



No Desk  
No Problem!

# Workforce Will be Mobile

50%+

Employees  
mobile first

2018

65%

Of Content is  
consumed on mobile  
devices

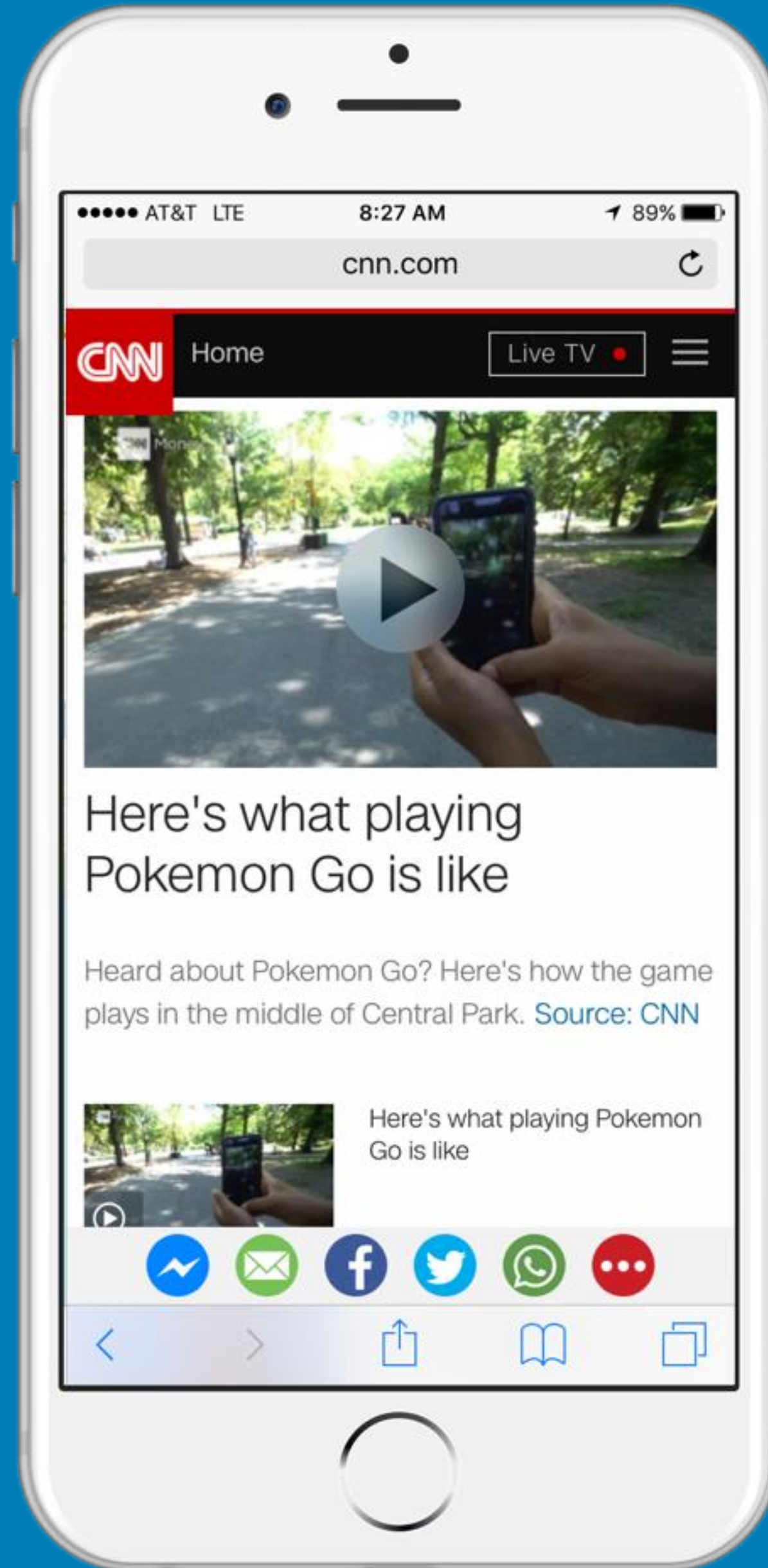
2016

BUT

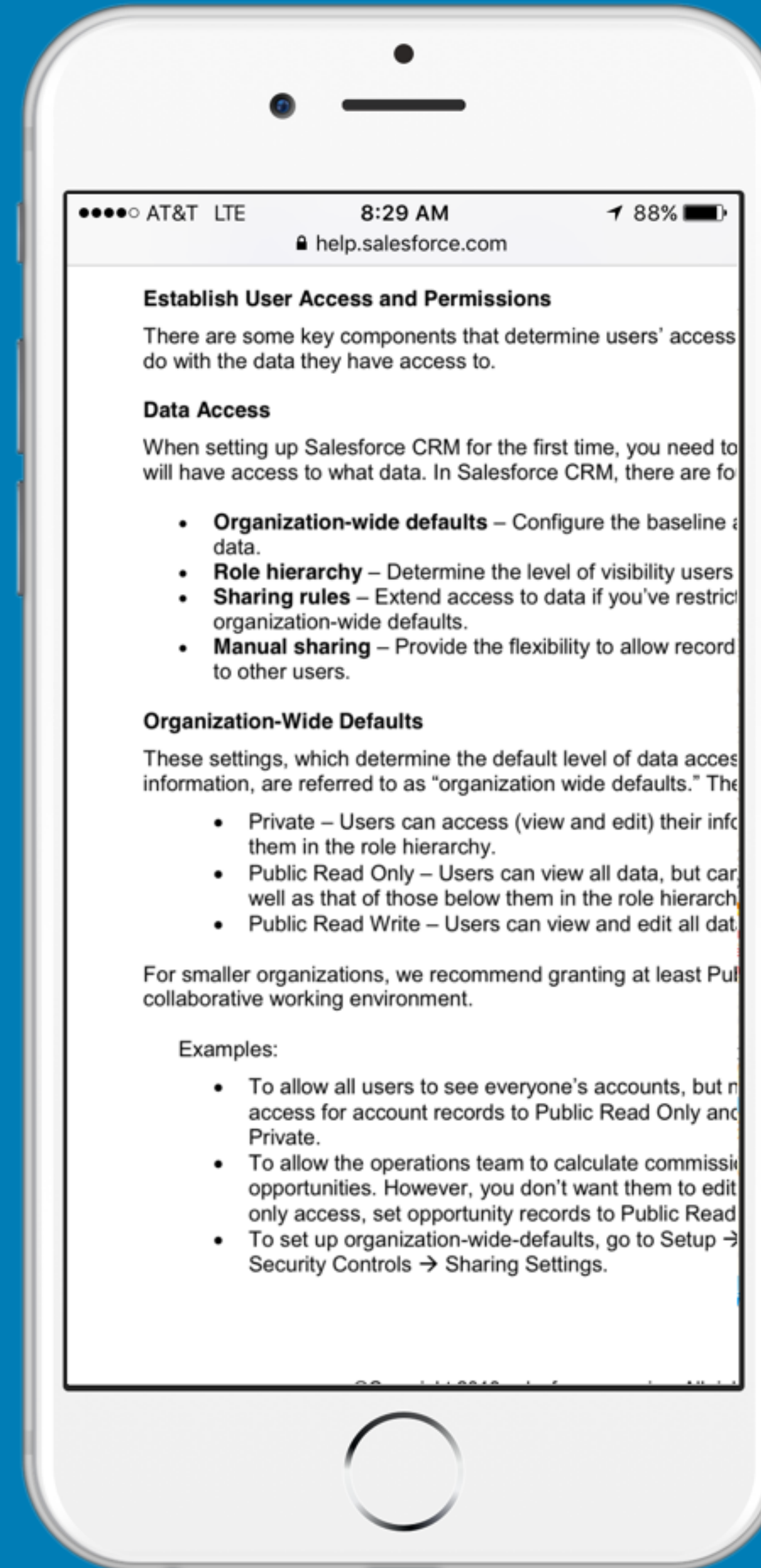
