



# Apps for attention, engagement & efficiency

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JOB LIST JOB SCREEN CLIENTS WORKERS PO LIST P/ORDERS SUPPL

Creating New Job

Add New Client Add New Job Return to Job List List

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- Custom designed software you own
- iPhone, Android, BlackBerry
- Web-based tracking, database, productivity and sales tools
- Get your own iApp for less than the cost of a single newspaper ad

> 7 GOOD REASONS YOUR BUSINESS SHOULD HAVE AN iAPP RIGHT NOW!

## *Custom designed software you own, develop – and even sell*

You buy off-the-shelf software and mostly it's OK but then there are always areas where it just doesn't do what you need. Gradually, the problems get bigger.

There are processes you know you should automate – it's what bigger competitors are doing.

And then there is good software that gets too expensive when you start paying per-seat licences.

Software designed or adapted to your exact specifications would be so much more efficient and now you can afford it.

### **Low-cost software development**

Glide Strategic creates web-based utilities and integrated smart phone apps. Where possible, we cut costs by using open source and public domain code.

Small jobs we write totally in-house. Large jobs we specify in-house but outsource coding globally. Quality control is in-house, using coders who could have written the whole thing (at much higher cost).

Most programs we write are priced around \$5,000; many (including smart phone apps) are around \$2,000.

### **Own, develop – sell**

Apart from nominated open-source and public domain components, you own what we write for you. You can continue to develop it, adding new features and refinements as needed, using Glide or another coder.

You may even be able to turn it into a commercial product that you sell – or make Glide your sales agent.

## *Web-based tracking, database, productivity and sales tools*

We write web-based applications that are available anywhere there is internet, that support an unlimited number of simultaneous users (at no extra cost).

You can work on a project at the office, reopen at home and carry on; even access data on a smart phone.

Databases are a common application, for example job or project tracking, where everyone in the office has (password controlled) access.

You can even give your customer access to their data, so they can find what they want immediately and track the progress of their projects.

You can add data when you are out on site, including photos, and let your clients add their own data.

Databases always evolve, which is why seemingly sound initial choices of off-the-shelf products are so often regretted later. Own your own database and you can always adapt it.

We use industry standard SQL databases, the nearest thing there is to a universal medium, with the capability of CSV exports.





## Apps get attention

Apps can even be a promotion in their own right.

For example iPhone apps are way cool right now. If you want Gen Y or any of the 100 million iPhone users to notice you, an app will do it many times better and many times cheaper than a newspaper campaign.

The fact is, whether it's Apple, Android or Blackberry, smart phone apps have more cut-through than any media advertising. They are the fastest path to cool.



## Apps engage customers

Apps can do things users want, helps them do business with you or gives them access to information you have gathered for them: this is a powerful new way of engaging with customers in a competition free environment that maximises customer convenience.

Whether it's an individual looking for a convenient solution or a company that wants a copy of something you did for them a year ago – *now!* – an app is a very affordable way to reverse some of the customer disengagement other cost-cutting technologies have imposed.

## Apps increase efficiency

Track what you are doing: jobs, costs, clients, work hours – anything, on any computer.

Access information whenever you want it, where ever you are: information not just for accounts but for everyone – sales, customer support, service and decision making.

Update and create new information: add photos, documents, voice recordings, even old-fashioned text to your database, instantly, on site or anywhere.



## Apps are cost effective

We make customer-designed apps mainly in the \$2,000 to \$5,000 range. Of course, major apps cost more.

Greater efficiency can recover costs like that in months or even weeks.

One new client impressed by being able to access information would do it.

And a cool app could give you cut through and cred no amount of advertising could buy – for less than the cost of a single newspaper ad.

*iPhone, Android, Blackberry*

Yes, all platforms.

# 7 good reasons your business should have an iApp right now!

- 1. iApps are cool. And that can translate into hot sales.*
- 2. An iApp is a statement that's heard in advertising-resistant Gen-Y and tech savvy markets.*
- 3. Customers like iApps, just as they like free things and having excuses to play with their iPhones.*
- 4. iApps encourage customer engagement with you and customer loyalty to you.*
- 5. iApps are a powerful conversation starter in a sales situation (or in any situation).*
- 6. iApps can actually perform very useful business functions that improve efficiency and save costs.*
- 7. An iApp will make you look cool, young and successful for one fiftieth the cost of a Porsche.*

## We fill in the gaps

A client told us once; *What you guys do is fill in the gaps. When we don't know, we call and you solve the problem.*

From the beginning our philosophy has been: *We don't have products: we have clients – and we respond to their needs.*

Along the way we've developed a very wide skill set. Here's a list: it's not a "wanna be" list, it's all work we have done, hands on. Call for details or click on the item below to go direct to the website page.

- » Advertising
- » Audio-visuals
- » b2b tools
- » Board-level input (Consultant to the Board)
- » Business acquisition reviews
- » Business Case analysis and presentations
- » Business, character, image and culture
- » Business sale (preparation and promotion)
- » Business/Strategic planning
- » Community Engagement
- » Coaching
- » Copywriting
- » Customer maximisation
- » Databases
- » Decision Maker Research
- » Direct Mail
- » eNewsletters
- » Events management and promotion
- » Government relations
- » Grant applications
- » Green Manufacturing promotions
- » Growth ready
- » Image
- » Influencing the influencers
- » Management Consulting
- » Market analysis
- » Membership development
- » Media management
- » Mining multi-services
- » Newsletters
- » NFP development services
- » Positioning
- » Presentations (planning and presentation collateral for high-value meetings)
- » Professional bodies
- » Programmed contact
- » Promotions
- » Representation to Government, Community and other business
- » Research (decision maker research; market reviews; purchase triggers and blockers, brand-emotions)
- » Sector development (eg, professional standards, training, qualification, professional associations, product standards)
- » Start-up businesses
- » Video for web, email, presentations
- » Websites
- » White papers, professional articles (research, ghost writing)

## **Glide Strategic**

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