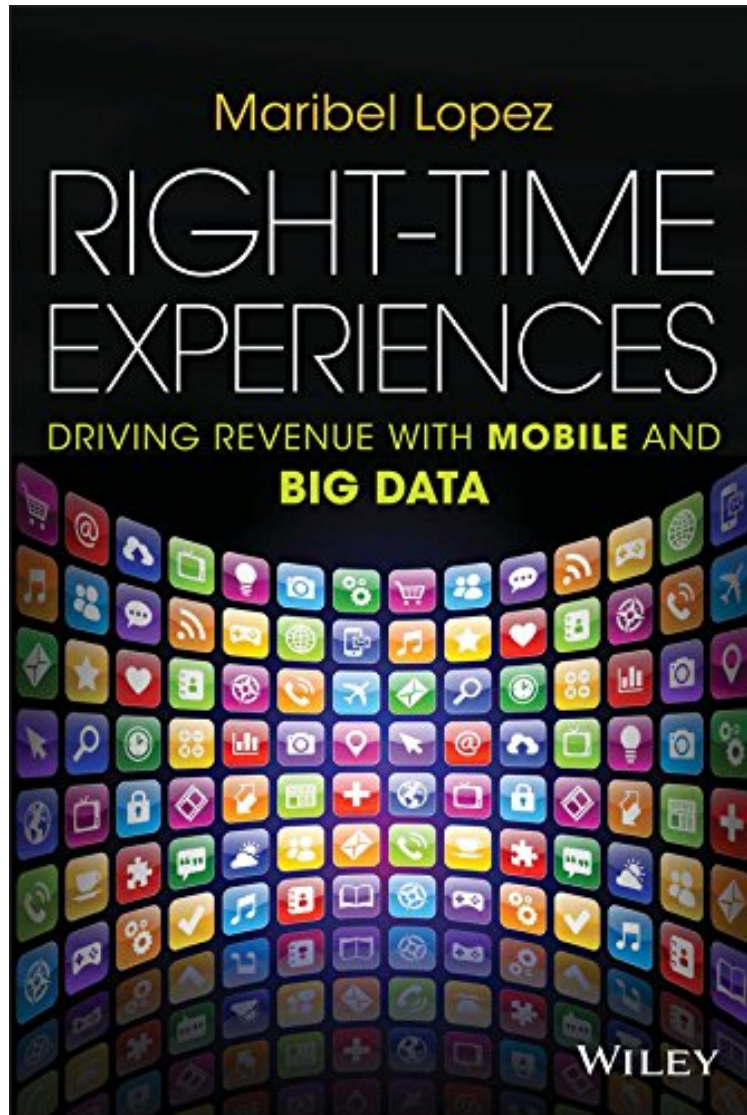


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# Right-Time Experiences: Driving Revenue with Mobile and Big Data

Maribel Lopez

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**Maribel Lopez : Right-Time Experiences: Driving Revenue with Mobile and Big Data** before purchasing it in order to gage whether or not it would be worth my time, and all praised Right-Time Experiences: Driving Revenue with Mobile and Big Data:

0 of 0 people found the following review helpful. ... space and presents her arguments in a clear and easy to read manorBy Josh RussMaribel has an expert knowledge of the space and presents her arguments in a clear and easy to read manor. I'm very happy with this book!0 of 0 people found the following review helpful. Mobile-equipped

customers want, need, expect individualized buying and service experiences. By Marian B. Wood, Maribel Lopez writes that businesses can profit from the rise of mobile devices and social media, coupled with Big Data and cloud computing, to deliver the right kinds of experiences (buying experiences, service experiences) when and where customers need or want them. Figure 3.2 on page 59 suggests 9 ways of looking at the context of delivering a "right-time experience," based on: location, type of device (smartphone or smart watch, for instance), behavior (including past and future), weather, environmental conditions (humid? dry?), roles and social relationships (friend? trusted reviewer?), time, motion (in one place?), and current processes and actions (does workflow need to be adapted?). No more mass market or generic experiences. Mobile-equipped customers want, need, and expect more individualized delivery, a profit opportunity for companies ready to adapt to this new era. 0 of 0 people found the following review helpful. Nobody knows the mobility space better than Maribel. By Rob Tiffany, Nobody knows the mobility space better than Maribel. Right-Time Experiences illustrates the importance of mashing up the cloud, big data and advanced analytics in order to bring valuable context to mobile. This is a must-read for any executive looking to transform their business.

