



IDC Content Marketing Services Case Study

Filling the Funnel for HP Software

Brand Repositioning & Marketing Awareness Campaign

What was the Challenge?

- HP Software had a need to generate new leads to fill the funnel to then turn over to the field
- HP wanted to leverage independent research around the topic of mobile application development

What was the Solution?

Built Awareness through Content:

- 4 Blog Posts
- 1 Technology Spotlight
- 2 Analyst Connection Papers
- 2 Analyst Videos

Nurtured Leads with Business Value and Peer Assessment Content:

- Peer Assessment Tool: IDC incorporated survey results with existing research and the IDC Mobile Maturity Model to build the interactive Peer Assessment Tool.

Business Value Whitepaper:

- The whitepaper assisted HP's customers and prospects by providing IDC's full discussion on the potential to help enterprise application development staff support the business more effectively, efficiently, and the resultant cost savings.
- Dynamic Business Value Whitepaper: web-based short survey that provides the user with a customized business value whitepaper, based on their input, and aligned with the focus of the BV whitepaper. The Dynamic Survey leads users to engage with the full whitepaper as they decided to drill down for more specific information.

To engage with Clients Directly:

- Webcast with Analyst Speaker
- 8-city Event Series in North American and Latin America with Analyst Speaker

HP Mobile Application Marketing Material



IDC ANALYST CONNECTION

Melinda-Carol Balfou
Program Director, Application Life-Cycle Management

Driving End-to-End Mobile Application Life-Cycle Management

June 2013

Application development complexity and an explosion of business reliance on mobile applications are driving demand for targeted, collaborative, and agile application lifecycle management (ALM). Fractured approaches to areas such as requirements, quality, security, and portfolio planning are not viable among competitive pressures and forces to deploy across complex multichannel platforms and environments. Margins are thin and software vulnerabilities are highly visible to both stakeholders and broad B2C audiences. Effective software delivery remains inherently tied to earlier life-cycle phases for both agile and consistent deployment (such as requirements, architectural design, quality, change management, and security).

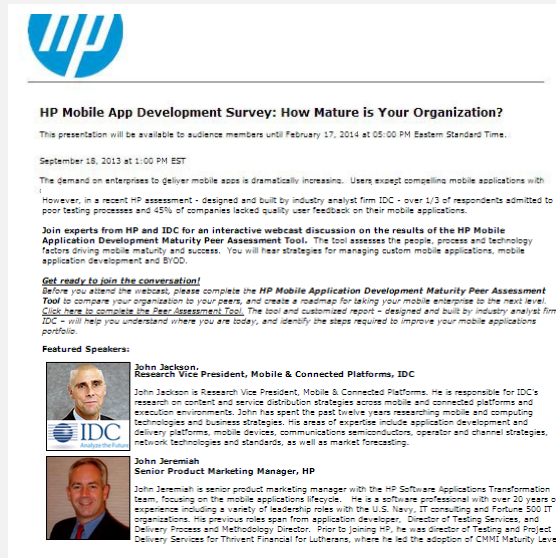
Q. What are the key areas of focus for establishing an effective mobile application lifecycle management strategy?

A. One of the big challenges that organizations have in developing mobile applications is demand for both speed and reliability or quick responsiveness to changing platform and technology environments and business requirements. How is it possible to address the demands for application delivery across multiple platforms, devices, and operating systems given the lack of experienced resources and the public impact of poorly performing applications and ugly user experiences? Effective gap assessment and process evaluation, coupled with automation, can help companies develop a mobile application life-cycle management strategy to enable success. Design approaches to mobile applications that enable organizations to make applications capable of running on multiple devices, addressing security issues up front and architecting appropriately for the scale needed, can be a starting point.

Too frequently, design tends to be an afterthought rather than planned for up front. However, thinking about the design and how the applications are structured is important, particularly because of the need to design the applications for both adaptability and flexibility with changing mobile environments and platforms and also for integration with backend systems. The need to incorporate user interface and user experience designs to address usability and changing form factors is also a key consideration. (The two greatest entry barriers to mobile app usage are performance and usability.)

Up front, you must design for the requirements that will best support business needs because mobile means traveling for the company. These applications are often highly visible and customer facing, making a positive sales process and customer engagement with the corporation, collaboration of social media systems, and other user mix needs to be thought out

104-1014



HP Mobile App Development Survey: How Mature is Your Organization?

This presentation will be available to audience members until February 17, 2014 at 05:00 PM Eastern Standard Time.

September 16, 2013 at 1:00 PM EST

The demand on enterprises to deliver mobile apps is dramatically increasing. Users expect compelling mobile applications with . . . However, in a recent HP assessment - designed and built by industry analyst firm IDC - over 1/3 of respondents admitted to poor testing processes and 45% of companies lacked quality user feedback on their mobile applications.

Join experts from HP and IDC for an interactive webcast discussion on the results of the HP Mobile Application Development Maturity Peer Assessment Tool. The tool assesses the people, process and technology factors driving mobile maturity and success. You will hear strategies for managing custom mobile applications, mobile application development and BYOD.

Get ready to join the conversation!
Before you attend the webcast, please complete the HP Mobile Application Development Maturity Peer Assessment Tool to compare your organization to your peers, and create a roadmap for taking your mobile enterprise to the next level. Sign up to complete the Peer Assessment Tool. The tool and customized report - designed and built by industry analyst firm IDC - will help you understand where you are today, and identify the steps required to improve your mobile applications portfolio.

Featured Speakers:

John Jackson,
Research Vice President, Mobile & Connected Platforms, IDC
John Jackson is Research Vice President, Mobile & Connected Platforms. He is responsible for IDC's research on content and service distribution strategies across mobile and connected platforms and creation environments. John has spent the past twelve years researching mobile and computing technologies and business strategies. His areas of expertise include application development and delivery platforms, mobile devices, communications semiconductor, operator and channel strategies, network technologies and standards, as well as market forecasting.

John Jeremiah,
Senior Product Marketing Manager, HP
John Jeremiah is senior product marketing manager with the HP Software Applications Transformation team, focusing on the mobile applications lifecycle. He is a software professional with over 20 years of experience including a variety of leadership roles with the U.S. Navy, IT consulting and Fortune 500 IT organizations. His previous roles span from application developer, Director of Testing Services, and Delivery Process and Methodology Director. Prior to joining HP, he was director of Testing and Project Delivery Services for Thrivent Financial for Lutherans, where he led the adoption of CMMI Maturity Level

Get your 4-point roadmap for success in developing mobile applications

Inside your free report



Personalized analysis
Industry peer comparisons
Actionable guidance

Benchmark your current mobile development process and technology to create a customized report for your organization. Download your free, personalized report with essential guidance from IDC analysts to take your mobile enterprise to the next level.

Start Your Assessment Now

Brand Repositioning & Marketing Awareness Campaign

What were the measurable results?

HP was able to:

- 1. Add 1200 leads into their sales pipeline*
 - An IDC guarantee that was met 2 months early
- 2. Push IDC assets and the Solution Center to HP Sales for conversations with potential clients*
- 3. Meet 86 potential clients at live events (28 over goal)*
 - Maximize awareness of HP Mobile Application solutions





For More Information

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