



**Mobiles
and Apps
are...**

**changing
our work
place**



Native apps provide an unsurpassed, rich user experience and enterprise-ready performance, scalability and security.



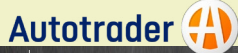
Thousands of organizations across all major industries, have used Analytics to build mobile apps that solve their toughest business challenges and take advantage of the opportunity to increase productivity and gain a competitive edge.

This brochure looks at how some of these customers have used mobile to change the way they do business.



AutoTrader.com, launched in 1998 is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader aggregates into a single location almost 4 million vehicle listings from 40,000 dealers and 250,000 private owners. It provides the largest selection of vehicles attracting more than 14 million qualified buyers each month.

AutoTrader unites buyers and sellers online, improving the way people research, locate and advertise vehicles. With its two key businesses: Digital Media and Software Solutions, they have reduced friction between dealers and consumers and allowed them to transact with confidence and efficiency.



Mobile Sales

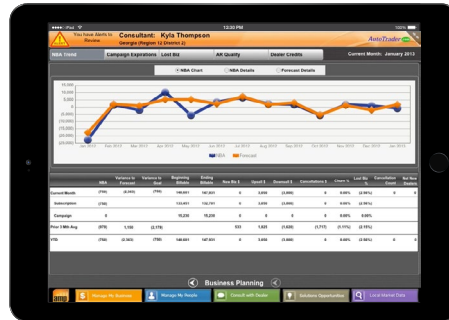
AutoTrader has a sales force of 1,000 Advertising Consultants who interact on a daily basis with auto dealers throughout the United States. Hours were used each day for gathering information to prepare for meetings with spreadsheets with dealers. Often transactions were delayed to gather the necessary information and often cost the loss of an opportunity.

With mobile application, all the information needed is now at their fingertips and they can instantly respond to any question posed, making effective use of time spent with the customer. Employees can now view everything they need from their mobile and can be more productive and interactive with their customers. They can see their book of business, instantly see how they are trending for the month and view how they are performing. Also, they can view their information whether they are connected to the Internet or not.



Mobilize

Analytics have been used for a long time on their desktop, now with mobile application they can support a large mobile sales force by delivering real-time data. By using an Analytics Platform they can now create mobile application at ease.



App has been a game changer. It has made it much easier to get information and has changed the way we work."

Return on investment

One of the things they measure with Analytics is the usage from customers (dealers and sales force). With usage of the platform has grown 40 times from 4,500 requests weekly to 175,000 requests weekly.

Future development

Next application will focus on customers to access data via a mobile device that is currently only available on the desktop. Another project is giving the field representative the ability to sell advertisement space. They will be able to see advertisement space, reserve it using a simple transaction services. .





Every day, Team Leaders require updated sales and operations information for their stores. App, built on for Mobile, delivers more effectively and provide superior customer service every step of the way.”

Whole Foods Market, founded in 1980 in Austin, Texas, is the leading organic food retailer and first national certified organic grocer. With its nearly 60,000 Team Members, Whole Foods Market has been ranked as one of the “100 Best Companies to Work For” in America by Fortune Magazine for 14 consecutive years.

Fast-paced retail environment

The day-to-day task of managing a store is a challenging, with customer service and operational performance at the forefront. It is critical to keep constant tabs on the pulse of overall store performance, as well as the performance of individual departments. Having sales and operations information in the palm of their hand is no longer a luxury—it’s a necessity.

Critical KPIs in your hand

STLs will continue to start their workday accessing the app and keeping tabs on their store’s most important operational and sales metrics but now with the device of choice. STLs are able to evaluate store performance down to individual “sub-teams” (i.e. departments), such as Seafood and Produce. These KPIs are evaluated for several time periods, including the previous day, week-to-date, and month-to-date.

The mobile app is focused primarily on three main categories of key performance indicators and information:

1. sales, 2. margins, and 3. labor.

During the brainstorming and development of the app, STLs made it clear that they needed to have a high-level view of store operations and performance that was easy to grasp at-a-glance. The iPhone app succeeds in doing just that. Among the very first screens a STL sees includes a summary of the most important daily



We worked closely with MicroStrategy to create a "pilot group" of STLs and other employees to identify use cases and test the app. The STLs made it clear that having intuitive, high-level KPIs was critical."

operational metrics.

Green, yellow, and red performance indicators reveal how each team is performing across various KPIs.

In just a few seconds, a manager can quickly see how store departments, such as Seafood or Produce, are performing in terms of daily sales and margin and can quickly compare those KPIs to other teams. Another important set of KPIs is focused on labor statistics, including the percentage of overtime hours worked by employees.

The app also drives healthy competition between STLs of different stores, as each manager can compare his or her store's performance to four other stores throughout the company. This interesting and competitive aspect of the app will also help drive widespread adoption of the apps in the near and long-term.

Business users also enjoy the intuitive and comprehensive nature of the app. For instance, it provides help pages aimed to guide users through the app. The help pages define and describe every KPI, page, and color KPI threshold used in the app. This ensures that there is a shared, broad understanding of the most important performance metrics across all of Whole Foods Market.

Mobile movement