1.4%

Of training hours  
were delivered via  
mobile

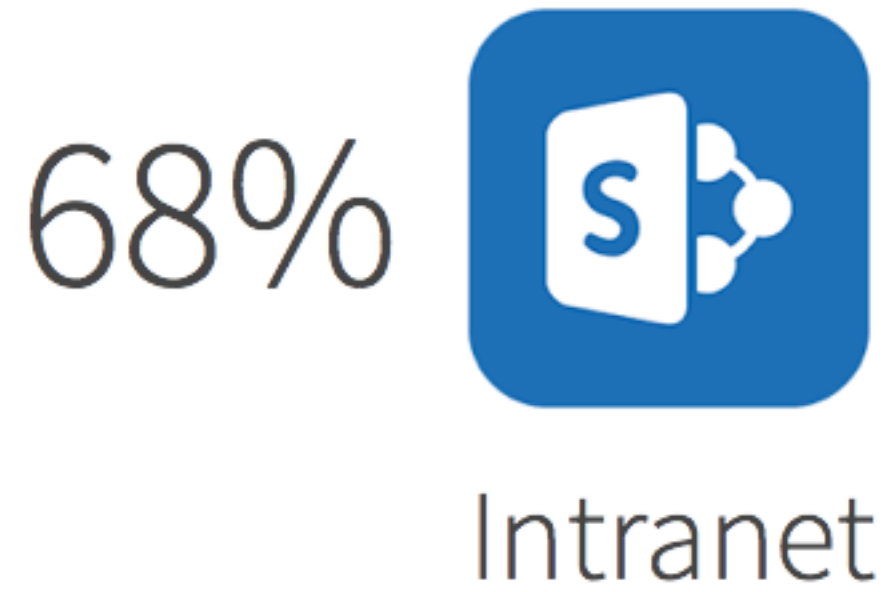
