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2015

quickmobile

2015 North American Mobile Event Applications
Growth Excellence Leadership Award

2015

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BEST PRACTICES AWARD

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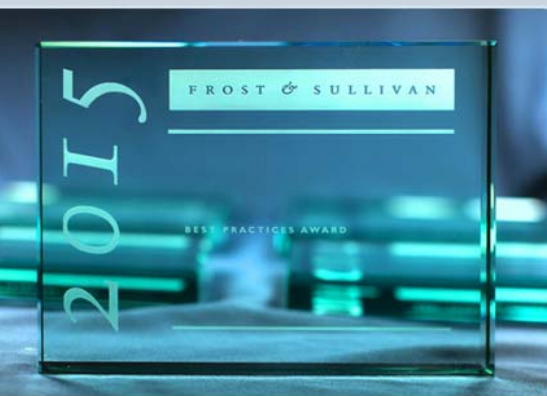
50 Years of Growth, Innovation & Leadership

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Background and Company Performance

Industry Challenges

For the successful execution of a business event, the objective is to maximize engagement while remaining safely within budget. A primary challenge faced today is the ability to address increasingly remote and dispersed workforces as businesses continue to transition away from traditional workplace scenarios. To minimize paper resources, travel expenses, and ensure organizational and budget goals are met, more businesses are incorporating mobile event application solutions. Although many existing applications address the organizational aspects of an event, it remains particularly challenging to hold a modern audience's attention and gauge interest. Even in smaller gatherings, such as internal team meetings and training sessions, businesses rely on attendee participation for effective knowledge transfer.

As the market for mobile event applications grows, innumerable applications have emerged, so businesses are in a position to be judicious when considering adoption. Flexibility, cost, scalability, security, and application diversity are all necessary ingredients for a sustainable and competitive solution in this space. Frost & Sullivan analysts have determined that QuickMobile meets the needs of businesses today by displaying expertise and insight into the event application market potential. From ensuring efficient organization and cost-savings to driving active engagement, the company has gone further to create a comprehensive platform that incorporates social media and analytics capabilities that prove beneficial for isolated events as well as a wide range of business gatherings and multi-event scenarios.

Growth Performance and Customer Impact of QuickMobile

Founded in 2006 and based in Vancouver, QuickMobile was a first mover in the mobile event application market. The company is driven to inspire conversation and interaction throughout the event process through its mobile and social solutions. Offering both single-event and multi-event solutions, QuickMobile brings mobile event solutions to clients across industries.

Growth Strategy

Due to the sheer number of mobile application solutions, companies are increasingly recognizing the value of a multi-event app platform to gain a competitive edge. QuickMobile's initial success stems from its ability to offer a quality product via seamless deployment, customized content, security, and ongoing support. The company finds its momentum from its mission to modernize corporate meetings and events, enhance their value and demonstrate ROI through app analytics, and it has identified the value of leveraging a single, integrated workspace that is visible to all members involved in an event. Leveraging its success with single-event solutions, QuickMobile introduced multi-

event capabilities in 2012. With this move, the company opened the door to even more possibilities down the road. Spurred by intimate knowledge of the market and recognition of the capability of its mobile platform to assist in other scenarios, such as regular internal and client meetings, the company is poised for increasing growth in the enterprise space. Adding to its adaptability, the engagement and analytics capabilities of the application further augment its value to clients.

Growth Diversification and Sustainability

QuickMobile is dedicated to remaining apprised of new developments in enterprise mobility in general, and engagement applications specifically, leveraging techniques such as social networking, gamification and audience response, while also ensuring clients can rest easy when it comes to security. The company invests to ensure it meets all necessary security criteria while also functioning as a white label solution, which allows clients to brand their personalized event application. The company has uncovered new opportunities for growth by listening to customer feedback and actively engaging customers at each stage of adoption to maximize value from both the application and the support. By focusing its efforts across all verticals, the customer base is expected to grow exponentially. On the technology side, the focus is on expanding enterprise capabilities and deepening analytics and reporting. Not only is the company's focused on personalizing the solution, but also personalizing the experience of each meeting or event attendee.

