



## Mobile puts consumers first

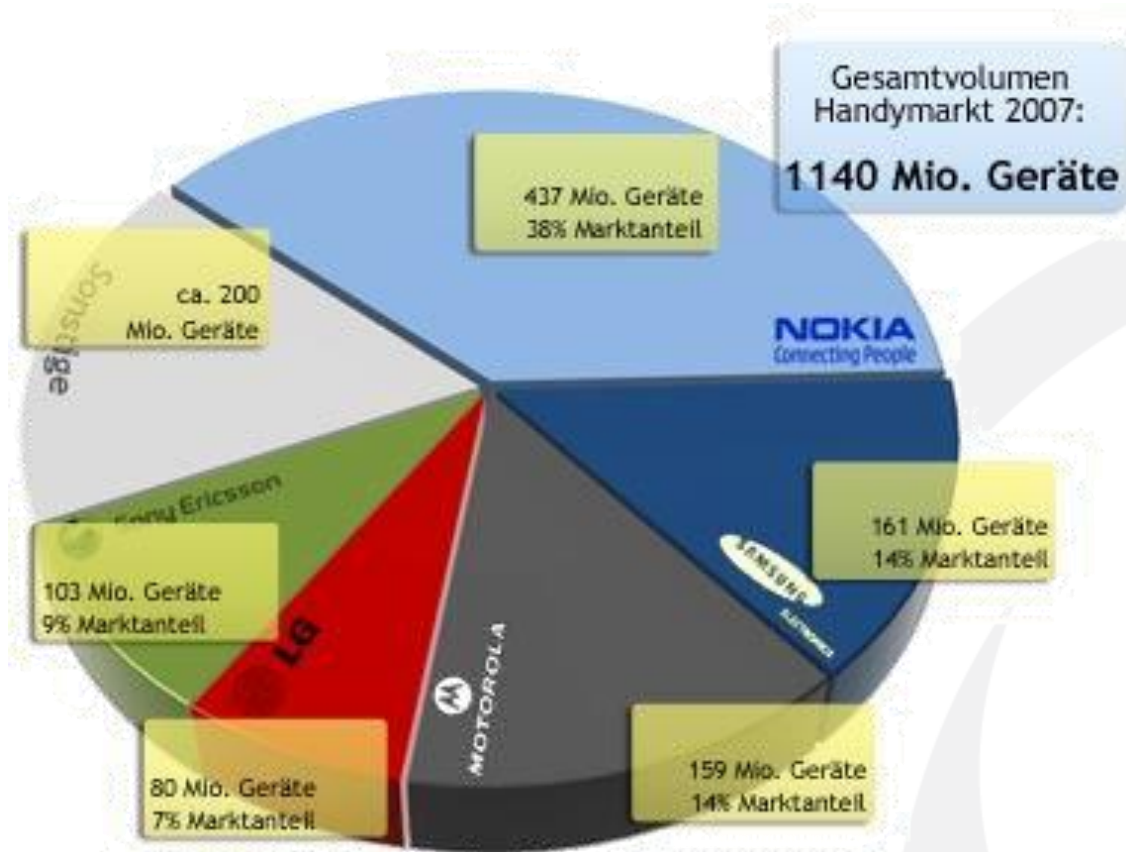
Mark Forster, 2011/05/10

# Your device.



Bedienung

# 2007



## Set up your mailbox

(1) Tap the Nokia Menu Key and (2) choose **Messaging**. (3) Scroll down to **Mailbox** and (4) click. You will be told 'no mailbox defined. Define now?' (5) Choose **Yes**.

A wizard starts which walks you through the process. First choose **(6)Start** with the left selection key. Choose your mailbox type using the (7) scroll key and clicking to ensure the correct one is selected with a dot to the left of its name. If you have webmail or an email address from your Internet service provider, (8) choose POP3. (9) Click **Next**.

(10) Type in your email address. (11) Use the star key to pull up a symbols list so you can (12) choose the '@' symbol and the 1 key for the dot. (13) Choose **Next**.

(14) Enter your incoming mail server then (15) choose **Next** and (16) your outgoing mail server then (17) choose **Next**. (18) Now choose your 'access point'. The choices will depend on which operator you are using at the time and you (19) may need to ask your operator for the right information. You can get the phone to ask you every time if that might be useful. (19) Make your selection then (20) choose **Next**.

(21) Now give this mailbox a name. Make it meaningful, something like 'Gmail email' if your email provider is Gmail, for example. When this has been entered (22) choose **Finish** and you will be told 'Mailbox setup complete. Settings can be viewed and edited in e-mail settings'. (23) Click **OK**.

### Personalise the settings

Now you need to tell the Nokia N95 how to behave when it is picking up and creating email.

When viewing the messaging main screen (24) scroll to the mailbox you just set up and (25) click it to open it. Now choose (26) **Options** then **E-mail settings**. From here there are several sets of settings to make.

(27) - Choose **User settings**.

In the space under My name (28) type your own name. This will be used to identify you instead of your email address when the recipient device supports that. Under Send Messages (29) click the scroll key to choose between sending messages immediately they are created or at the next manual connection

Under Send copy to self (30) click the scroll key to choose between copying yourself in to all emails sent or not

Under Include Signature (31) click the scroll key to choose whether you want to include a pre-defined signature on all emails. If you choose yes, you are asked to define the signature now.

Under New email alerts (32) click the scroll key to choose whether you want the N95 to tell you when new email has arrived. This is useful if you have chosen to retrieve emails automatically – see 'automatic retrieval' below.

(33) - Choose **Retrieval settings**.

This is where you tell the phone how much of each email to retrieve. You might want to retrieve less if you think you will end up spending a lot on connection time. The choices are; to retrieve headers only, to set a size limit on downloads, or to retrieve messages and their attachments.

(34) - Choose **Automatic Retrieval**.

If you need to get your email regularly then you can set up the phone to pick up messages at regular intervals. (35) Choose Disabled if you want to pick up email manually

(36) - Choose **Connection settings**.

Here you can change any of the basic email settings such as incoming and outgoing email servers and can give the phone your login password

Check out your Internet Settings page [here](#)...

# Kurzversion

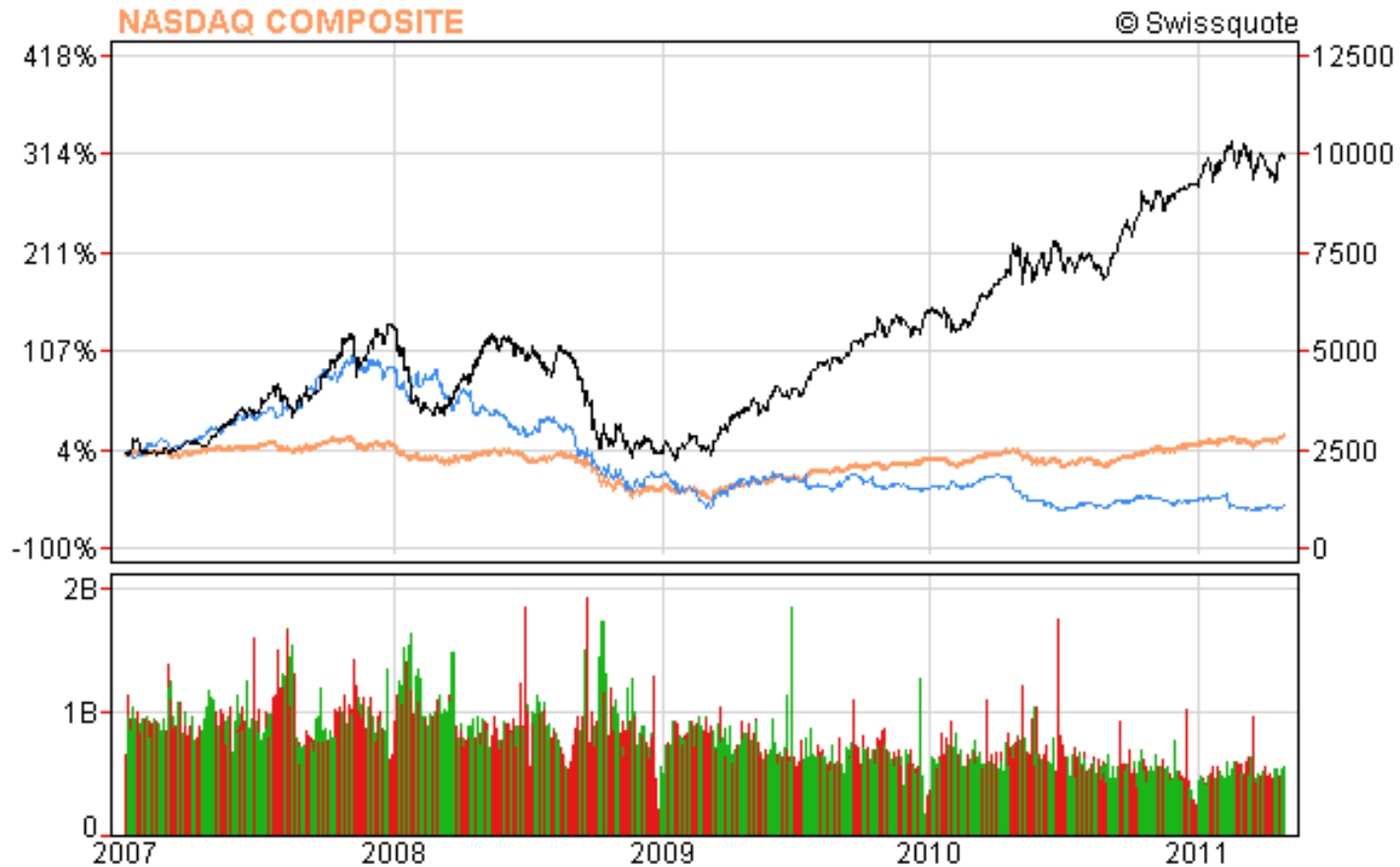
- (1) Tap settings
- (2) Select Mail, Contacts, Calendars
- (3) Select Add Account
- (4) Select Microsoft Exchange
- (5) Enter your Email address, Domain, Username, Password and a description that you wish to call your account (such as work)
- (6) If required, enter the Server name
- (7) Decide what you want to sync - Mail, Contacts and/or Calendars

