



IDC Thought Leadership Practice Case Study Filling the Funnel for HP Software

Brand Positioning & 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

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

June 2013

Application development complexity and an explosion of business solutions on mobile applications are driving demand for targeted collaboration and agile application lifecycle management (ALM). Traditional approaches to these end-to-end requirements, namely, siloed and disjointed silos, fail to align complex processes and forces to tightly connect multiple platforms and environments. Mobile and the next software paradigms are tightly coupled to both infrastructure and front-end solutions. (Market research, delivery, security, testing, test, and deployment) changes for both agile and traditional development (such as requirements, architectural design, quality, storage management, and security).

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

1. One of the key challenges that organizations face in establishing mobile applications is talent for both demand and supply. Mobile innovation is changing platform and technology distributions and business models. How do organizations sustain the talent of application industry across multiple platforms, devices, and operating systems given the rate of innovation and the wide range of newly emerging capabilities and user expectations? Effective governance and process enablement, together with automation, can help companies establish a mobile application lifecycle management strategy to enable seamless design approaches to mobile applications that enable organizations to use capabilities available on mobile devices, address security issues on both end and enterprise components for the same device, can be a starting point.
2. Top requirements, major needs for an effective center that support for the "back, middle, front-end" along the design and then the applications are structural in nature, particularly because of the need to design the applications to both enterprise and family with changing mobile environments and platforms and also for integration with back-end systems. The need to incorporate user feedback and experience design to address usability and usability issues is critical to the success of mobile applications. (It has greater value before to create user usage and performance and usability).
3. Top risks, the main danger for the enterprises that will not support business because mobile means marketing for the enterprise. These solutions are also highly mobile and mobile devices, which means that the enterprise must be able to support the mobile environment. Conventional build models require a number of build models to be brought out.

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 18, 2013 at 1:00 PM EDT

The demand on enterprises to deliver mobile apps is dramatically increasing. Users expect compelling mobile applications with point-to-point processes and 24/7 or anytime/anywhere availability 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 that influence maturity of IT systems. You will have the chance for managing mobile application, mobile application development, and more.

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. [Click here to complete the Peer Assessment Tool.](#) The tool and customized report - designed and built by industry analyst from IDC - will help you understand where you are today, and identify the steps required to improve your mobile application 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 production strategies across mobile and connected platforms and ecosystem environments. John has spent the past five years researching mobile and computing technologies and business strategies. His areas of expertise include application development and delivery platforms, mobile devices, communications infrastructure, 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.

IDC White Paper

Driving Innovation and Business Value Through Mobile Application Life-Cycle Management

Sponsored by HP

Michelle Carol Bullus | John Jackson
Randy Perry
September 2013

EXECUTIVE SUMMARY

Mobile applications have become mission-critical tools in today's business environment, companies cannot effectively compete without them. Mobile systems, partners, customers, and other stakeholders are all embracing the fact that the time to use their smartphones, tablets, and other devices to access enterprise applications anywhere, anytime. In addition, users are demanding high-quality tools that will offer enterprise-level functionality and security. Adding to the challenges facing enterprise IT organizations is the fact that many lines of business are demanding their own mobile applications, creating management, development, security, and accessibility requirements. This White Paper describes the implications of these needs to organizations and the resulting development challenges that enterprise IT faces. After describing IDC's Mobile Maturity Index, a benchmark tool that defines and drives mobile application strategy, this paper outlines the mobile maturity score to help organizations understand and target enterprises based on impact to development and deployment. After a discussion of best practices of mobile application management and an overview of HP's enterprise mobile application platform, the White Paper discusses the organizational and financial benefits of having a managed mobile application development framework. Further, this document offers some guidance for enterprises looking to better manage the mobile application development process.

hp Mobile Application Development Maturity Peer Assessment Tool

Register | Organization | App Lifecycle | Development | User Engagement

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

HP is providing this tool to allow organizations to benchmark their current mobile development process and technology.

Download your free, personalized report at the end of this session for tailored guidance from IDC analysts to help your organization navigate the complex path to maturity in mobile application development.

inside your free report

Personalized analysis
Industry peer comparisons
Actionable guidance

This assessment consists of approximately twenty questions and should take only a few minutes to complete.

E-mail Address *

First Name *

Last Name *

Organization

Title *

Address *

City *

State/Province *

Country *

Zip/Postal Code *

How Smartphones are Changing IT App Development

BYOD Trend is Growing

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

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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