



# Malcom

Product presentation



June 2011

- **The problem**
- The solution
- Appendix

## The problem

Fine, I've finally gone mobile... Is there any way to recover the investment made on the new mobile platforms?

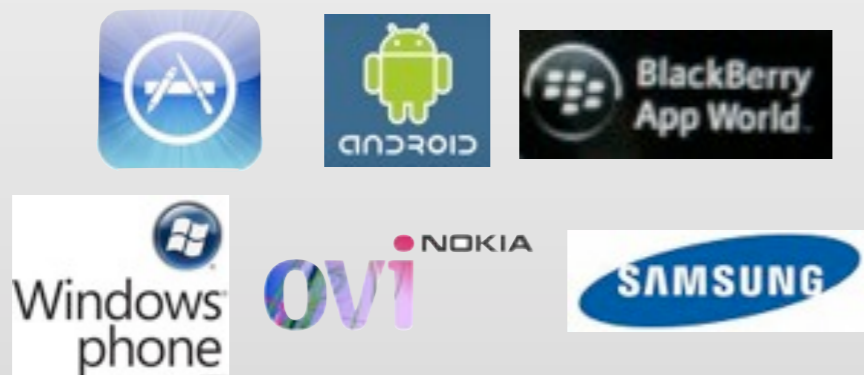
+800.000 apps



Billions of downloads



Multiple platforms



Millions of users



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Our value proposition -  Malcom