Customer Purchase and Ownership Experience

Event applications for enterprise comprise a nascent market space, which means enterprise customers may be utilizing such solutions for the first time and, therefore, rely on the expertise of a solution provider as well as the sophistication of its technology. Further, technologies must be adaptable and easy to integrate into existing systems. Most competitors in the mobile event application space offer solutions without taking into account the specific needs of each client. QuickMobile's mission is to become more than just a 'point' application but a partner to its customers, so that it can adapt the platform to meet evolving requirements. Key capabilities of QuickMobile's platform include:

- Choice: Over 30 modules are available to create and configure a personalized event application that reflects the nature and goals of the gathering.
- Content: Customers are able to load PDFs, slide shows, images, and videos, along with managing typical event details such as schedules and attendee lists, all through an intuitive web-based content management system.
- Organization: Exhibitor material, floor maps, agendas, speaker biographies and presentations are available through the app.
- Return on investment: Operational objectives can be met and business enhanced by integrating with registration systems and other business platforms, while also reducing paper and material usage.
- Networking: Social media and in-app networking capabilities enable attendees to

connect, stay in touch and share content.

- Monetization: The QuickMobile platform offers opportunities to drive increased revenue through sponsorships, in-app banner ads, gamification and other techniques.
- Analytics: Real-time results can be seen regarding attendee activity, sharing, surveys and feedback, and advertisement performance.
- Support: Available 24/7 via phone and email, and also available live on-premise.

While single-event applications are most prevalent in the industry today, QuickMobile offers a more robust offering that includes professional services that are scalable to meet enterprise-specific needs. For any event, a QuickMobile staff member is available for on-premise assistance, and ongoing customer support is offered in the form of best practice guidance, content management, analytics reporting and company research. Effectiveness is proven with proper implementation and configuration to meet specific industry and customer needs.

Brand Equity

QuickMobile recently named Craig D. Brennan as its new CEO. As the previous CEO at Brio Software and the Senior Vice President of CRM at Oracle, he brings invaluable expertise and vision to the role. Mr. Brennan recognizes the value of relationship building and intends to place it on the forefront of QuickMobile's strategy for continued growth. Ranked one of Canada's fastest growing businesses across industries, QuickMobile also services clients from 48 of the Fortune 100 companies. While many competitors in the mobile event application space are either a one-stop-shop or standardized event solution, QuickMobile's roadmap for future success means leveraging its diverse offering and service expertise to provide enterprise customers a more flexible and secure solution. The company is dedicated to funding its own research to predict industry shifts, and adjusting its technology and service to better suit client needs have combined to drive increasingly strong brand recognition. The company's roadmap directs focus on enterprise customers and a hands-on approach that has gained the company rightful recognition as a leader in the mobile event applications market.

Conclusion

Frost & Sullivan's competitive benchmarking research identifies QuickMobile's event app and analytics platform as a notable mobile solution for enterprise customers across verticals. The company is seizing the opportunity in the mobile event applications space that will enable enterprise customers to reduce the need for resources, enhance organization, encourage participant engagement, increase advertising revenues, and evaluate outcomes through accessible analytics. Due to its first-mover status in a fast-growing market, its dedication to an expanding enterprise customer base, and its commitment to providing leading-edge technological solutions and expertise, QuickMobile has earned Frost & Sullivan's 2015 Growth Excellence Leadership Award.

Significance of Growth Excellence Leadership

Growth Excellence Leadership is about inspiring customers to purchase from your company, and then to return time and again. In a sense, then, everything is truly about the customer, and making those customers happy is the cornerstone of any long-term successful growth strategy. Companies that excel in driving growth strive to be best-in-class in three key areas: meeting customer demand, fostering brand loyalty, and carving out a unique, sustainable market niche. This three-fold approach to growth excellence is explored further below.

- Increase Renewal
- Increase Upsell
- Stimulate Interest
- Customer Value
- Higher Price, Demand, Margin

- Increase Equity
- Increase Loyalty
- Improve Recognition/Recall
- Inspire Customers
- Brand Differentiation

DEMAND

BRAND

Growth Excellence Leadership

COMPETITIVE POSITIONING

- Clarify Superior Positioning
- Superior Value to Customers
- Competitors Fall Behind
- Best Implementation
- Value Mapping

Understanding Growth Excellence Leadership

Companies that creatively and profitably deliver value to customers ultimately set up their businesses for long-term, rapid growth. This is what Growth Excellence Leadership is all about: growth through customer focus, fostering a virtuous cycle of improvement and success.

