



IDC Content Marketing Services Case Study

Filling the Funnel for HP Software

Brand Positioning & Marketing Awareness Campaign

What was the Challenge?

- HP Software had a need to generate new leads to fill the funnel to then turn over to the field
- HP wanted to leverage independent research around the topic of mobile application development

What was the Solution?

Built Awareness through Content:

- 4 Blog Posts
- 1 Technology Spotlight
- 2 Analyst Connection Papers
- 2 Analyst Videos

Nurtured Leads with Business Value and Peer Assessment Content:

- Peer Assessment Tool: IDC incorporated survey results with existing research and the IDC Mobile Maturity Model to build the interactive Peer Assessment Tool.

Business Value Whitepaper:

- The whitepaper assisted HP's customers and prospects by providing IDC's full discussion on the potential to help enterprise application development staff support the business more effectively, efficiently, and the resultant cost savings.
- Dynamic Business Value Whitepaper: web-based short survey that provides the user with a customized business value whitepaper, based on their input, and aligned with the focus of the BV whitepaper. The Dynamic Survey leads users to engage with the full whitepaper as they decided to drill down for more specific information.

To engage with Clients Directly:

- Webcast with Analyst Speaker
- 8-city Event Series in North American and Latin America with Analyst Speaker

HP Mobile Application Development Marketing Material

IDC ANALYST CONNECTION

Driving End-to-End Mobile Application Life-Cycle Management

June 2013

Application development considered one of executives' highest priorities in mobile applications are driving demand for targeted, collaborative, and agile application lifecycle management (ALM) that can span the entire lifecycle from requirements, design, development, testing, deployment, and maintenance. Mobile app lifecycle management solutions are being adopted by leading enterprises and mid-market organizations to streamline and optimize their mobile application development and deployment processes. This white paper provides an overview of the mobile application lifecycle management (ALM) market and offers insights into the key challenges that organizations face in managing their mobile application lifecycle.

Key findings:

- Over the next 18 months, the organizations that are investing in mobile applications to improve their customer and employee experiences are expected to see the highest growth in mobile application revenue. This is due to the fact that these organizations are investing in mobile applications to improve their customer and employee experiences, which is a key driver of growth.
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HP Mobile App Development Survey: How Mature is Your Organization?

This presentation will be available to audience members until February 17, 2014 at 05:00 PM Eastern Standard Time.

September 18, 2013 at 10:00 PM EDT

The demand on enterprises to deliver mobile apps is dramatically increasing. Users expect seamless mobile experiences with their smartphones and tablets. However, in a recent HP assessment - designed and built by industry analyst firm IDC - over 1/3 of respondents admitted to poor testing processes and 45% of companies tested users' feedback on their mobile applications.

Join experts from HP and IDC for an interactive webcast discussion on the results of the HP Mobile Application Development Maturity Peer Assessment Tool. The tool assesses the people, process and technology factors that drive mobile maturity and success. You will have strategies for managing custom mobile applications, mobile application development and IDC.

Get ready to join the conversation!

Before you attend the webcast, please complete the **HP Mobile Application Development Maturity Peer Assessment Tool** to compare your organization to your peers, and create a roadmap for taking your mobile enterprise to the next level. **Get ready to join the conversation!** The tool and customized report - designed and built by industry analyst firm IDC - will help you understand where you are today, and identify the steps required to improve your mobile application portfolio.

Featured Speakers:

- John Jackson**, Research Vice President, Mobile & Connected Platforms, IDC
- John Jeremiah**, Senior Product Marketing Manager, HP

White Paper

Driving Innovation and Business Value Through Mobile Application Life-Cycle Management

Sponsored by: HP

Michelle Carol Bullus | John Jackson

Hardy Flury | September 2013

EXECUTIVE SUMMARY

Mobile applications have become mission-critical tools in today's business environment, companies across all industries compete without them. Mobile workers, partners, customers, and other stakeholders are all demanding that their businesses use their smartphones, tablets, and other devices to access enterprise applications, anytime, anywhere. In addition, users are demanding high-quality, secure, fast and other enterprise-level functionality and security. Adding to the challenges facing enterprise IT managers is the fact that many firms of business are discovering that their own mobile applications, creating management, connectivity, security, and accessibility requirements. This white paper describes the requirements of custom mobile applications, and the resulting development challenges that enterprise IT faces. After describing IDC's Mobile Maturity Index, a benchmark tool that helps define and drive mobile application strategy, this paper outlines the mobile Maturity Index's key findings for enterprise-level and large enterprises based on input to the assessment tool. This white paper provides an overview of the assessment tool and an overview of the mobile application development process. This white paper discusses the organizational and financial benefits of having a managed mobile application development framework. Further, this document offers best practices for enterprises looking to better manage the mobile application development process.

Mobile Application Development Maturity Peer Assessment Tool

Register | Organization | App Lifecycle | Development | Back English/Local

Get your 4-point roadmap for success in developing mobile applications!

HP is providing this tool to allow organizations to benchmark their current mobile development maturity.

Download your free, personalized report at the end of this session for it will provide guidance from IDC analysts to help your organization navigate the complex path to maturity in mobile application development.

inside your free report

This assessment consists of approximately twenty questions and should take only a few minutes to complete.

Personalized analysis
Industry peer comparisons
Actionable guidance

Email Address *

First Name *

Last Name *

Organization

Title *

Address *

City *

State/Province *

Country *

Zip/Postal Code *

Share it

How Smartphones are Changing IT App Development

BYOD Trend is Growing

Business Value Highlights:

- Increased mobile application revenue
- Increased productivity
- Increased customer loyalty
- Increased employee satisfaction
- Increased application security
- Increased application reliability
- Increased application performance
- Increased application availability
- Increased application scalability
- Increased application flexibility
- Increased application portability
- Increased application interoperability
- Increased application compatibility
- Increased application accessibility
- Increased application usability
- Increased application user experience
- Increased application user engagement
- Increased application user retention
- Increased application user loyalty
- Increased application user advocacy
- Increased application user referrals
- Increased application user testimonials
- Increased application user reviews
- Increased application user ratings
- Increased application user feedback
- Increased application user suggestions
- Increased application user reports
- Increased application user complaints
- Increased application user inquiries
- Increased application user support requests
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- Increased application user feedback accuracy
- Increased application user feedback completeness
- Increased application user feedback consistency
- Increased application user feedback coherence
- Increased application user feedback clarity
- Increased application user feedback conciseness
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- Increased application user feedback acquiescence
- Increased application user feedback compliance
- Increased application user feedback conformity
- Increased application user feedback obedience
- Increased application user feedback submission
- Increased application user feedback cooperation
- Increased application user feedback collaboration
- Increased application user feedback partnership
- Increased application user feedback teamwork
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- Increased application user feedback solidarity
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- Increased application user feedback participation
- Increased application user feedback contribution
- Increased application user feedback support
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Get your 4-point roadmap for success in developing mobile applications

Inside your free report

Personalized analysis
Industry peer comparisons
Actionable guidance

Benchmark your current mobile development process and technology to create a customized report for your organization. Download your free, personalized report with essential guidance from IDC analysts to take your mobile enterprise to the next level.

Start Your Assessment Now

Brand Positioning & Marketing Awareness Campaign

What were the Measurable Results

HP was able to:

1. Add 1200 leads into their sales pipeline
 - An IDC guarantee that was met 2 months early
2. Push IDC assets and the Solution Center to HP Sales for conversations with potential clients
3. Meet 86 potential clients at live events (28 over goal)
 - Maximize awareness of HP Mobile Application solutions