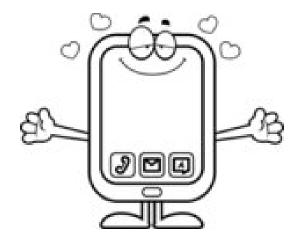# Incredihacks

"Mobile is not simply another device for IT to support with a shrunken website or a screen-scraped SAP application. Rather, mobile is the manifestation of a much broader shift to new system of engagement. "

Forrester, "Mobile Is The New Face Of Engagement," 2012

Problem:

- Our mobile site is a shrunken website

- Mobile site does not take advantage of the 'native' phone features and provides a sub-optimal engagement experience

- Our competitors have a mobile app for their Advisors

DEMO:

"Advisor's Companion"

A native ios App that integrates with a responsive Dashboard

"Advisor's Companion"

- Our Advisors are engaged with our app from pre-sale to post-sales

- Social sharing allows us to extend our reach out to wider audience in very short time
  →increasing leads
  →increasing web traffic

- Social media helps increase brand awareness with little to no budget

Native App Features:

- **Article widget (flip thru articles)**

- **Retrieve and use event data**

- **Save and bookmark articles to the cloud**

- **View and read PDF articles**

- **Play video in native media player**

- **Customize and receive notifications**

- **Social Share (LinkedIn, Facebook, Twitter, Email)**

- **View Map / Location**

- **View Address Book / Contacts**

Technologies Used: