

GBmobile mCommerce

Apple devices are proliferating. With millions of iPods' and iPad's sold to date there is no questioning that it's a game-changing technology that retailers must address. Apple Apps are changing the way consumers interact with their mobile device. Users love them because they offer a better experience over the alternatives. Apple Apps offer retailers an opportunity to connect with their consumers in a more personal and compelling way than ever before.



Apple Users are checking their devices all day long – how do you get them to use your app?

Global Bay believes there are some major mistakes retailers when deploying mCommerce apps for Apple.

Simply putting up a mobile web page with the hopes someone will key in their credit card number will not work.

While a shopping cart is an important aspect of a mCommerce app, it's only a component of the overall solution.

A compelling, user-friendly mCommerce app is one that leverages Apple's rich capabilities by interacting with your customers with relevant and targeted features, functionality and content. The beauty of well-designed Apps is that Retailers can deliver very specific value to the consumers' to create a true mCommerce experience. Retailers can also gather valuable CRM information about their customers and their usage. Features such as targeted couponing, scheduled special offers as well as price and inventory check, product locator will encourage consumers to use your app.

Repurposing your web application is not compelling.

Delivering a browser-based solution to create their mCommerce solution is limiting. Online only apps won't work if your users are disconnected or on any iTouch devices, popular with the youth market, without WiFi. Online, browser-based apps are slower to respond and don't begin to leverage the true Apple app experience that consumers expect and demand.

A true mCommerce Application should be integrated to your eCommerce and Store Systems to allow your to interact with your customers, track their activities and deliver content based on shopping history, demographic and product preferences.

CORE GBMOBILE MCOMMERCE FEATURES

- **Product Catalog.** Allow consumers to browse and search your products
- **Shopping Cart.** Integrated with your ecommerce engine and user accounts to easily process purchases
- **Suggestive Selling.** Gift ideas for holidays and special ones.
- **Social Media Integration.** What's better than the social media networks to instantly advocate your brand?
- **Promotions.** Highlight hot deals and special sales to drive additional revenue.
- **Coupons.** Allow consumers to access and use coupons on device, on-line or in store
- **Store Locator.** An absolute must. Store locator allows the customer to find the nearest store to their location

GBMOBILE MCOMMERCE SYSTEM

The GBmobile mCommerce System is built on the GBmobile Apple Connect System. The Apple Connect System allows retailers to push out compelling, up to date, customizable user experiences through targeted branding, content, product information, buying options and much more.

NOT READY FOR THE GBMOBILE MCOMMERCE SYSTEM? TRY OUR GIFT FINDER TOOL AS AN EASY WAY TO PUT YOUR "BRAND IN THE HAND"

With the gift finder module, consumers can shop for themselves or a loved on with the guidance of a simple to use tool on the Apple platform. Features include:

- Product Catalog
- Shopping Cart
- Suggestive Selling
- Social Media Integration
- Store Locator

GBMOBILE APPLE CONNECT SYSTEM

Global Bay's Technology approach is all about "Better User Experience". Two key elements of this are:

Integrated Applications – Compelling Applications

Consumers expect targeted, relevant and fresh information. Static applications may be easy to deploy but are not compelling to today's users. The GBmobile mCommerce System integrates to your enterprise and e-commerce systems ensuring updated and targeted content is pushed to your customers.

Native Applications vs. Browser-Based Applications

We deploy only 'native' applications that take advantage of the amazing usability features of the Apples and support 'offline' usage, with your app being synched and stored locally. Native applications offer a far richer experience and interaction with your customer while browser applications are limited in functionality and won't allow for any relevant offline application use.

CAPABILITY	NATIVE APPS	WEB-BASED APPS
Web		•
Native (feature rich apps)	•	
Photo	•	
GPS	•	
Accelerometer	•	
Offline	•	
Realtime	•	•
Two Way Data Apps	•	
Multi Threaded Apps	•	
Multi Touch Apps	•	
Embedded Video	•	
Alerts	•	

OPTIONAL MODULES

- **Stock Availability.** You have visibility to in-store inventory, but does your customer? Integrating this feature into an App is a clever way to drive in-store foot traffic.
- **Personalized Promotions.** Your customers are unique. Shouldn't your loyalty and incentive program be also?
- **Merchandise Liquidation.** Create time-sensitive specials to convert aging inventory into immediate sales.
- **Offline Support.** Allow customers to interact with your App when not 'connected' with all information stored offline.
- **Custom Modules.** All retailers and their brands are not created equal – neither are their Apps! For the retailer with something specific in mind, Global Bay can help.

WE ARE MOBILITY

Global Bay provides Enterprise Retail Mobile Software targeted to the consumer, store associates and executives. We generate new selling opportunities and improve store operations by leveraging the proliferation of mobile devices.