Your account will now be configured

# 2007



# NASDAQ: Apple und Nokia



01-Jan-07 zu 28-Apr-11	Hoch	Tief	Veränderung (%)
<b>COMP,U</b>	2,874.59	1,265.52	457.24 (18.93%)
<b>AAPL,U</b>	364.9	78.2	262.27 (309.13%)
<b>NOK,U</b>	42.21	7.73	-11.06 (-54.43%)

Source: Swissquote April 2011

Erkennbarere  
Nutzen

# Auch einfache Devices können „smart“ sein



- Beispiel M-PESA, Kenya

- Eingeführt 2007 durch Safaricom/Vodafone
  - PESA bedeutet „Bargeld“ (Swahili)

- Erlaubt Geldtransfer und bargeldloses Bezahlen ohne Bank-Konto



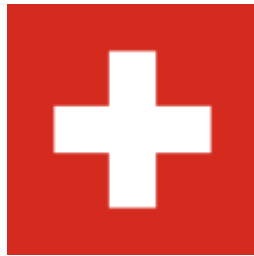
Bevölkerung:	40 Mio
Internet:	~10%
Bank-Konten:	~10%
Mobile:	~50%
GDP (nom.):	809 USD

Source: <http://www.internetworldstats.com/stats1.htm>, Wikipedia

# Gibt's auch in der Schweiz



Ringier GE Capital Bank mf group



Bevölkerung: 7.6 Mio  
Internet: > 75% Abdeckung  
Bank-Konten: >100% Abdeckung  
Mobile: >100% Abdeckung  
GDP (nom.): 69'808 USD

Source: <http://www.internetworldstats.com/stats1.htm>, Wikipedia, Wegelin Schaffhausen

1

## Aktionen & Coupons

Aktionen & Coupons in Ihrer Umgebung auf dem Handy. Coupons ausschneiden war gestern!

2

## Handy-Bezahlung

Barcode generieren, scannen, fertig! So einfach wird heute bezahlt!

3

## Prämien-Shop

Sammeln Sie beim Bezahlen Punkte und lösen Sie diese in unserem Prämien-Shop ein!

