



CRE Tech Talks

Episode #6: The State of Mobile & What's Coming Next



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Mat Brogie, COO at Replsly and former Director at Mobility CIO

Scott: Thank you again for that warm introduction and welcome to this episode of the CRE Tech Talks program. Again, I am your host, Scott Sidman. We are going to talk today about the state of mobility and a little bit about what's coming next. Mobility and mobile applications have been one of the catalysts for what's been referred to as the CRE Tech revolution that's taken place over the last several years.

While, perhaps, other things like big data and crowdsourcing, crowd funding and machine learning might be getting some of the buzz right now, mobility and the ability to work and have access to information wherever you are is really fundamental to all of those things and all of those new tools that are coming out in the Marcom place.

We thought it would be helpful to take a look at this state of mobility, the current state of mobility, and hear some thoughts on the future. To help us with that, we have with us today a longtime friend of Building Engines and the person who actually helped set us on our mobile application path years ago.

Mat Brogie is the COO of the mobile field wear product called Replsly, as well as the former founder and principal of Mobile Consulting Firm, Mobility CIO. Welcome, Mat. Thank you for joining us.

Mat: Great. Thank you, Scott.

Scott: Let's jump right in, as we always do, by asking our guests to tell us a little about yourself and your background in mobile applications. How did you get started? As always, share one unique or unusual fact about yourself for the audience.

Mat: I started my career as a Field Service Technician, supporting minicomputers and Peripherals in the Northeast, working for Wang Laboratories. At the same time, I was going to school at Boston University for computer science, and I became interested in mobile technology as a tool for field reps, back then.

That was very much the beginning of mobility, as it was in the mid-'80s when that was going on. From field service, I moved into sales and then program management for some very large-scale mobile development projects.



The company that I was working for at that time, Eleven Technology, was doing these huge projects, global scale projects for thousands of users...For Coca-Cola, Procter and Gamble, Pepperidge Farm, etc.

These were very large-scale, multimillion-dollar projects for organizations with offices all over the world. It gave me some really deep insights as to what was going on with mobility and some of the challenges that are faced when you're putting together a big enterprise-scale mobile application.

Then, after that, I moved on to work as an independent in the mobility space. This is where I formed and founded Mobility CIO.

I consulted with several software companies that were looking to extend their core enterprise products out to the field and eventually connected with Replsly, where now I'm the COO.

As far as unique or unusual facts, I'm an avid disc golfer. Some people know that sport as Frisbee golf. Being up here in Boston after 110 or 115 inches of snow, I'm really excited that we finally have some weather that's going to let me get out on the course again.

Scott: *[laughs]* That's...Yeah. I can completely relate to that. Given how my golf game's going these days I think I may have to transition to disc golf. I don't know if it looks easier, but it looks like it's something I might want to take up.

For people outside of New England, it may not be a name that means a lot, but Wang Computers is one of the foundations for a lot of tech companies here in this space. Certainly a great background and foundation for you in all the stuff you've done.

How does that translate into what you're doing now? Why don't you give us some background on Replsly and a little bit about how it started, and the product, and how you apply it?

Mat: Sure. Since I started as a field service rep for Wang, my view of mobile has always had a really strong end-user component. I would look at things from the end-user side.

Wang was a great company during its heyday and built a very strong foundation for a lot of the things that I've carried forward. That field experience, I think, is probably one of the most important things that I gained while I was there, and it shaped a lot of the thinking and a lot of the work that I'm doing today.

Replsly is called Replsly because it's software for reps. It's mobile-based, cloud-based software for field teams.

We say that we simplify field team management by providing very, very simple to use, simple to implement solutions, both on the mobile side and the cloud side that the



managers use. We optimize the execution of all kinds of fieldwork and manage the data that's generated by those people in the field.

Repsly's really designed for small- to medium-sized field teams. We've optimized for if you've got 40, 50, 60 people out in the field doing any kind of work. We've got people that do pool maintenance, people that do landscaping, people that do merchandising of beer, one of my favorite ride-alongs to go on.

Scott: *[laughs]*

Mat: Really anything you can think of, sales people are out in the field. Anywhere where there's teams of people in the field that need to be connected to data and need to collect data and report what they're doing back to their management.

Scott: Perfect. Certainly you can see possible applications and extensions out into the real estate space in terms of vendors, and the people working on properties and buildings, and those kinds of folks, as well. Is that accurate?

Mat: Absolutely. Really anybody, as far as Repsly's concerned...Any field person, field technician, field rep, field sales agent that visits a set of locations on some recurring basis to do some work.

