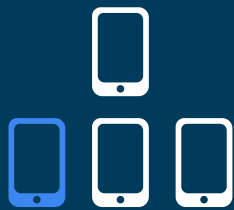


# Mobile Development Of The App+ Ecosystem

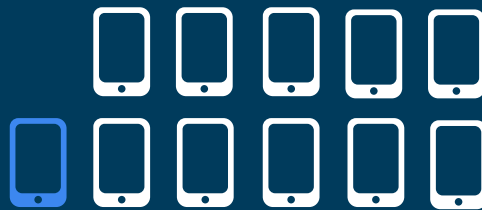
App+ ecosystems are the next step on the journey to take apps from good to great to excellent

## INTEGRATE YOUR APP+ ECOSYSTEMS TO STRENGTHEN BRAND INTERACTION AND APP UTILIZATION

If your app+ ecosystem is completely integrated:



Customers are nearly **3x** more likely to **interact with your brand on mobile**



Customers are nearly **10x** more likely to **regularly utilize all aspects of your apps**

### CUSTOMERS REAP BENEFITS

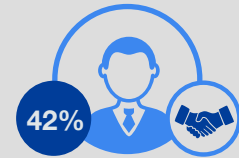
Integrating app+ ecosystems leads to:



Improved customer experience



Better communication with customers



Increased customer loyalty

### THE RISKS ARE TOO GREAT NOT TO INTEGRATE

Companies are taking a big risk by not supporting their digital experiences with fully integrated app+ ecosystems



52% Customer experience scores decline



48% Lose ground to our competition



46% Costs will increase

### OWN MOBILE MOMENTS BY INTEGRATING NOW

A great app+ ecosystem is the next step along the journey from good to great mobile experiences. Great apps make it easier for your customers to access your brand and are more cost efficient for your company. Creating an app+ ecosystem enables enterprises to break free from siloed branded apps and capture customers' owned mobile moments.



Read the full study

#### Methodology:

Source: A study conducted by Forrester Consulting on behalf of IBM, October 2016

Base: 498 director+ business or IT professionals responsible for digital/mobile technology or marketing/business at their organization