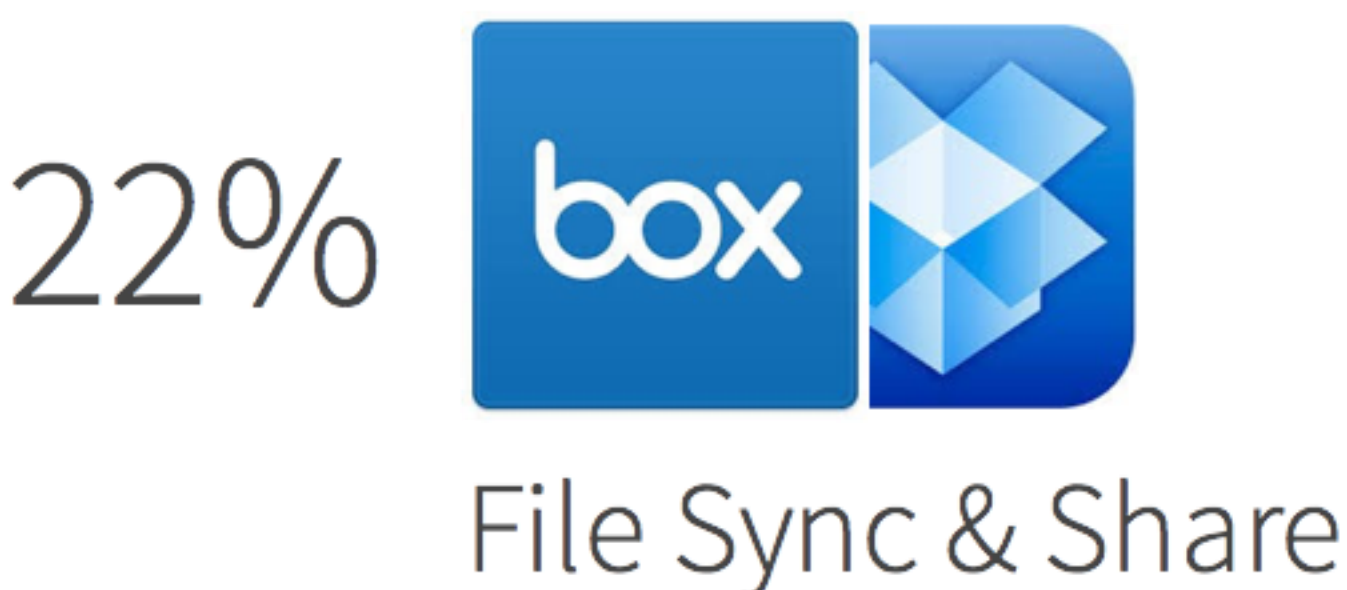
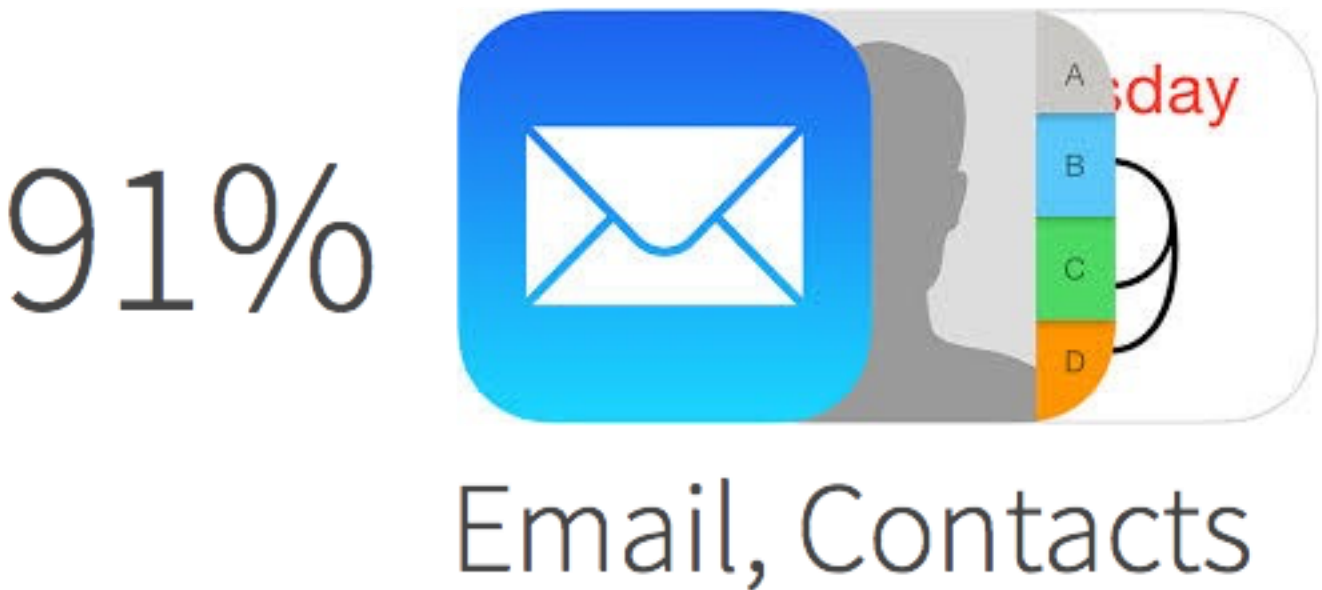
# Personal Content