Key Benchmarking Criteria

For the Growth Excellence Leadership Award, we evaluated two key factors—Growth Performance and Customer Impact—according to the criteria identified below.

Growth Performance
Criterion 1: Growth Strategy
Criterion 2: Above-Market Growth
Criterion 3: Share of Wallet
Criterion 4: Growth Diversification
Criterion 5: Growth Sustainability

Customer Impact
Criterion 1: Price/Performance Value
Criterion 2: Customer Purchase Experience
Criterion 3: Customer Ownership Experience
Criterion 4: Customer Service Experience
Criterion 5: Brand Equity

Growth Performance

Criterion 1: Growth Strategy
Requirement: Executive team has a shared vision for the organization's future growth, and has created and implemented a strategy that is consistent with that vision

Criterion 2: Above-Market Growth
Requirement: Company's growth rate exceeds the industry's year-over-year growth rate

Criterion 3: Share of Wallet
Requirement: Customers allocate a greater percentage of their total spend to purchasing products or services produced by the company

Criterion 4: Growth Diversification
Requirements: Company is equally able to pursue organic (e.g., distribution channel optimization, new product innovation) or inorganic (e.g., acquisitions, partnerships) growth opportunities consistent with the long-term objectives of the organization

Criterion 5: Growth Sustainability
Requirement: Company has consistently sought out opportunities for new growth, enabling the organization to build on its base, and sustain growth over the long-term

Customer Impact

Criterion 1: Price/Performance Value
Requirement: Products or services offer the best value for the price, compared to similar offerings in the market

Criterion 2: Customer Purchase Experience
Requirement: Customers feel like they are buying the most optimal solution that addresses both their unique needs and their unique constraints

Criterion 3: Customer Ownership Experience

Requirement: Customers are proud to own the company's product or service, and have a positive experience throughout the life of the product or service

Criterion 4: Customer Service Experience

Requirement: Customer service is accessible, fast, stress-free, and of high quality

Criterion 5: Brand Equity

Requirement: Customers have a positive view of the brand and exhibit high brand loyalty

The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often, companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.

360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS

Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Our awards team follows a 10-step process (illustrated below) to evaluate award candidates and assess their fit with our best practice criteria. The reputation and integrity of our awards process are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 **Monitor, target, and screen**	Identify award recipient candidates from around the globe	• Conduct in-depth industry research • Identify emerging sectors • Scan multiple geographies	Pipeline of candidates who potentially meet all best-practice criteria
2 **Perform 360-degree research**	Perform comprehensive, 360-degree research on all candidates in the pipeline	• Interview thought leaders and industry practitioners • Assess candidates' fit with best-practice criteria • Rank all candidates	Matrix positioning all candidates' performance relative to one another
3 **Invite thought leadership in best practices**	Perform in-depth examination of all candidates	• Confirm best-practice criteria • Examine eligibility of all candidates • Identify any information gaps	Detailed profiles of all ranked candidates
4 **Initiate research director review**	Conduct an unbiased evaluation of all candidate profiles	• Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 **Assemble panel of industry experts**	Present findings to an expert panel of industry thought leaders	• Share findings • Strengthen cases for candidate eligibility • Prioritize candidates	Refined list of prioritized award candidates
6 **Conduct global industry review**	Build consensus on award candidates' eligibility	• Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates	Final list of eligible award candidates, representing success stories worldwide
7 **Perform quality check**	Develop official award consideration materials	• Perform final performance benchmarking activities • Write nominations • Perform quality review	High-quality, accurate, and creative presentation of nominees' successes
8 **Reconnect with panel of industry experts**	Finalize the selection of the best-practice award recipient	• Review analysis with panel • Build consensus • Select winner	Decision on which company performs best against all best-practice criteria
9 **Communicate recognition**	Inform award recipient of award recognition	• Present award to the CEO • Inspire the organization for continued success • Celebrate the recipient's performance	Announcement of award and plan for how recipient can use the award to enhance the brand
10 **Take strategic action**	Share award news with stakeholders and customers	• Coordinate media outreach • Design a marketing plan • Assess award's role in future strategic planning	Widespread awareness of recipient's award status among investors, media personnel, and employees

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit http://www.frost.com.