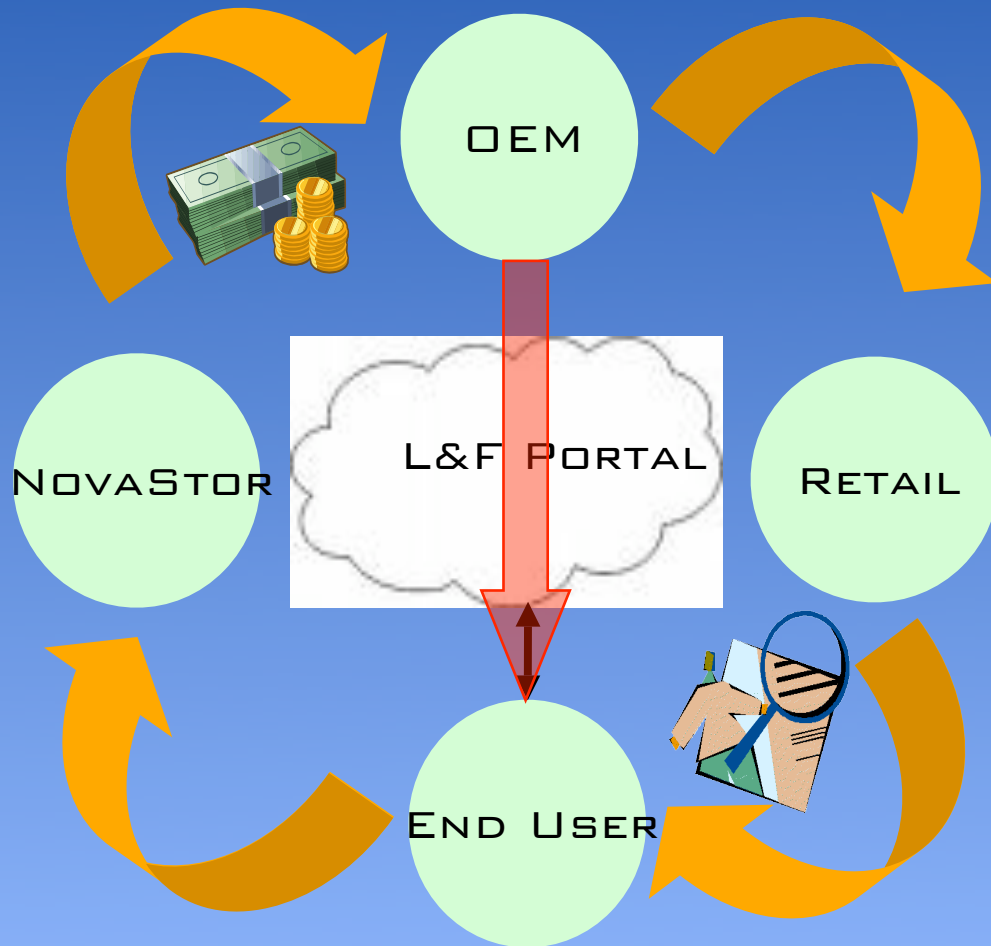
Eco-System

- Partner distributes device with application software
- Retail sells device to end user
- End user registers device
- Collect/share end user data and gain direct marketing access to end users

Win - Win

- Differentiation
- Market capture (through registration)
- Extreme marketing potential
- Customer loyalty
- Flexible business packages (with branding)
- Upgrade path to advanced solutions
- Ground floor opportunity