

Alterian Web Engagement Solutions

Alterian Content Manager – driving the Mobile Web

These days, you can no longer assume people will browse your site using a PC. Instead they may access it from any location using one of thousands of mobile devices available today. However, delivering relevant content optimised for their mobile device to offer the best possible online experience is a big challenge. But, Alterian Content Manager, Alterian's award-winning Web Content Management system, delivers the perfect solution to this challenge by offering one of the most advanced mobile delivery platforms available today.

Business benefits

- Easily manage content centrally in your Web Content Management system and dynamically update all your websites – mobile and regular
- Engage your site visitors through over 12,000 web-enabled mobile devices with a fast and consistent mobile browsing experience
- Deliver mobile video content correctly rendered appropriately for all mobiles
- Make your mobile campaigns interactive and engaging using out-of-the-box features such as geo location and mapping
- Add transactional elements to your mobile website – optimised for mobile network speeds
- Report on which devices are surfing your site and what visitors are interested in through powerful analytics.

Technical benefits

- Build your mobile website just once, perfectly delivering it to over 12,000 makes and models of mobile devices across a myriad of operating systems
- Reduced development, deployment, testing, management and maintenance time
- Full creative control using standard technologies such as HTML and CSS
- No need to develop a mobile application for each and every device out there
- Content is automatically optimised and compressed across all channels
- Future resilience – tablets, internet TV and beyond.

Global mobile web browsing will soon exceed PC browsing, which means that every organisation will need to deliver their content to the ever increasing array of mobile devices.

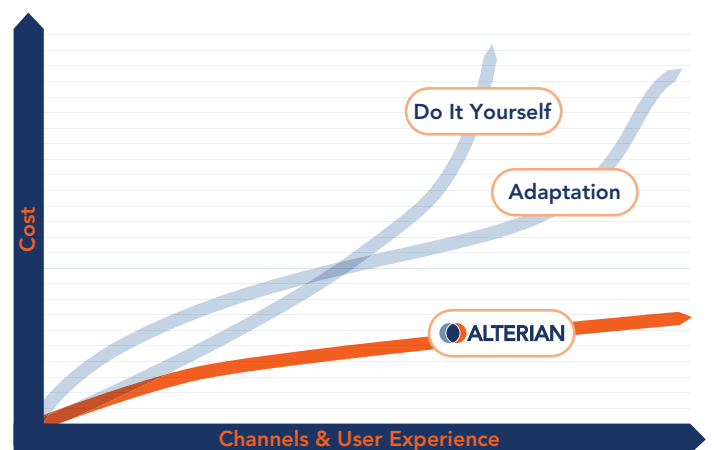
What options do you have?

Mobile internet usage provides many opportunities to engage consumers in dynamic and interactive ways. Delivering such an experience causes many organisations a lot of headaches though. Various options present themselves in this relative young and immature market.

Should you optimise your existing website as much as possible using HTML and CSS? That's bound to deliver a mediocre and often even poor

mobile experience, depending on the device you use. Should you perhaps build a dedicated mobile App for iPhone or Android devices? But then, how many Apps do you need to build and support, given the proliferation of new devices out there? Or should you go for screen scraping software or Adaptation? Unfortunately all of these options do not adequately address the issue as they often impact the browsing experience and inherently increase the development and maintenance burden.

Using the integrated solution though that Alterian offers, you can rest assured you have the ability to go live in just a few weeks with a fully optimised mobile website and enjoy low ongoing costs to present your organisation on the Mobile Web. Due to our unique approach, you only need to create your mobile website once, instead of having to change or replicate it for various devices out there. If you consider the potential cost of supporting all possible future devices, you'll understand why this approach is the only viable one.



Website or Mobile App?

The Alterian solution allows you to create websites that are just as functional as mobile Apps, but with the benefit of only writing one site that is instantly updatable and available to all mobile platforms, with no requirement to download anything. This unique ability can either replace or augment an existing mobile App strategy, and ensures you have ultimate flexibility and the shortest possible time-to-market for new initiatives.



HTML 5/CSS3



Geo location

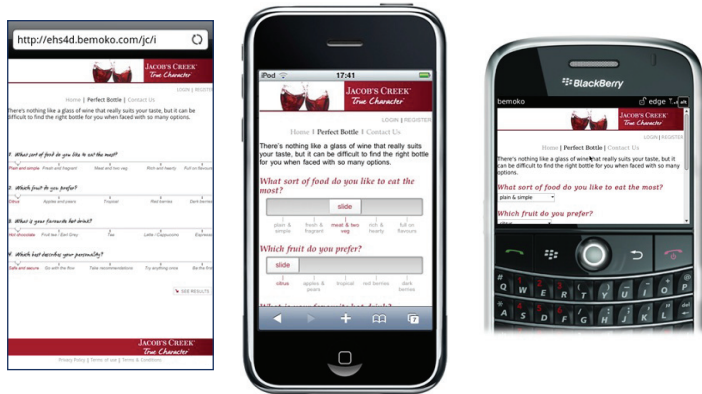
Mobile websites behaving like mobile Apps

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Progressive Enhancement

Once you have created your mobile website, a leading-edge feature called Progressive Enhancement ensures the best experience is always delivered automatically to suit the recipient's mobile device, taking advantage of the unique and special features of every handset and software version.



Flash

Advanced

Basic version

The same website delivered to different mobile devices, depending on device capabilities

How can we help?

Alterian recognises that just providing technology doesn't solve your challenges. Therefore we offer a wide array of services as well, delivered by our partners and our own Professional and Managed Services teams, to help you take the next step. For more information, please contact an Alterian office in your area.

See it in action...

Of course, the proof of the pudding is in the eating. Visit <http://m.alterian.com/web> on your mobile device to see how the Alterian Content Manager website appears in a mobile environment.

How does it work?

The Alterian solution can be leveraged by existing as well as new clients and partners. Our mobile delivery framework runs as a standard web application. Content can be managed in Alterian Content Manager as usual, and then delivered to any mobile handset in a properly rendered format. This allows organisations to reap ongoing benefits from their Alterian Content Manager investments whilst future proofing their mobile web strategy.



Driving your mobile website from Alterian Content Manager



For further information about our products or how we can help you, please visit our website at www.alterian.com or email us at info@alterian.com

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