

Enterprise Mashup Solutions for m-Commerce

Expand communication with your customers, go mobile with your e-Commerce site, rapidly deploy business applications to all smartphones, integrate the data and processes from your IT systems into your mobile e-store.

M-Commerce in 2010

Started in Japan at the end of the 1990s, m-Commerce is just catching on in Europe and the USA.

In Japan, it already accounts for 20% of e-Commerce, and 50% of mobile users regularly make purchases on their phone (source: Nomura 2009). In Europe and the USA, m-Commerce has been developing since 2007, along with the boom in the market for powerful smartphones – firstly the iPhone, and more recently Android. According to a Forrester study in 2009, about 7% of mobile users in Europe already use their mobiles to order goods, with large disparities between countries (Italy and Sweden lead the field, with France lagging behind). Worldwide, Gartner estimates that m-Commerce will progress by 50% between 2009 and 2010 and will maintain this rate of growth at least until 2014. There were 62 million mobile phones in France at the end of 2009, a penetration rate of 95%. In 2009, 13% of these mobiles were used to surf the Web, compared to just 6% in 2008. Once again, the driving force is the smartphone phenomenon.

The m-Commerce Offering

M-Commerce is not destined to replace the traditional channels, including online Internet-based commerce.

It is particularly suited to certain types of purchase, based on the simplicity of the product and the urgency of the demand. Initially limited to the purchase of dematerialized goods (wallpapers, ringtones, MP3s), m-Commerce now covers a far wider range: online gaming, coupons and sales offers, loyalty cards, online ticket bookings, tourist industry (transport, hotels, rentals), m-banking, m-shopping (mail order, supermarkets), auction sites, access to information and paid services... the possibilities are almost unlimited. The new options leverage the advanced features of the latest devices, such as

geolocation or video, to offer consumers targeted products and services well adapted to impulse buying.

The Challenges of m-Commerce

There are still some real technical challenges (portability of applications, security of payments, peak load management, software customization), but the opportunities are vast, and most of the main players in France (some 64%) plan to offer – or already offer – a mobile-based purchasing channel.

For merchants, the key question remains the choice between developing native applications and Web applications. Native applications – which can be downloaded from “AppStores” – are fast, and well integrated into the telephone. But they are long and costly to develop, and they are not portable, and so have to be generated for each type of device (iPhone, Android, Windows 7 mobile and BlackBerry at the very least). Moreover, while users may be willing to download one or two applications from major merchants, they are not prepared to download hundreds of applications from commercial websites to cover all of their needs. And after all, if you have to download an application first, it no longer really counts an impulse purchase.

Composite Applications for m-Commerce

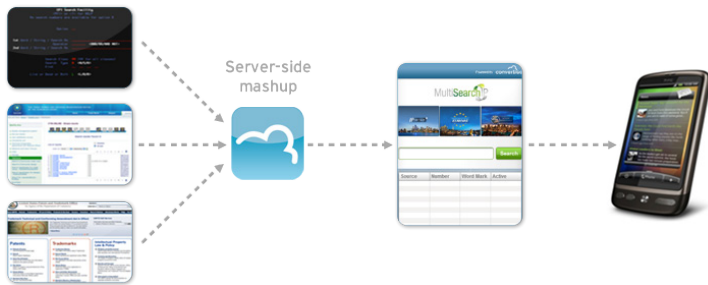
The best solution is therefore to develop Web applications that are genuinely tailored to mobile devices.

With Convertigo, existing application elements can be captured, with no need for programming, and published in the form of mobile-ready widgets; these can then be combined into mobile RIA applications. The benefits of this approach are two fold:

- Elements of existing applications can be retrieved (data, business logic and even, if necessary, the presentation) even if the existing applications don't include services, or an API. It also works for mainframe or AS400 legacy applications, first-generation Web applications, JavaScript apps, etc. And of course, databases and services can be combined in the composite applications.
- Conversely, the widgets and web services thus created are also available for the new SOA applications.

One of the key strengths of this technological approach lies in the RIA frameworks, which improve the performance of Web applications and their integration into the native mobile user experience.

New target groups, geolocated services, continuous information flows, responsiveness to purchasing impulses: coupled with other Web 2.0 tools, notably social networks, m-Commerce grows revenues by enabling smarter and more dynamic communication with the customer.



SERVER-SIDE MASHUP SCHEMA

Why Convertigo?

- An enterprise mashup solution that integrates data mashups, process mashups and presentation mashups into a single platform.
- New composite applications can be created in a few days, instead of months.
- Simplified deployment and administration, thanks to the Convertigo Cloud.
- A simple Web-oriented composition workshop for business users, and an Eclipse-based Studio for developers.
- Easy process integration through connection to the company's internal applications or ecosystem.
- Flexibility of use, tailored to the world of e-Commerce and m-Commerce: fast, cost-effective and durable.



To learn more, please contact us or visit us at www.convertigo.com

About Convertigo

Convertigo is a global software company that improves data sharing through dynamic composite applications. We improve the business agility needed to innovate, transact, streamline processes, and improve customer satisfaction for enterprise and SMB customers. Founded in 1994, over 300 customers rely on Convertigo to solve critical data access and delivery challenges.

Contact Us

- United States** San Francisco, California
+1 415 315-9543
salesus@convertigo.com
- France** 8 boulevard Dubreuil 91400 Orsay
+33 1 69 18 79 00
info@convertigo.com
- Belgium** Antwerp
+32 (0)475 74 38 21
luc.hanssens@convertigo.com