It could be people doing inspections, people doing standard maintenance and repair, people that are doing ad hoc repair, or servicing things. It does have a lot of applications in that space, as well.

Scott: Great. Good to hear. It sounds like you guys are off to a great start. It's been a few years now, and I know you're growing, and certainly good products that people may want to take a look at.

Let's talk in broad terms now and get into where we're at in mobility and the evolution of mobility and mobile applications for the enterprise. What are your thoughts in terms of the lifecycle and where we are today?

Mat: I mentioned that I started at Wang probably close to 30 years ago. At this point mobile was really just getting started, so I've seen the whole evolution up to where we are now. "We've come a long way, baby," is what I like to say about it.

What used to be hard to use, hard to maintain, custom-built tools for specialized workers, which is what we were using back in the day, has really evolved quickly, and much more quickly over the last few years, to be very easy to use.

Tools that are a manageable part of every workers toolset, not just specialized solutions that have difficult user interfaces that provide a point solution, but really tools for everyone.

Because of the rapid evolution of these super powerful, super easy to use smartphones, and the fact that everyone from grade school age kids through people in retirement use



smartphones in their personal lives, there's a new standard now for what people expect from the mobile tools that are available to them at work.

Not that long ago, when people had flip phones, or feature phones, or even before then, there was no expectation for what a mobile app should be like at work. When people were using flip phones and feature phones at home they had some expectation, but they didn't ever expect applications to be creative.

Now, the bar has really significantly been raised. There's this whole movement in software, particularly in mobile software, called consumerization of enterprise applications.

With applications it used to be that from 100 feet away you could tell by looking at the screen, "Oh, that's a business app." Today, when you look at an app on a phone, if you're using it for business, you really can't tell unless you know the app.

It looks like a fun, easy to use, colorful, easy to engage with application. That's probably the thing that has evolved the most over the last few years, is this consumerization...Because users are expecting, and you could probably swap out the word demanding. They're demanding that their apps are as easy to use at work as they are at home.

They're as easy to understand. They have bells and whistles, and integrations to things like their calendar, and things like that. Maps. They expect that they're able to see things on maps, and that they can do instant messaging through their mobile apps.

If the apps that they're using in the business place don't have these kinds of features or this kind of user interface, it becomes a disappointment, which then turns into reduced adoption and ultimately a loss of value to the enterprise, because their applications aren't as easy to use and fun to use as the other apps that people are used to.

Scott: Sure, yeah. That makes a lot of sense.

Mat: Given all that, enterprise mobile applications providers, and the enterprises themselves, have a great opportunity to leverage that, to leverage the demand that comes from these educated, mobile workers.

The people are educated about how to use mobile technology. They already know how to use a mobile camera. You don't have to teach them how to use that. They already know how to interact with lists of data and they know how to swipe and do things and manage the device that they're using.

Training costs are way down from what they were even a few years ago. Because the workers are...They're already predisposed to using the mobile technology. It gives enterprises the opportunity to do creative things with it, and to push it out farther and farther and deeper into the organization, and therefore, be able to leverage the benefit that you can get from mobile.



In the past, in the not too distant past, actually, it was always a huge project to roll out mobile. Now it's really, it can be as easy as sending an email to your mobile workers and saying, "Click this link and download the app on the other end of this link," and start using it for X, Y or Z, where that wasn't there before.

It always feels like we're at the end, like, "Wow. This is as good as it's going to get." But because things have been turning over so quickly, and to such a degree...Every 6 months or 12 months, there's some major new thing that's happening in mobile. It's hard to imagine that we're anywhere near the end of all the benefit people are going to get out of the mobile on the enterprise level.

Scott: Wow. Well, I think we'll talk a little bit more specifically about some of those things you're seeing in a little bit. One of the things I want to jump back to is that consumerization effort kind of was the impetus or created the demand within the enterprise for the BYOD movement, the Bring Your Own Device movement.

BYOD, not BYOB, you can see where my head is at [*laughs*]. We're not yet at Friday...BYOD movement, a few years ago. Where are we right now, from your experience and what you're seeing with your customers, in terms of Bring Your Own Device or company-provided device?

Mat: Well, here at Repsly, we see probably 90 percent of our customers are following that BYOD path. There are a few that still use company-provided devices, but it's a thing that's fading. However, I do feel that in many, many enterprises and many applications, there is a need for it.