Grasp how mobile, big data, and analytics are combining to change business processes. Right Experience, Right Results: Improving Profits, Margin, and Engagement with Mobile and Big Data illustrates how businesses can use mobility, big data, and analytics to enhance or change business processes, improve margins through better insight, transform customer experiences, empower employees with real-time, actionable insight, and more. The book depicts how companies can create competitive differentiation using mobile, cloud computing, big data, and analytics to improve commerce, customer service, and communications with employees and consumers. In the past, the technologies used to deliver personalized and contextual services were either unavailable, unaffordable, or reserved solely for the consumer market. Today, however, the next wave of computing—mobile, cloud computing, big data, and analytics—has provided the foundation for businesses to create adaptive, personalized applications and services. Delivered point-of-need, these smarter services allow enterprise products and services to meet the burgeoning demand for always-connected, accurate, and real-time information. Right Experience, Right Results: Improving Profits, Margin, and Engagement with Mobile and Big Data is your guide to the new way of doing things. The book includes: Real world examples that illustrate how companies across various industries are creating better business processes by integrating new technologies. A three step action plan for getting started and overcoming obstacles. An electronic checklist with numerous actions that help get you up and running with incorporating mobile, big data, and analytics. A guide to drawing insight from mobile, social, and other sources to create richer experiences. If you're a CEO, chief marketing officer, marketing director, or business manager, Right Experience, Right Results gives you everything you need to harness technology to breathe new life into your business.

From the Inside Flap: It used to be that new ways of doing business took years or even decades to catch on, giving everyone ample time to ease their way in. That's not so today, when staying competitive requires keeping, as nearly as possible, in lock step with even the most visionary managers. Right-Time Experiences looks at four new technologies that executives and managers need to begin utilizing: mobile tech, cloud computing, big data, and analytics. These tools increase margins by creating deeper engagement with stakeholders, creating win-win scenarios that lead to business success. What makes this book unique is the eponymous concept of right-time experiences, which brings new technologies into focus in one easily understandable framework. Thanks to near-universal adoption of mobile devices and ubiquitous network connections, businesses have access to consumers and decision makers anywhere and everywhere they go. Right-Time Experiences is about making the best possible use of that access, providing customers, prospects, and employees with exactly what they need, exactly when they need it. This is an idea that should inspire and motivate, rather than overwhelm, leaders of organizations of all types and sizes. Maribel Lopez doesn't use scare tactics to convince readers to adopt new technologies. Instead, she demonstrates the clear logic behind mobile technologies and their effective use, showing that things really are better this way. Right-Time Experiences also contains a clear three-step plan for transitioning to this new world at a reasonable pace. An electronic action checklist eases the shift even more, guiding readers through building efficiencies, improving processes, and, ultimately, transforming business with new offerings and a new outlook. The market leaders are going high-tech because it works. Right-Time Experiences will enable all leaders to keep up. From the Back Cover: HARNESS NEW TECHNOLOGIES TO CREATE MEANINGFUL ENGAGEMENT WITH STAKEHOLDERS. The innovations that are currently transforming business—mobile, big data, analytics, and cloud computing—have caught on like wildfire because they create win-win scenarios. Right-Time Experiences shows you how to use new technologies to better understand your customers, prospects, and employees so you can better meet their needs. The countless real-world examples in this book show that healthy stakeholder relationships translate to healthy balance sheets. A massive market transition is already upon us. As a business leader, you need to understand these changes so you can begin building the best possible experience for your market. Written by one of the leading experts on the future of technology in business, Right-Time Experiences will clear away any confusion and inspire you with a clear way

forward into the new world of business. Better products, services, and business processes, along with higher profitability, are the rewards that await you at the end of this journey. You'll learn about new tech-enabled workflows, services, and communications and how they're changing everything in every industry. Right-Time Experiences will put you inside the mind of the tech-savvy consumer and show you how new technologies can empower employees to exceed their goals. A primer on big data will give you ideas for overcoming data challenges and discovering new market insights. And most importantly, a three-step action framework answers the million-dollar question: How do I get started?

About the Author  
MARIBEL LOPEZ founded Lopez Research, LLC in 2008 to research how technology trends such as mobile, big data, social media, and cloud computing will transform business. Her clients include firms of all sizes, from start-ups through Fortune 500 companies. Maribel is frequently quoted in publications such as the Wall Street Journal and BusinessWeek, and she has appeared as a guest on CNN, CNBC, and NPR.