

How would a mobile app help your business,
staff or your customers?
Start with what it would look like.



HP's Mobile Conceptualisation Service

Indicators that you may need HP's Mobile Conceptualisation Service

1. Do you have a business process that could be made more efficient through mobilisation?
2. Do you need to show your concept to business or IT stakeholders to secure support and funding for the development of a mobile application?
3. Do you want to validate a mobility concept without committing to the full development cost and effort?
4. Do you want to experience how your existing application would work on a mobile device?

HP can help you transform one of your existing business processes into a smart prototype app running on a mobile device. We show how your workforce could be more efficient, and your customer engagement increased through our Mobile Conceptualisation Service.

The prototype app will help you evaluate the benefits of a mobile solution without having to commit to a full development process. Using HP's unique approach, we can reimagine a process of your choosing.

In four weeks or less, you will have a full ownership of a reusable mobile app prototype that can be used to:

- Show your concept to stakeholders and sponsors
- Help support a business case by simulating the true experience of the full solution
- Provide a baseline for further design and refinement as part of a full mobile app implementation project.

BCI and HP

"We chose HP because it shared our vision. Together we broke paradigms and achieved our goal in record time using disruptive technologies."

Pablo Cousino
Innovations Manager
Banco de Credito Inversiones



Why use the HP Mobility Services?

You can source your own mobile app developers and resources so why use the HP Mobility Services?

Strategic view of mobility: HP adopts a holistic and strategic view of mobility by looking at the end-to-end mobile solutions that span the mobility lifecycle.

Proven methodology: With more than 10 years of mobility experience, HP stands above the competition with our mature and proven framework and market leading solutions delivered across all mobile platforms including our own testing, security, and hardware products.

Flexibility: Our mobility services can be tailored to meet your specific requirements.

Local presence with global reach: Our approach involves the collaboration of local specialists and offshore mobility experts for a cost-effective and faster time-to-market solution.



Interested?

Experience the HP difference: Talk to us now to find out more.

Jason Comrie

Phone: +64 4 819 5557

Email: Jason.comrie@hp.com

Learn more at www.hp.com/go/mobile

