

OPEN TEXT CONTENT WORLD

November 18 – 20 • Orlando, Florida 2008





How will you mobilize your ECM Workforce?

Focus Group

November 19, 2008

Objective

- Understand your Mobile needs
- Get scenarios from you – give me examples of how you want to use ECM and mobile devices

Introduction

In 2 minutes or less, tell me:

- Who you are and what your position is
- Why you're here



How this focus group will work

I will walk through our mobile principles

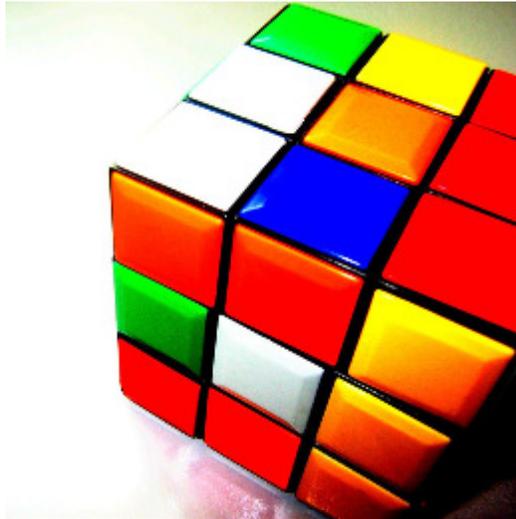
- For each principle, I will be showing you some pictures
- Choose a photo and use the photo to paraphrase a story from your organization
- There's no wrong answer!



Example: A treat is...



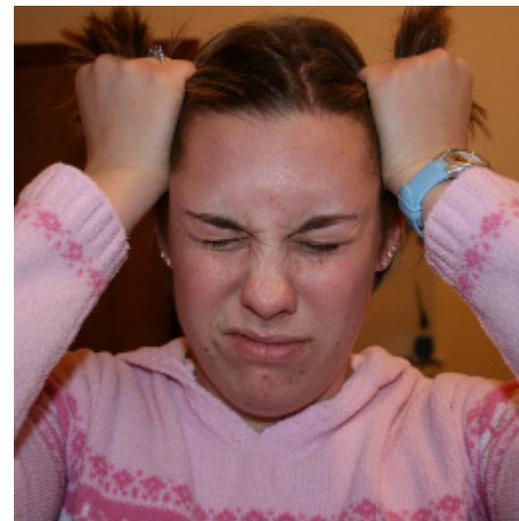
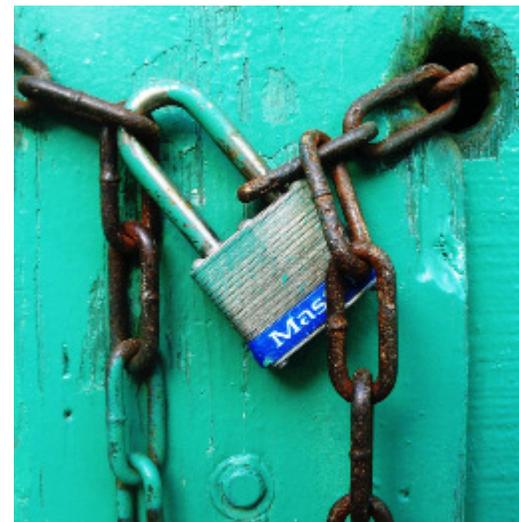
1: What's it like to capture content on a mobile device today?



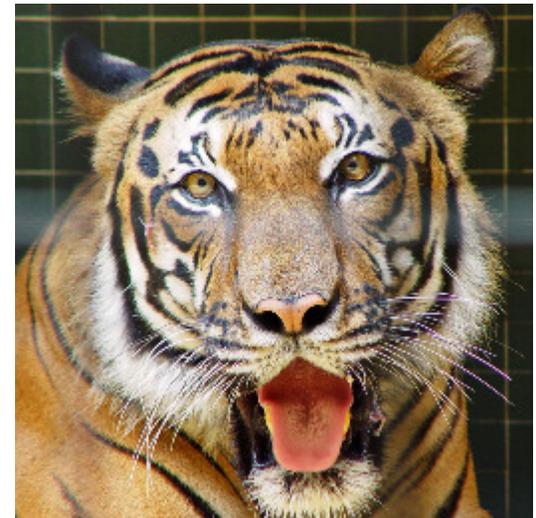
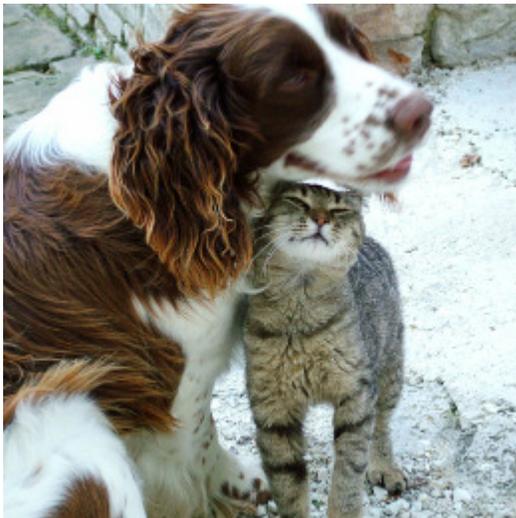
2: How should content be captured on a mobile device?