There's some few things to consider when you're evaluating whether or not BYOD is for you or not for you, the basic difference being who owns the device. Whoever owns the device is responsible for the device, non-chat from an insurance perspective, but managing the device, managing the applications, managing the security.

The first real question is, does the application that you have, or does that application that you need and the functionality that you need, does it run on all of the devices that your mobile workers will carry?

One thing that people sort of take for granted is that everyone has a smartphone. But that's not necessarily true. Quite a few people, and very large percentages of people have smartphones, but it's still far from 100 percent. First, you have to make sure that if you decide to go BYOD, that the workforce is going to have the infrastructure that they need in order to do it.

There are all different kinds, Android, iOS devices. There are still BlackBerries out there, and Windows phones. People have discounted Windows, but they keep maintaining three, four percent of the market. In some demographics, it's a lot higher than that. Make sure that the applications that you want run on those BYOD devices before you commit to it.



Then, the other main concern that people have about BYOD is the security. The device itself... You can buy your entire team iPads or iPhones or Android devices. The device itself is still the same, but who manages the encryption on that device, and the separation of data between personal data and company data? Who puts the firewall on that device and manages that?

If your data has to be really secure, it may make more sense to take that control of those devices in-house, so that you can enforce putting things on the device that will lock it down if it's lost, or wipe it if it's lost, and things like that.

Other things that people think about are, "Who pays for it? How do you split the cost? How do you reimburse your workers for the bandwidth that they're using for work things?" You have to consider that as well.

Related to some of the other topics are good support feeds. If a user calls the support line and says, "I can't connect to the system," is it a problem with your software, or is it a problem with some system settings that they have on their phone to make their phone work on their home network, for example?

It can be higher support costs in the BYOD space than in the company-owned space, as well.

You put all those things together, there's no single answer that BYOD is good for you, or you definitely shouldn't do BYOD. But there are some things to consider. Again, most of them are going to revolve around the security that's required for the data, and who's going to be taking responsibility for managing that security on your side.

Scott: Right. That's a great insight, and I think that those questions are some good ones to consider.

It seems like we're asking our phones to do a lot. Are we running into limits? Are you seeing any things in terms of the number of things that we're asking the smartphones to do, with all the different applications, both personal and business related?

Mat: Yeah, absolutely. That's a problem that will really never go away. In my opinion, there are three major components to how much a phone can do. How fast it processes the information, how fast can the information move from the phone back to some servers or between the different devices, and how much can you store in one place.

There's constant progress being made in all three of those areas. We went from 3G to 4G to LTE, and now there are faster networks out there. There are phones with dual processors that are running at multiple gigahertz. We paid \$10,000 for a desktop thirty years ago that had the power of a phone that we basically pick up for free today.

Scott: Right.

Mat: Then, storage. My Android phone has an SD slot in it, and I can put in 128 gigs of memory if I want. Every time an advancement gets made in one of these areas, the



applications very quickly take advantage of it, and then the next area becomes a bottleneck.

A really good example is video. Two years ago, or three years ago, the big problem was photos. You have a camera on the phone, and you're taking 3 megapixel and 6 megapixel photos. Then it went to 10 megapixels on the phone.

You're taking those pictures, and you're trying to move them up to a server. Then, that was a problem. Now, you take a picture with a 14 megapixel photo, and you don't even think about the fact that it has to go somewhere. It just goes.

What's filling that void now is video. Originally, with some of the consumer applications for video, it would limit you to six seconds, seven seconds of video, like Vine, for example, and the little Instagram videos that people make.

But for business purposes, having video on your phone can be a really good feature, but video takes a tremendous amount of space. Ten minutes worth of video if you want to just put a training video on somebody's phone takes 10 minutes.

So that's going to take 10 gigs or 20 gigs of space. That becomes the next challenge and the next bottleneck, and we'll constantly ask our phones to do more, depending on what's coming.

I'll give you another example. There's a lot of work right now being done in video analysis and photo analysis. Really, the only way that it's possible to make it work right now is if there's a mobile requirement. For example, a guy going out, taking a video from all angles of a piece of equipment...If you could conceivably build a solution where that video gets analyzed automatically via computer, and it identifies the things that need to be repaired on that piece of equipment...

Maybe it recognizes a meter reading or gauge reading, or it recognizes the serial number as you videoed past the serial number of the device, or it just recognizes what piece of equipment that is and what model that is. It can do a database matching and find out what service needs to be done on that particular device, without a user having to input anything, just pass by a video.

That processing itself is very, very intensive, and right now even on fast computers up in the cloud, it takes a few minutes to process that video.