## Maximize your mobile apps

**Audience  
segmentation**



**Advanced  
functionalities  
for your apps**



**Cost savings**



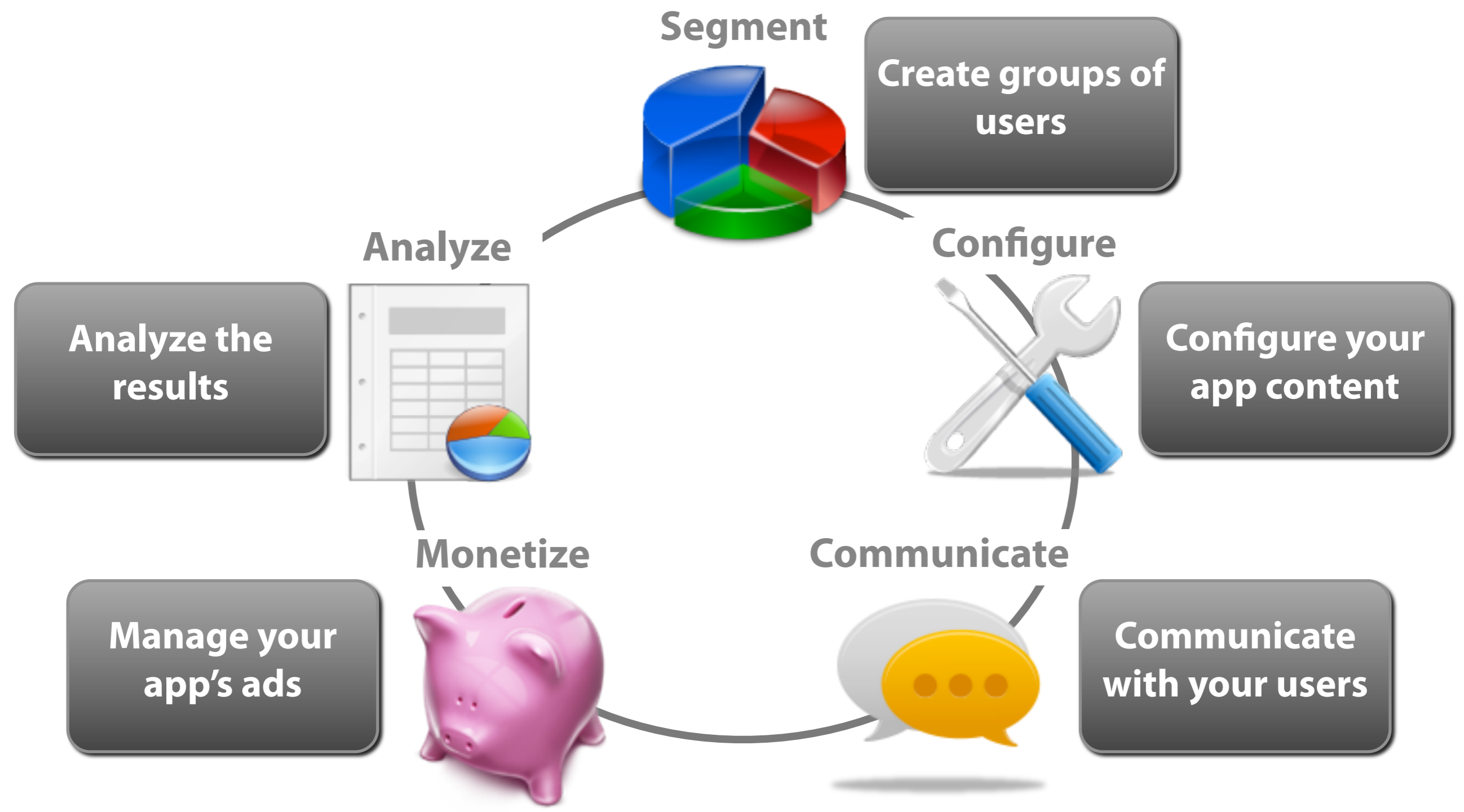
**Time-to-market**



**Malcom is a commercial tool to monetize your apps installed base**

## Audience segmentation & Advanced functionalities

alcom enables App Owners to segment your audience and access advanced functionalities for each group of users



## Advanced functionalities

**alcom** allow you to configure the content, communicate with your users, monetize your app and analyze the results, everything in real-time

### Configure



- Create alerts on app start-up
- Force or suggest updating
- Update sections
- Add or remove sections
- Configure the secondary splash screen

### Communicate



- Send push notifications to user
- Schedule notifications
- Audience segmentation
- Rich media notifications

### Monetize



- Configure the advertising space
- Integration with adservers
- Manage your own ads

### Analyze



- Usage statistics
- Downloads statistics
- User review statistics
- Revenue statistics
- Notifications statistics

**Segment your users, carry out specific actions upon each group and increase the probability of success in your campaigns**

## Cost savings & Time-to-Market

To achieve functionalities, you should spend significant resources in terms of time and money

### Configure



#### Configure your content

**\$1.500**  
**2 men·day provider**

### Communicate



#### Communicate with your users

**\$7.000**  
**10 men·day provider**

### Monetize



#### Manage your advertising

**\$7.000**  
**10 men·day provider**

### Analyze



#### Analyze your results

**+\$1.000**  
**1 men·day provider +3 men·day in-house\***

**Cost beyond \$12.000 and over 1 men·month of development, excluding time outs and store's approval process**

\* Cost excluded from analysis

Source: Mobivery analysis, based on internal benchmarks

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- **The vision of developers**