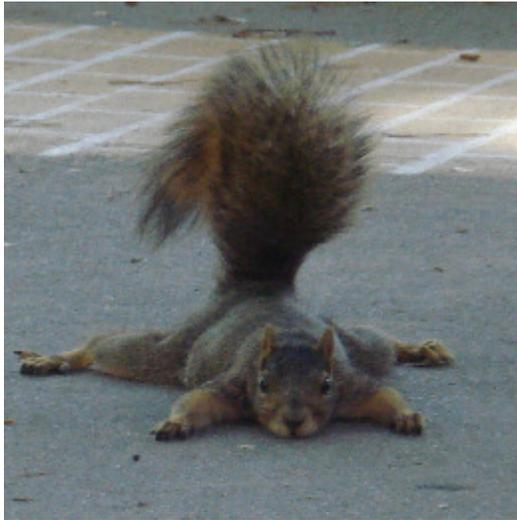
3: How do you or your org access content on a mobile device today?



4: How content should be accessed on a mobile device...



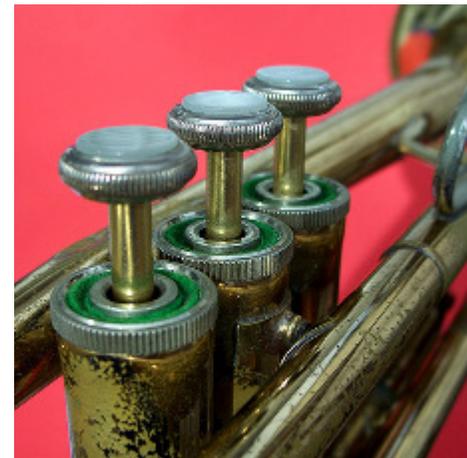
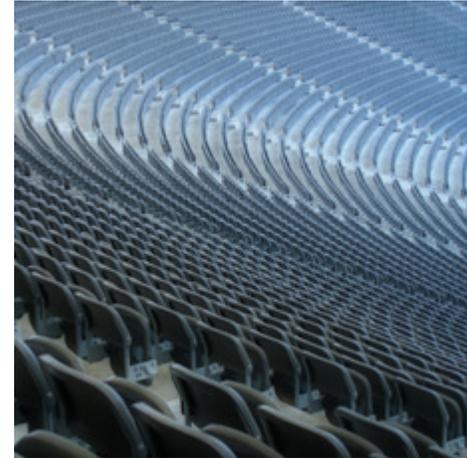
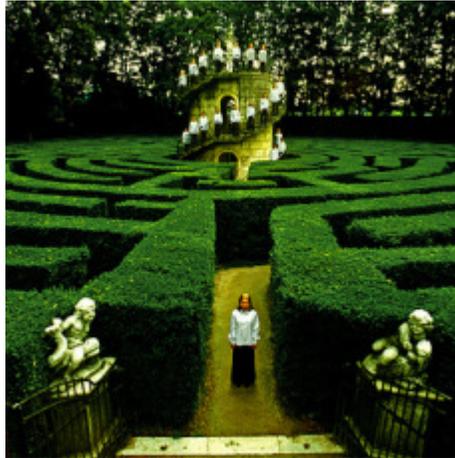
5: Working securely on a mobile device today is...



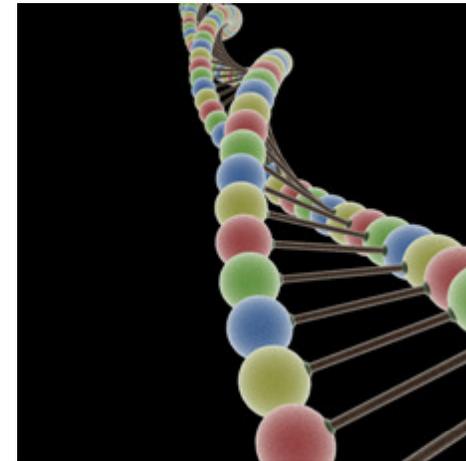
6: Making decisions using a mobile device today is...



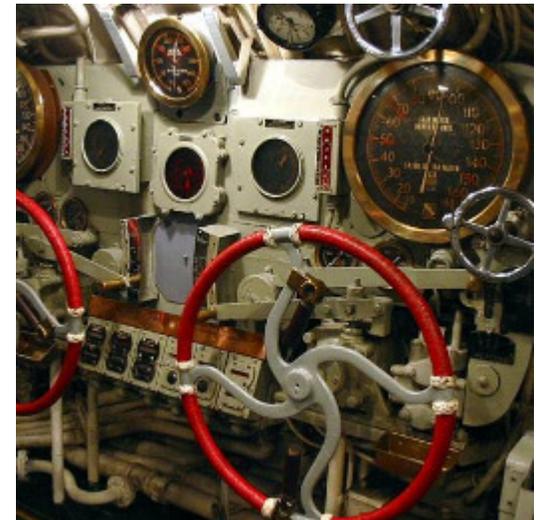
7: Getting application help on a mobile device is...



8: Accessing user assistance for mobile applications should be...



9: A rewarding mobile experience is...



A show of hands...

Which mobile principle is most important to you?

- Notifications
- Connecting People
- Content
- Security
- Decision Making
- Rewarding Experience



Thank You

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