The way that it will work today is a rep in the field, a technician in the field, would take this video and then pass that video up to a server where the processing gets done. Then a few minutes later, he'll come back and get that data down to his phone, which suggests the work that needs to be done.

I guarantee you that as soon as that 10 gigahertz phone with quad processing power, which eventually we'll get to, comes out, people are going to be demanding that processing happens in 30 seconds on the phone.



Scott: Wow.

Mat: There'll always be a bottleneck. There's always be some bottleneck, and it will be driven by how aggressive you want to be with features and functions in the application.

Scott: Mm-hm. It sounds like there's a little bit of a responsibility on the end-user as well to understand some of the things that might impact the application performance on their phones.

I think we all learned at the beginning that every time you open a browser you have multiple browsers open, and that may have an impact on running different applications. Are you working to try and educate your end-users about those things while the technology catches up a bit?

Mat: Sure. That's again tied to the BYOD situation. If you're asking your reps to use their own phone then you probably are on the hook to provide them with education on how to manage that phone better.

If you make it a choice, and there's quite a few organizations that give their users the option. You can use your own phone, or we can issue you a phone. If the user says, "No. I want to use my own phone. I only want to carry one phone. I like my phone. I don't want to go using this silly Android thing because I'm an iOS user," then it's really on their responsibility to make sure that things are working as well as they need to work.

Probably the biggest thing that we see, and it's really been an issue for a number of years now, is the battery life of a phone, and educating people on what can you do to keep your battery going all day and not have to plug in somewhere at two o'clock in the afternoon. Those kinds of things.

End-users do carry a fair amount of responsibility to manage those things on their phone.

Scott: That makes a lot of sense. Connected to all this is connectivity [*laughs*], where are we today compared to a few years ago? Where are we going in terms of applications and infrastructures and connectivity out in the field, the importance of offline capabilities? How do you evaluate all that, both as an end-user and as a deliverer of the application?

Mat: Sure. Connectivity technology can always be an issue. The first real question that somebody needs to ask themselves is, "Do I need to have an application that runs off my...or do I need to have connectivity?"

If the answer is that you need to have connectivity in order for your app to provide the value that it needs, for example if there are...Like this example that I gave about video processing or photo processing. Even if there are some databases that are on some server someplace else, and you need to access to look up information while you're in this field. If connectivity is an issue, then you have to think hard about that, because connectivity is not always there.



We're doing better than we were. It's something that always gets better, as far as coverage goes, and will continue to get better both from a bandwidth perspective and just from a coverage perspective. The cell towers are constantly going up. Because we have great competition in that here in the States, the coverage will continue to get better.

But there are still holes. For example, out in the field between...For somebody who travels from one building or one campus to another building on another campus, there's not much you can do. You're at the mercy of the cell provider. There are things that you can do on your own, within your own building, or on your own campuses.

There are better and better cellphone...Cell signal range extenders, wireless hotspots that you can put, and build a good network, so that you can get good access to the network when you're in the basement or when you're in other areas of the campus that might have poor coverage, typically.

But it's still not perfect, and there's other things, too. People have to be careful with their expectations, because they might hear things or read things about just extending the network. I believe it's GM now that's putting WiFi hotspots in all of their pickup trucks.

You think, "Oh, I can drive anywhere I want. I can go up to the mountains, go fishing, and have WiFi. But reality says that that WiFi is WiFi. It provides WiFi. It does not provide the Internet itself, so you still need cell coverage to that WiFi hotspot, in order to send the WiFi signal then to the devices that you want to connect to it.

You have to be careful with what you hear and what you expect. The coverage still isn't perfect. It is better, and like I said, it will continue to get better.

I think, though, that there are more and more...What we're seeing is the mobile technology itself, and the mobile development platforms, development languages, are making it easier to write applications that don't have to be connected all the time, that can function quite well while they are disconnected.

Scott: Right. But the first step as you indicated is really understanding what your needs are, right? If you need the cost and connectivity, that might change how you evaluate a particular provider or application, versus someone who can live with the offline, without being connected all the time.

Mat: Yeah, absolutely. In the building stage, the example that I always like to talk about is the building...Oh, what's the word...the service technician, building technician?

Scott: Sure, yeah, engineer maintenance technician. Right.

Mat: The building engineer who has to go to the basement. How many people think they can extend WiFi to the basement? They probably don't.



He goes down there and wants to see, "What is the history of service on this piece of equipment that I have to repair? Who was here last? What did they do last time? When was the last time that the filters were changed?"