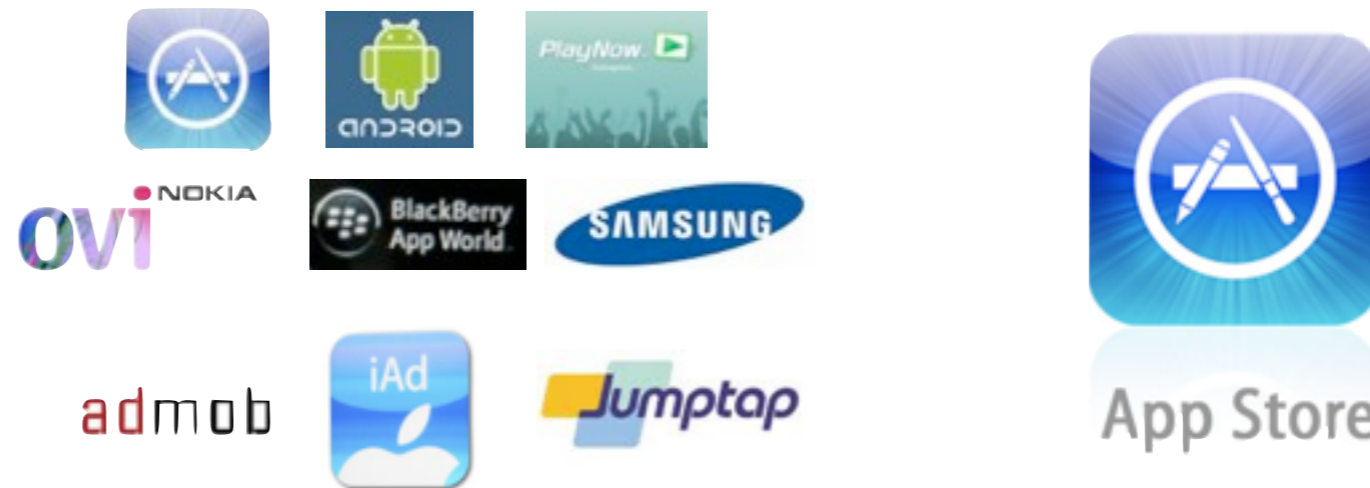
## The problem

Once a project is over, there are many recurrent tasks that provide no value to our role as developers

Change requests

OS and 3rd party services updates

App approval process



As a developer, it is extremely hard to charge clients for these services and, even if we manage to do so, profitability is really low

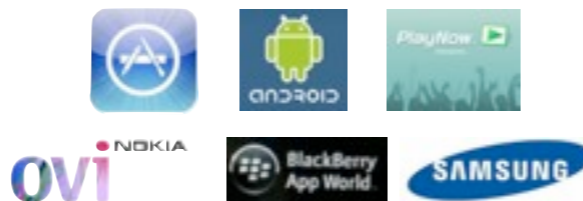
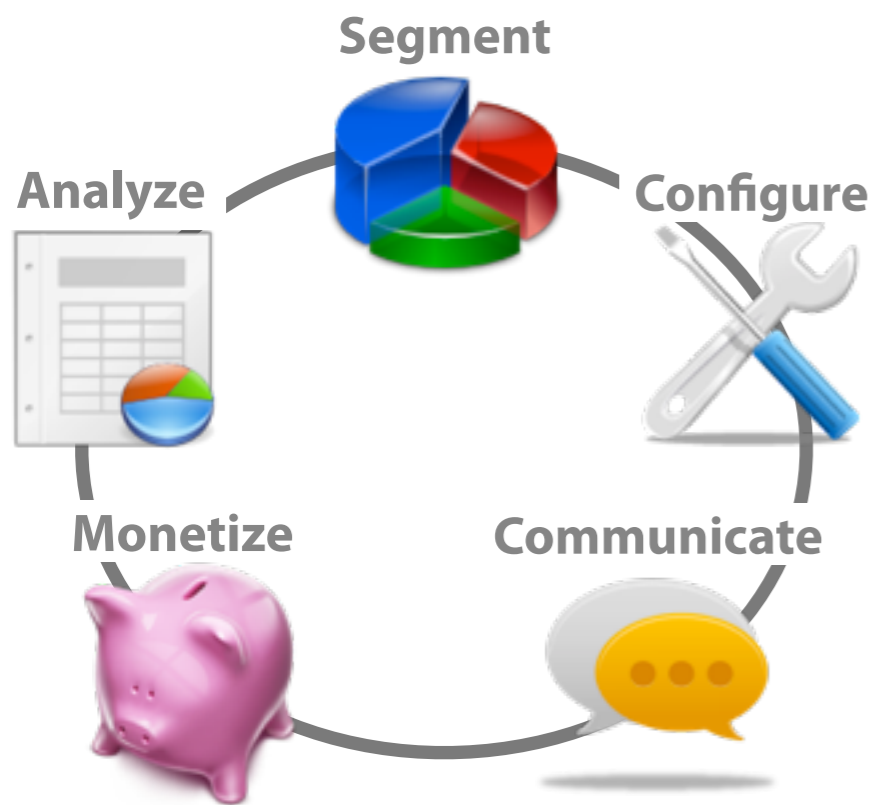
Our vaule proposition - Malcom

# Focus on your app. Malcom takes care of everything else

**Add value to your clients**

**Free libraries**

**Minimize development times**



**All this with the possibility to earn some extra money  
Want to learn how?**

Malcom



[www.mymalcom.com](http://www.mymalcom.com)