# Enterprise Content

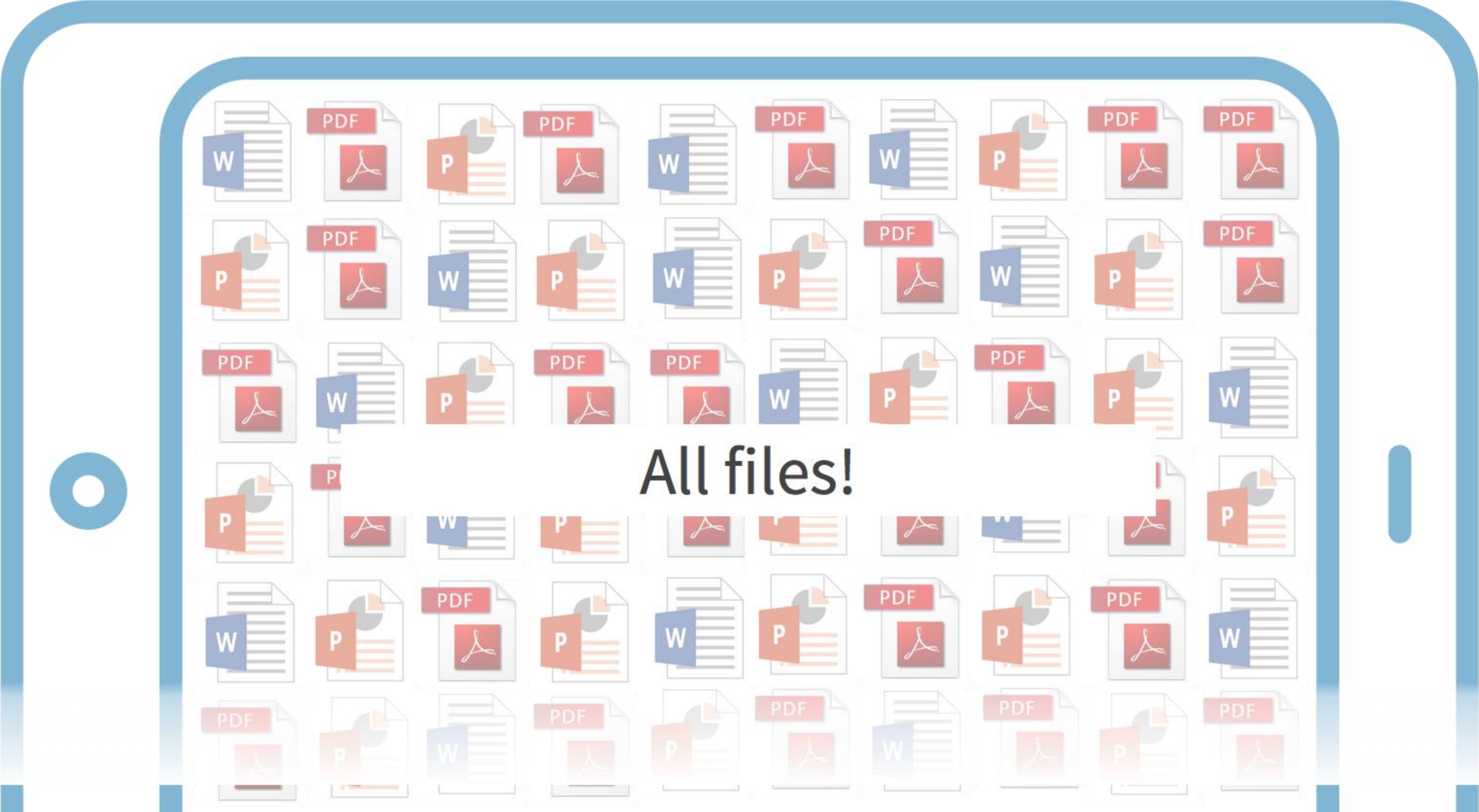


# Mobile Content is Found in All Forms





# Files are Not Built for Mobile



# Challenges with Files

- Pinch & zoom
- Static & flat content
- Am I looking at the right version?
- Hard to find right file
- Analytics?

