

Mobile Enablement

Easily mobile-enable your existing technologies to boost workforce efficiencies and customer experience



INTEGRATION SOLUTION



In today's mobile-driven world, customers and employees expect information and answers anytime, anywhere. Now you can easily give them the information and applications when they need it, wherever they need it.

GT Software's Mobile Enablement Solution allows you to deliver fast, up-to-the minute information to your workforce and customers 24/7, across all devices. Bidirectional updates return data back to your applications and system of record ensuring always-accurate data.

Need to leverage mobility for future growth and success?

Open the door to new opportunities

Mobile enablement paves the way for staying competitive and continuing to grow and evolve. **GT Software's Mobile Enablement** makes it possible to easily access applications and data, exactly where your workforce and customers need it – even if it resides on the notoriously hard-to-access mainframe. Instant access and bidirectional updates opens the opportunity to create new applications that can result in new efficiencies, customer programs and increased revenue.

Like to provide customers with self-serve access to account information?

24/7 Bidirectional, real-time, access

In today's busy world, customers and employees are on the go. They need information and answers on their terms, and it is no longer just a "nice to have." In fact, Nuance Research reports that 2 out of 3 consumers prefer self-service over speaking to a customer service representative. And, 72% of consumers also have a more positive view of a company if it provides a mobile customer service application. **GT Software's Mobile Enablement** makes it easy to give answers and support to customers.

Want to stay competitive without a huge investment in new technology?

Data where and when it's needed

Whether on a smartphone, tablet, or traditional laptop computer, mobile access can improve the customer experience with your brand. According to the founder of Constellation Research, "Mobility provides a competitive advantage to organizations that have incorporated and embedded it into business processes. More than just another channel, mobility has earned its place as a mindset for not only the consumer world, but also the enterprise." **GT Software's Mobile Enablement** gives you the edge you need to stay relevant in the market.

GT Software's Mobile Enablement lets you...

- Enable mainframe applications to become mobile apps in minutes
- Improve customer experience and self-serve capabilities
- Provide mobile access to business-critical applications across all devices
- Gain an advantage over competitors

Mobile Enablement in Real Life – A Success Story

A Large National Bank lending, managing, and collecting student loans needed to provide improved access to loan information, including past loans and loans currently under consideration. To better serve the needs of their young, mobile-savvy customer base, the bank made it possible to access loan information, check balances and make payments across multiple mobile devices, resulting in:



Enabled Mobile Access
from any Device



Met Graduate
Expectations



Improved the Borrower
Experience

The result:

- Enabled access from a variety of devices – smartphone, tablet, computer
- Met new graduate expectations for accessing loan information on various devices
- Improved the borrower experience with prompt, complete loan information

What makes GT Software’s Mobile Enablement Solution unique?

- Provides an easy and convenient way of delivering information
- Increased opportunities for revenue, product improvements, and customer programs
- Speed and ease of delivering and accessing data
- Simplest way to unify all your data with ‘Drag-and-Drop’ ease requiring no programming skills
- Easy to install with minimal or no training
- Integrates all assets, including the notoriously, hard-to-integrate mainframe
- Low total cost of ownership (TCO)

For over 30 years, GT Software has helped enterprise organizations unify business information across platforms, data formats and programming languages — including the “hard to access” mainframe. More than 2,500 organizations across the globe trust GT Software to help them improve business intelligence, workforce productivity and customer experience.