That data might all be stored somewhere on a server. If you're running a pure Web-based application, it has a lot of benefits from one perspective, but it still has poor performance from a bad connectivity perspective. If that guy needs that data, he has to walk upstairs, get the data, then walk back downstairs, and he's completely shot any productively gains he would have gotten from using that.

But if you have somebody who's more in management, and they spend their time on the floor, and the lobbies, and visiting with tenants in the building, they're probably always going to be in some sort of building WiFi coverage or in some cell coverage. That application may not need to have as strong a requirement going offline.

It is very much dependent on understanding what is the business problem they're solving, and what are the scenarios that the users are going to be in as they're trying to use the application.

Scott: Right. That's a good example, perfect way of explaining it, so that people can see what the question is there.

Let's talk a little bit about what's coming next. You alluded to it at the beginning when I asked you the initial question, and where we are in the evolution of things. Are there big innovations coming with mobility, or are we in a period of incremental improvements and continued extension of desktop applications? What are you seeing?

Mat: There is quite a bit that's on the horizon. It's actually a pretty exciting time right now. I mentioned the image and video analysis recognition. I see quite a bit happening there.

That's really...If you think about it, it's really coming from innovations that have happened in the consumer space. Think about Facebook, tagging friends on Facebook. Facebook recognizes those friends through a lot of facial recognition.

That technology has really been extended now so that computers can recognize all sorts of things by their shapes, and their colors, and their textures, and it's getting better and better. The better it gets, and the faster that processing is able to happen, the more we'll be able to use that on the fly in the field.

We've got an example in some of our customers. It's not really related to buildings, but it might make the point. There's customers...There's people that wear a camera mounted to their shoulder, a small camera strapped to the upper part of their arm, and they walk down the aisles of the grocery store.

As they're walking down the aisle of the grocery store this camera is just taking pictures in rapid succession of the shelves. Within a few minutes, it sends a report to the store



manager that says, "These products are out of stock on the shelf. Have somebody go and pull that stuff."

It happens that quickly. It's a mobile application, but it's not something that traditionally we would think of as...It wouldn't pop to our minds just like, "That would be a cool use for mobility."

Video image recognition, I think you're going to see a lot there. This Internet of things, the connectivity between devices, I think we're going to see quite a bit there.

Imagine that same building engineer going down into a basement and just connecting his phone via Bluetooth to whatever piece of equipment is down in the basement or up on the roof, and getting all the readings that way...Just having a health check done by connecting the phone via Bluetooth to that device, or even having a device that might be in another building, a piece of equipment in another building, alert his phone because it's gone out of tolerance somewhere.

The connectivity between machines and listening devices, I think is going to have a lot of application, and a lot of impact on what happens with mobile.

The other area is this context aware topic. Your phone, because it has a microphone, and it has a camera, and it has a GPS sensor in it, it knows a lot. It can tell where you are, what's going on around you. There is some really interesting research that's going on right now around that, around, "What are all the things a phone...?"

A person has eyes and ears and knows where they are. Well, a phone basically has eyes and ears and knows where it is.

All that context, where a user doesn't have to enter that data into the application, but the phone picks it all up itself and adds a bit of intelligence to the information. While you're recording, you might mash a button on your phone screen that says, "There's a problem." The phone fills in, "Oh, there's a problem in room number X, Y, Z of building number X, Y, Z." It fills in that information for you.

Context aware applications, I think, is another area we're going to see quite a bit happening. Part of the technology itself, the phones themselves, they're going to get faster. I don't think the shape of the phone...There's been a lot of experimenting with that. I don't think in the next few years we're going to see much change in the actual look and feel of the phone itself. But what it can do, I think, is going to accelerate.

Scott: That's great. Anything related to battery life, which you talked about earlier? Do you see any technology advances there?

Mat: Yeah, that's kind of the Holy Grail. What's made it a little bit easier is maybe less the battery technology itself, but the phones. Since the phones have been getting bigger, the batteries can get bigger. Battery life in some of these larger phones is much better.



There's a new...I think it's the LGG6 that's coming out in a couple months. It's a very large phone. It's made with some very lightweight material. What they're doing with the weight that they're saving is putting a bigger battery in. There is a tremendous amount of research going on with batteries. That's going to make them smaller and more powerful. Short of that, it's to make them bigger without letting the user know the battery's there.

Scott: *[laughs]* And adding weight, right?

