Mobile Channel Management

Customers are increasingly relying on mobile devices to access information. According to IDC, the worldwide smartphone market is expected to grow by 55 percent in 2011 and approach shipments of one billion in 2015.1

Unfortunately, mobile content is extremely dynamic and comes in many forms—videos, tweets, audio, text, and other human-friendly information—that are difficult for marketers to leverage. Marketers require a management solution that can understand the content and its sentiment, detect patterns in customer behavior, and contextualize the information against data from other channels in order to deliver the best experience to customers.

Autonomy’s Mobile Channel Management solution empowers marketers to harness the proliferation of mobile technology. Through its patented meaning-based technology, Autonomy enables marketers to intelligently target content based on the visitor’s interests or marketing initiatives, and deliver unique personalized mobile experiences that develop customer loyalty and increase revenue. Autonomy offers a comprehensive mobile solution for the effective authoring, management, distribution, and security of relevant mobile web content.

Mobile Authoring and Delivery

Autonomy supports the authoring, management, and delivery of content for all mobile devices, including PDAs, smartphones, and tablets. Marketers can create compelling and relevant experiences across all mobile devices from a single interface, in the context of a mobile presentation. Autonomy is able to detect the type of mobile device being used and deliver the content according to the appropriate presentation template. For instance, instead of displaying an entire website to a mobile user, Autonomy would automatically hyperlink key pieces of information typically accessed through that mobile channel to maximize the use of precious screen real estate.

Autonomy’s template-based model allows content to be managed from one location and delivered across multiple touchpoints, including mobile. By exposing and repurposing content across various touchpoints, companies can extract further value from their investments in content development and ensure integrated messaging and brand consistency throughout their customer channels.

Mobile Analytics Based On Meaning

Understanding mobile traffic and user behavior is paramount to maximizing revenue through the mobile channel. Autonomy Mobile Channel Management solution forms a conceptual understanding of mobile visitors and delivers personalized content in a manner that engages users.

Powered by Autonomy’s industry-leading meaning-based computing platform, the Intelligent Data Operating Layer (IDOL), Mobile Channel Management automatically profiles the way visitors interact with each other and with mobile information, building a conceptual understanding of their interests and incorporating geographic information to deliver personalized experiences.

IDOL offers over 500 advanced functions, all of which can be leveraged through the mobile channel. For instance, its intelligent alerts provide automatic notification to customers as soon as new tracks and relevant products are released, and offers location-specific information such as traffic reports and up-to-the-minute news. Its automatic categorization feature organizes content to offer intuitive navigation without manual input, and dynamically generates links to conceptually similar content without the visitor having to search for it. Its real-time sentiment analysis feature processes content to proactively address negative experiences.

1 IDC Worldwide Quarterly Mobile Phone Tracker, June 9, 2011
Furthermore, Autonomy’s unique ability to gather customer insight across touchpoints beyond mobile, including the more traditional web, social, retail, and call center channels, ensures that customers receive a consistent and relevant experience through the mobile channel as well. For instance, Autonomy enables marketers to avoid presenting acquisition-oriented mobile content to existing customers; it instead leverages this valuable channel to deliver contextually relevant content.

Device Detection for Segmentation and Targeting

Mobile content, promotions, and messaging are optimized with Autonomy’s ability to identify and target users according to such attributes as device type, screen resolution, visit frequency, delivery channel (PDA, smartphone, tablet), geo-location, user profile, time, and demographics. For instance, mobile users whose geo-location has not changed recently may be more inclined to deeply engage with mobile content than a user whose geo-profile indicates that they are in transit and are only able to consume a minimal amount of content. Autonomy can identify the user’s location using the GPS functionality within the device or based on visual recognition and tracking of known landmarks.

By determining the optimal amount of content, actions, and information for mobile users given their behavior and/or screen device constraints (screen resolution, etc.), marketers can deliver a more streamlined user experience to facilitate a user’s mobile use case. Autonomy delivers different types of product recommendations and content based on context, and in the presentation optimized for the resolution and size of the specific mobile device. For instance, an airline company would have links for checking flight status, contact information, accessing boarding information, and other relevant data, as opposed to loyalty club information or purchasing.

Autonomy’s Mobile Channel Management solution allows marketers to seamlessly launch highly relevant and targeted mobile content from optimized templates—without manual coding or help from IT.

Mobile Social Experience

Autonomy merges users’ social networks to automatically connect them with their communities. With the introduction of out-of-the-box brand- and consumer-friendly applications that marketers can use as their own, Autonomy provides its own innovative social media platform that links users to their existing social graph. These apps are used by leading media companies to promote their own campaigns, and users are already familiar with the underlying technology that organizations can leverage.

Integrated Rich Media Management

Autonomy enables marketers to create rich, engaging content across the mobile channel with an integrated rich media management system. Marketers can create innovative mobile rich media campaigns by leveraging advanced rich media capabilities that enable the transformation, optimization, and consistent management of rich media files such as images, audio, and video from a single enterprise repository. Autonomy uses deep audio and video indexing techniques to find the most relevant products, music, games, and videos. With the power of IDOL, rich media assets can be automatically tagged, cataloged, and classified for targeting. Businesses can ensure that digital content is brand consistent, compliant, and optimized by repurposing rich media assets across various channels, including mobile.

About Autonomy

Autonomy, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Please visit www.autonomy.com to find out more.