# Tips for Creating Mobile Optimized Content

- HTML5
- Structure
- Responsive
- Search
- Interactive
- Measurable

# Power of HTML5

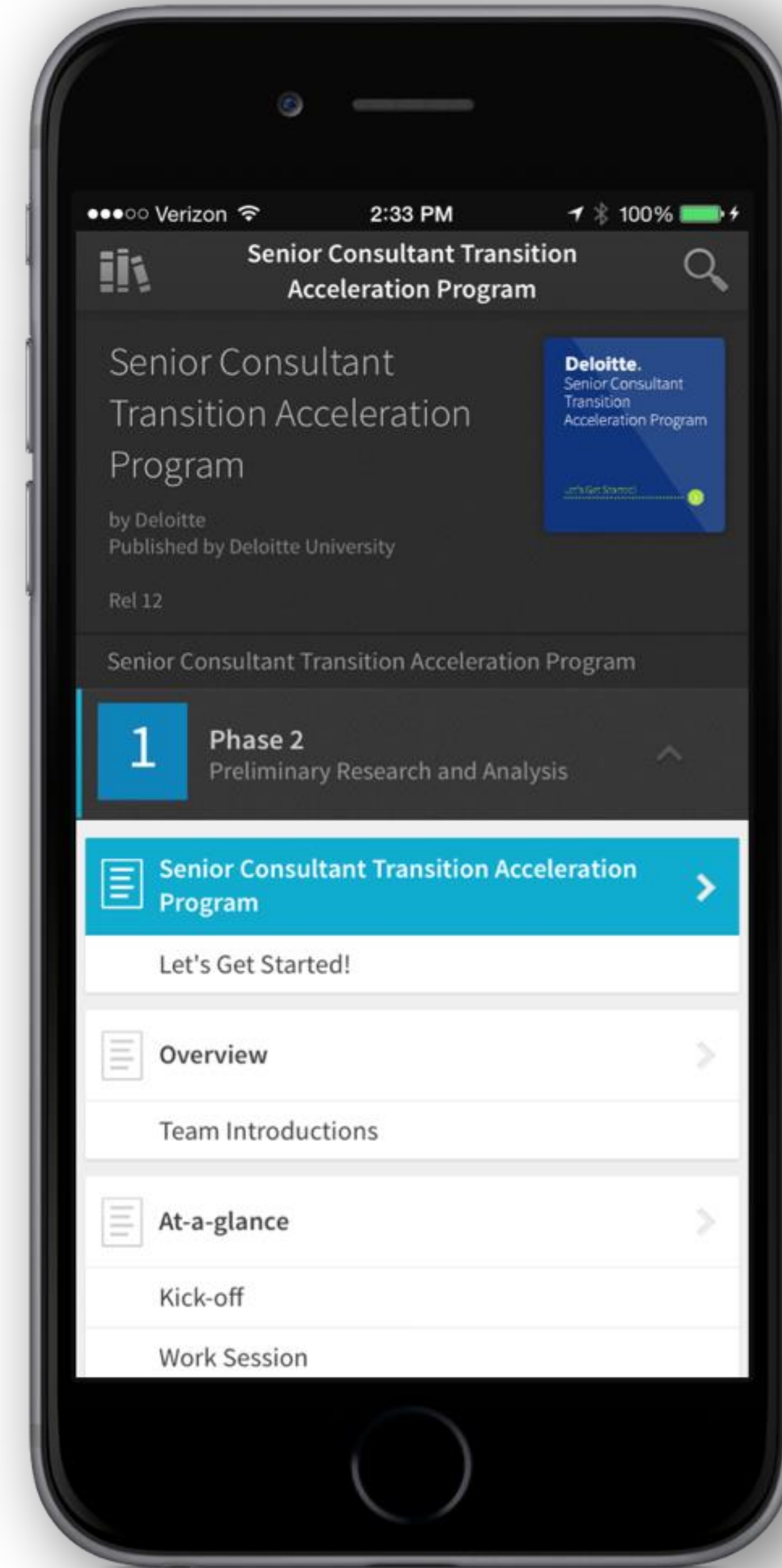
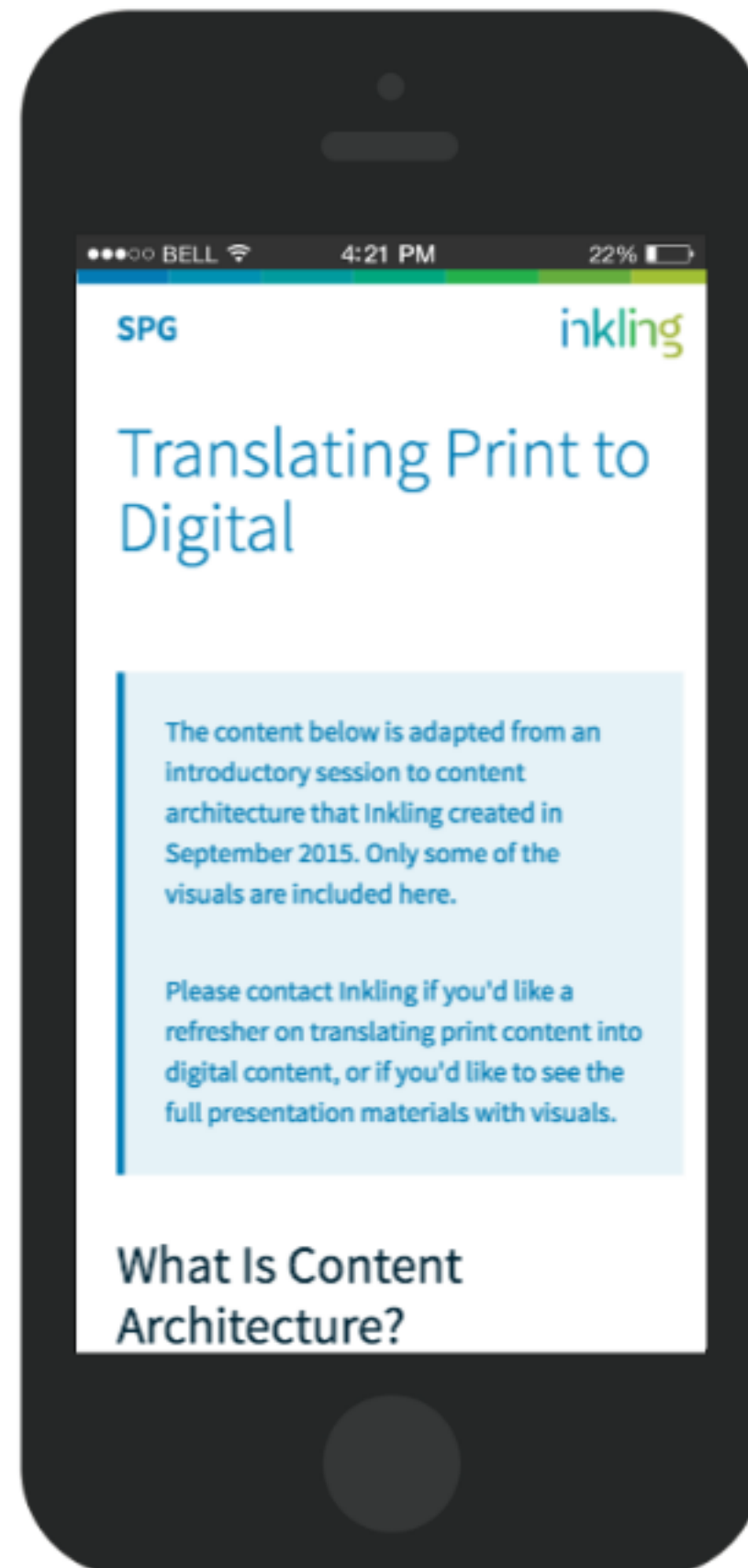
- Works well across devices
- Easy to search and chunk information
- Expressive and flexible -- e.g. video and javascript
- Trackability for analytics systems
- Open standards
- Billions invested in its constant improvement (Apple, Google, Facebook, Salesforce, SaaS)