Mat: Yeah. On that topic, something you've probably seen, really just in the last few months more than ever before, is these little handheld things that are the size of a Pez dispenser, really. It's a portable battery. You plug your phone into that when your phone battery dies. You don't have to find an outlet in the wall, or you don't have to plug it into your car.

You plug into one of these little things. That gives you an extra few hours. That's an innovation that bills a problem right now. When battery technology gets better, all those guys will go out of business.

Scott: *[laughs]* Yeah, you don't want to be in that biz. You don't want to be in the device business in general.

Mat: No, it's absolutely true.

Scott: How about wearable's? Apple Watch, obviously, a big splash last month. Still early, a novelty, or do you see that working its way into the enterprise down the road?

Mat: Yeah, the watch itself, I see as still being a bit of a novelty. Like with phones themselves and smartphones, consumers accept and adopt them first, and then they make their way into enterprise. The jury is still out on watches and whether or not they have enough value.

I think what is going to happen is the prices will come down. Right now, a watch is an extension of a phone. Like a phone, it is becoming an extension of the desktop. You still need the phone in your pocket to run the application that's running on the watch, for the most part.

Right now, still, we have to wait to see exactly how well this Apple Watch is going to be adopted. Last count, I think there were five million preorders for it. It looks like it's off to a good start. But Android watches have been out for a number of years. Really, the only adopters of them have been really geeky people, for one. I won't admit how many Android watches we have in my family.

Scott: *[laughs]*

Mat: Then athletes, people using them, cyclists and runners. There are a lot of watches in that sector. It's a very small niche. Wearables themselves, though, besides watches, have actually been around for a while.



I've worked on projects 15 years ago when people were wearing bar code scanners on their fingertips, or headsets for voice-controlled applications, while they were doing packing in a warehouse. The idea of wearables in the enterprise or in commercial applications has been around for a while.

I think these other ones that we're talking about, Google glasses, for example, are still very much a novelty, in fact to a point where people have kind of put the brakes on that for a while.

The watches, it's the same kind of thing. In the enterprise I think they're still a bit of a novelty. I'm not going to outfit my 50 building engineers with a \$300 Apple watch because they can get a message on it instead of looking at their phone face.

Scott: Although, they'll ask for it. [*laughs*] You just have to say no.

Mat: They will. There's all kinds of great excuses for getting one of those.

Scott: Exactly. Mat, some really terrific insights here. You've already provided us with a bunch of those things to think about. Maybe in conclusion, if you could wrap it up with three to five things or questions you would advise a CIO or senior executive that they should be asking of a provider when evaluating mobile applications and the issues for their organization.

Mat: I think we've touched on a lot of the things that people should be thinking about. You can never say enough about security, so that would probably be the first question I would ask. How do you make sure that my data is safe? Are you encrypting data? Where are you encrypting it? What kind of passwords do we have?

What are the different security management pieces of the overall application? That's probably the number one thing to ask about. Then number two is there's this concept of vendor lock-in. If you look at three or four years ago, everybody in business had a Blackberry.

Today, I don't know what the percentage is in each individual industry, but it's pretty hard to find a Blackberry in a business meeting anymore, compared to an iPhone. People that locked themselves into applications that only ran on Blackberries are getting a lot of pressure from people. It's caused a problem.

A question would be, "What are you doing to make sure that if I want to change platforms to, either another known platform today..." Windows Mobile might come to mind, or Windows phones, because they do exist. They may rise back up in a year or two. You never know. "...or to some unknown platform, what are you doing to protect the software so that I can migrate it easily?"

Then, as I said earlier, kind of look at things from the end-user perspective, the mobile user, the mobile worker. I'm a big fan of the end-user. I'm a big fan of doing things that make adoption of mobile tools very strong. I would ask about what the company does to make sure that the software is very easy to use and very intuitive.



What kind of usability testing did they do? How do they solicit feedback from current users? What do they do with new features, before they come out, to make sure that when they do come out they're going to be usable, and it's not going to drive up my support and training costs? Probably those three things, platform, security, and usability are issues I'd probe on pretty hard.

Scott: That was great. Great takeaways and great guidance for anybody looking at mobile applications. Just terrific stuff. It's an exciting time. I'm glad to hear that there's more great things coming down the line. We know firsthand about the impact it's had on our business in mobility and all the great work that we did with you.

Thanks again, Mat. I wish you all the best with Replsly. You will find contact information for Mat and Replsly on our podcast page along, as always, with the transcripts and the downloadable takeaway for this broadcast. That brings us to the conclusion of this episode of "CRE Tech Talks." Thank you for joining us, and I hope you continue to listen in.