Sind Sie bereits registriert? [Einloggen](#)

**Jetzt registrieren!**

# Wie funktioniert M-PESA?



## Registration:

- Step 1: Replace Your Old Safaricom SIM Card
- Step 2: Register As New M-PESA Customer
- Step 3: Activate Your M-PESA Account

## Möglichkeiten:

- Mobile Payment
- Geld überweisen
- Geld abheben
- Geld einzahlen
- Mobile Ticketing
- Mobile Punkte



Source: M-PESA

# Und Vanilla?

Aktionen & Coupons

Mobile Payment

Prämien

Jetzt maximal profitieren mit  
**Vanilla PREMIUM**

## Finden



Aktuelle Coupons und A  
Plattform. Kein lästiges  
mehr.

Vanilla bündelt Top-Ange  
oder unterwegs auf Ihre

Finden Sie dort mittels  
unmittelbaren Nähe.



## Registration:

- Schritt 1: Aktionen oder Mobile Payment oder Prämien?
- Schritt 2: Standard oder Premium Kunde?
- Schritt 3: App herunterladen
- Schritt 4: Registrieren
- Schritt 5: Nutzen



## Ihr gratis PREMIUM-Willkommensgeschenk

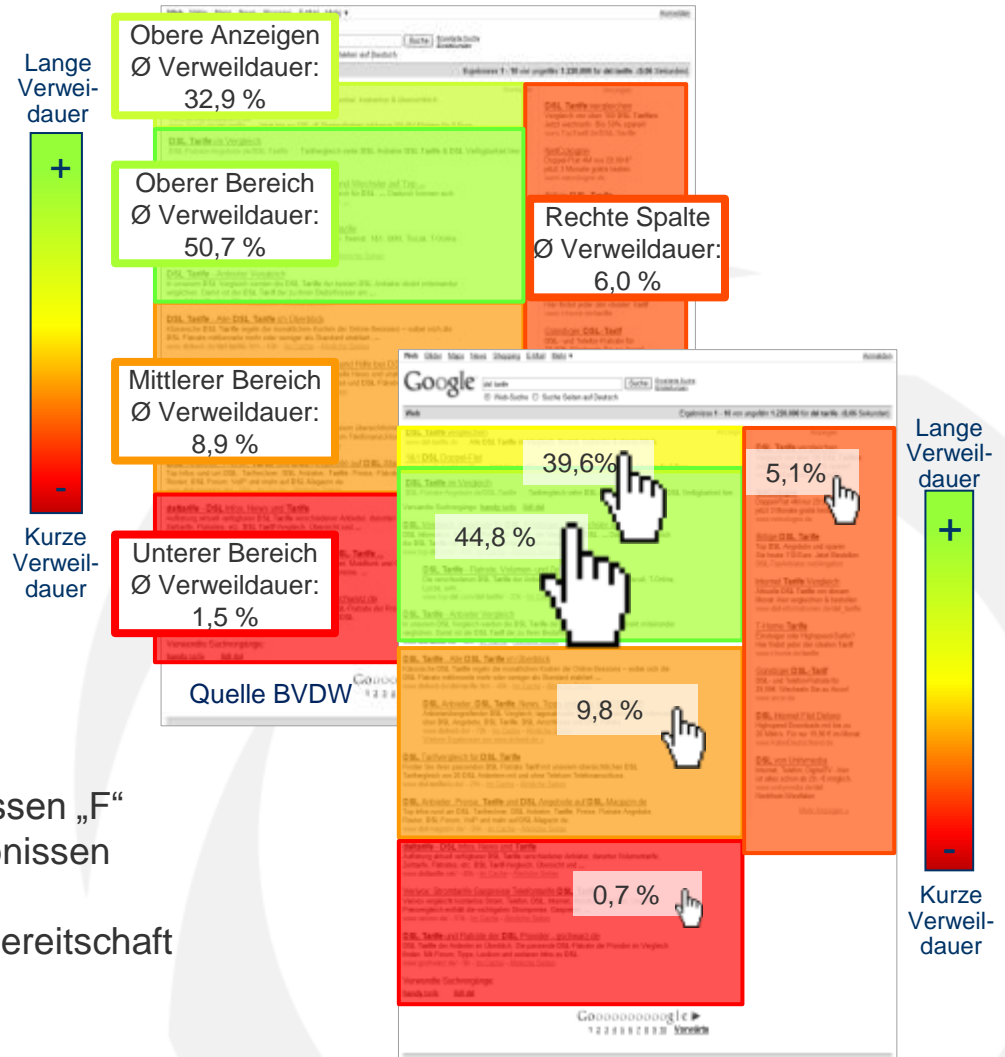
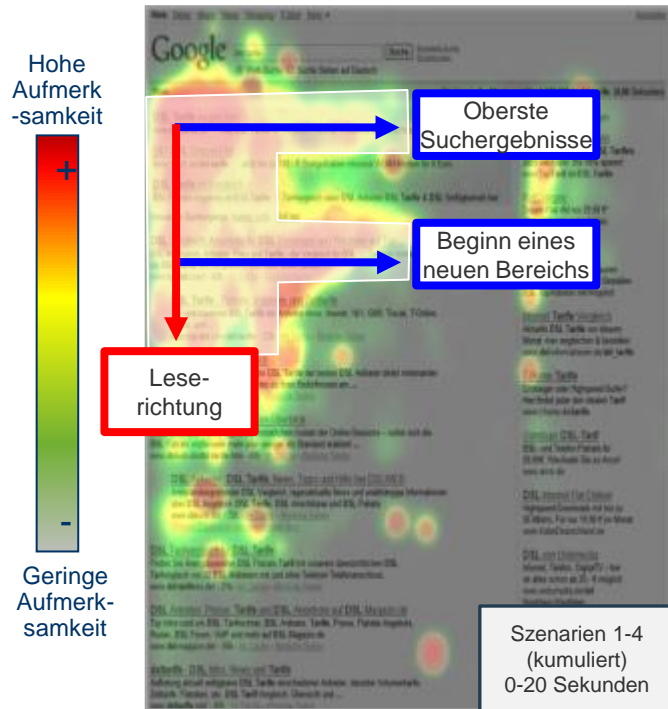
- ▶ CHF 150.-- Gutschein in "Das Zelt"
- ▶ 1'000 Vanilla-Punkte geschenkt
- ▶ "Blick" gratis für 3 Monate (CHF 152.--)
- ▶ "SonntagsBlick" gratis für 6 Monate (CHF 91.--)

