



# Mobile Centric

product and marketing services for the mobile industry

## Engagement Overview: IXI Mobile, Inc.

### Company Profile

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IXI Mobile, a mobile software and application development company, was looking to shift focus and evaluate the feasibility of offering a direct-to-consumer product in the rapidly changing US market. They needed to understand the strategic implications of what becoming a service provider would mean to their existing business and a supporting marketing and distribution plan.

### Project Description

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Mobile Centric worked with the IXI executive team to evaluate the feasibility of introducing a service based business model for a new, targeted youth offering to be sold in the U.S. market. Deliverables consisted of a go-to-market plan, including marketing, channel, and operational elements; input to a five-year revenue and capital budgeting and plan; and recommendations for a phased market introduction.

*“We brought in Mobile Centric to assist in evaluating a major shift in strategy for our company. During the course of our engagement, they were able to provide broad insight into a wide range of considerations, based on their years of experience in successfully bringing products to market. They were skilled at balancing both customer and organizational concerns, and kept laser focus on ensuring that the team was developing executable strategies.”*

*- Amit Haller, President and CEO, IXI Mobile, Inc.*

### Project Deliverables

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#### Market Opportunity Assessment

- Revenue, subscriber and market share forecasts
- Definition of primary and secondary target market segments
- Input into five year financial plan
- Pricing recommendations

#### Go-To-Market Plan

- Short-term subscriber acquisition plan
- Distribution strategy
- Channel development and optimization

#### Go-To-Market Plan (cont.)

- Customer support requirements
- Activation and fulfillment recommendations

#### Customer Experience Drivers

- Detailed requirements for how the customer would learn about the product
- Definition of the buy flow
- Evaluation of possible payment vehicles
- High level customer retention program

### Client Contact

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