

## Leapfactor's Value Proposition

Our clients will be able to focus on service value rather than troubling with the increased operational complexity of multiple middleware applications or the various vendors competing for space on the tiny screens of Smartphones.



## About Leapfactor

Leapfactor's mission is to provide enterprises with a vehicle to deliver actionable data to mobile users regardless of the backend systems landscape and to any mobile device in a secure manner with no need to own operational infrastructure.

## Leapfactor's Value Proposition

The value proposition for each audience is clear and compelling, but the real success and competitive advantage of Leapfactor will come from the synergies it creates among its users.

### CXOs

Upper Management will now be able to monitor and control their operations from a Smartphone, as well as empower directors and managers. This establishes a continuous flow of actionable data and a culture of accountability and collaboration. And it all happens without the complexity and cost of traditional IT solutions.

### CIO

IT will finally be able to deliver agile solutions to address the needs of information workers without having to worry about systems integration, application maintenance or operational issues. IT will also be able to support more device options and even consider providing access to enterprise information with personal phones.

### Mobile Users

People on the go will gain the freedom of true mobility with the same easy and cool user interfaces experienced on consumer apps. Information workers will appreciate

the power of anywhere, anytime access without needing a PC or laptop.

### Carriers

Leapfactor will help carriers increase the number of subscribers on enterprise accounts and upsell plans as employees consume more bandwidth with the proper ROI justification. Carriers will also enjoy the commissions received from Leapfactor as well as increased customer loyalty and retention due to the unique value-added services.

### Software Vendors

Software Vendors will be able to create incentive for adding new users to their existing installed base and to extend enterprise services adoption widely.

### Device Manufacturers

Device Builders should support Leapfactor endeavors because in the end users generate device adoption. While application stores will not receive a payment in exchange for application provisioning services, they will see our software taking full advantage of native APIs.

The result of the Value Proposition Formula depends on the adoption factor, which is entirely up to customers and end users; therefore, our focus will be, in creating the best possible experience and value.

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