Shoppen Sie smart, weltweit und in finanzieller Unabhängigkeit.

**PREMIUM wählen**

Analyse

# Wir kennen Online gut



- Blickverteilung formt sich zu einem grossen „F“
- Aufmerksamkeit wird von oberen Ergebnissen dominiert
- Position hat direkten Einfluss auf Klickbereitschaft

Source: Goldbach Interactive 2010

# Und Mobile?



# Wir wissen, was Konsumenten erwarten

"Compared to websites that you access from your home computer or laptop, how quickly do you expect websites to finish loading on your mobile phone?"

**Almost/just as quickly or faster: 58%**

- I expect websites to finish loading faster on my phone
- I expect websites to finish loading just as quickly on my phone
- I expect websites to finish loading almost as quickly on my phone
- I expect websites to finish loading a bit slower on my phone
- I expect websites to finish loading much slower on my phone



Base: Total Sample (N=1001)  
Source: Gomez

# Was wissen wir über unsere Lösungen?

## Mobile Site (auf iPhone)

**Installation:** keine

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### Abruf Zürich HB nach Bern

**Schritte:** ca. 44 Taps  
**Ladezeit:** ca. 1 Sekunde

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### Abruf nach Hause (Zollikerberg)

**Schritte:** ca. 44 Taps  
**Ladezeit:** ca. 1 Sekunde

## App (auf iPhone)

**Installation:** ~3.7MB  
~ 31 Sek. WiFi / HSDPA  
~ 4 Min. 3G  
~15 Min. GPRS

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### Abruf Zürich HB nach Bern

**Schritte:** 15 Taps  
**Ladezeit:** <1 Sekunde

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### Abruf nach Hause (Zollikerberg)

**Schritte:** 2 Taps  
**Ladezeit:** <1 Sekunde

Fazit

# Ein paar Fragen



1. Mobile Lösung oder Mobile Komplexität?
2. Wie findet zukünftig unsere Wertschöpfung statt?  
(Gerade wenn Mobile so wichtig werden sollte)
3. Sind wir auf Mobile vorbereitet?  
(Strategien, Businessmodelle, Fachkompetenzen, Prozesse, Personal, Kapazitäten, Mittel)



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Thank you.