Keynote Speaker: Julian Sanchez
History of Mobile

• Motorola DynaTAC phone (1983)
• Mobile tech was not progressing quickly, but was still a niche market (1980s-1990s)
• IBM Simon probably would have done better 10 years later
• Nokia3210 started at $200; pocket-sized with the “snake game”
• Next big step: camera phones
• Motorola RAZR emphasized the way the consumer electronic looked
• Battle of the phones became about number of features (2005-2007)
• iPhone: not only easy to use, but different (2007)
• Motorola Rokr/Apple partnership was a “business experiment”
• App Store battles: the world develops the features for each platform (2008-Present)
• Size battles for large screens, thin width, and wearables
The Next Battles: Ecosystems

• Tech companies need to work together with others that are already in the ecosystem

• Focus on easy and connected user experience

• Healthcare: immensely challenging field but vast opportunities; the hospital ecosystem has not been cracked yet

• Agricultural ecosystems: transmitting & collecting data through thousands of apps
Planning an App

• 15 mobile trends to watch in 2015

• Create an app if it will leverage the unique capabilities of mobile and/or will replace a current app by making it easier, faster, and more fun.

• Ask yourself: How does it fit in the ecosystem so it does not confuse website purposes with app purposes?

• 2 steps forward while working on mobile strategy
  • Planning and governance
  • Doing business experiments