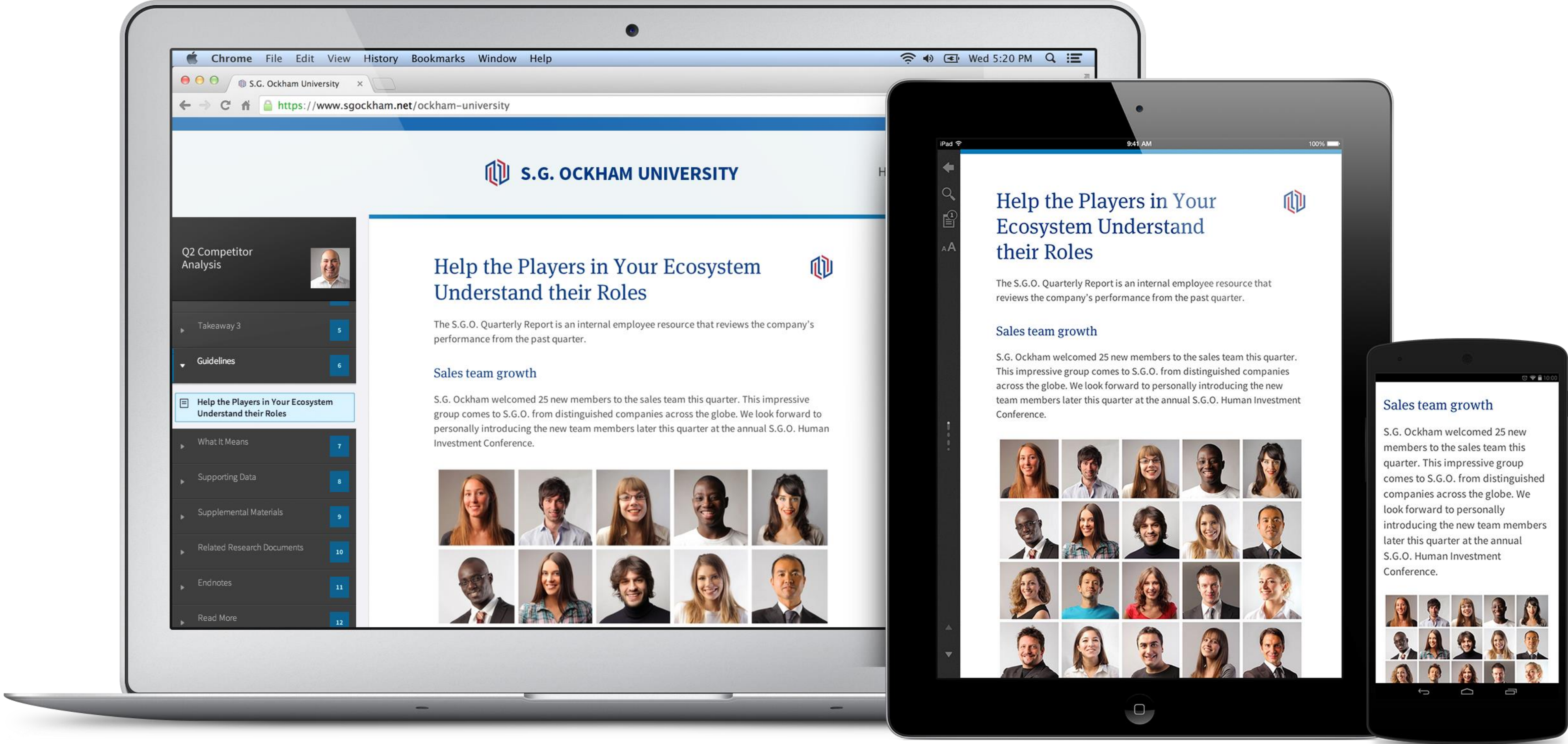
# Structure

- Easy navigation for mobile
- Content blocks



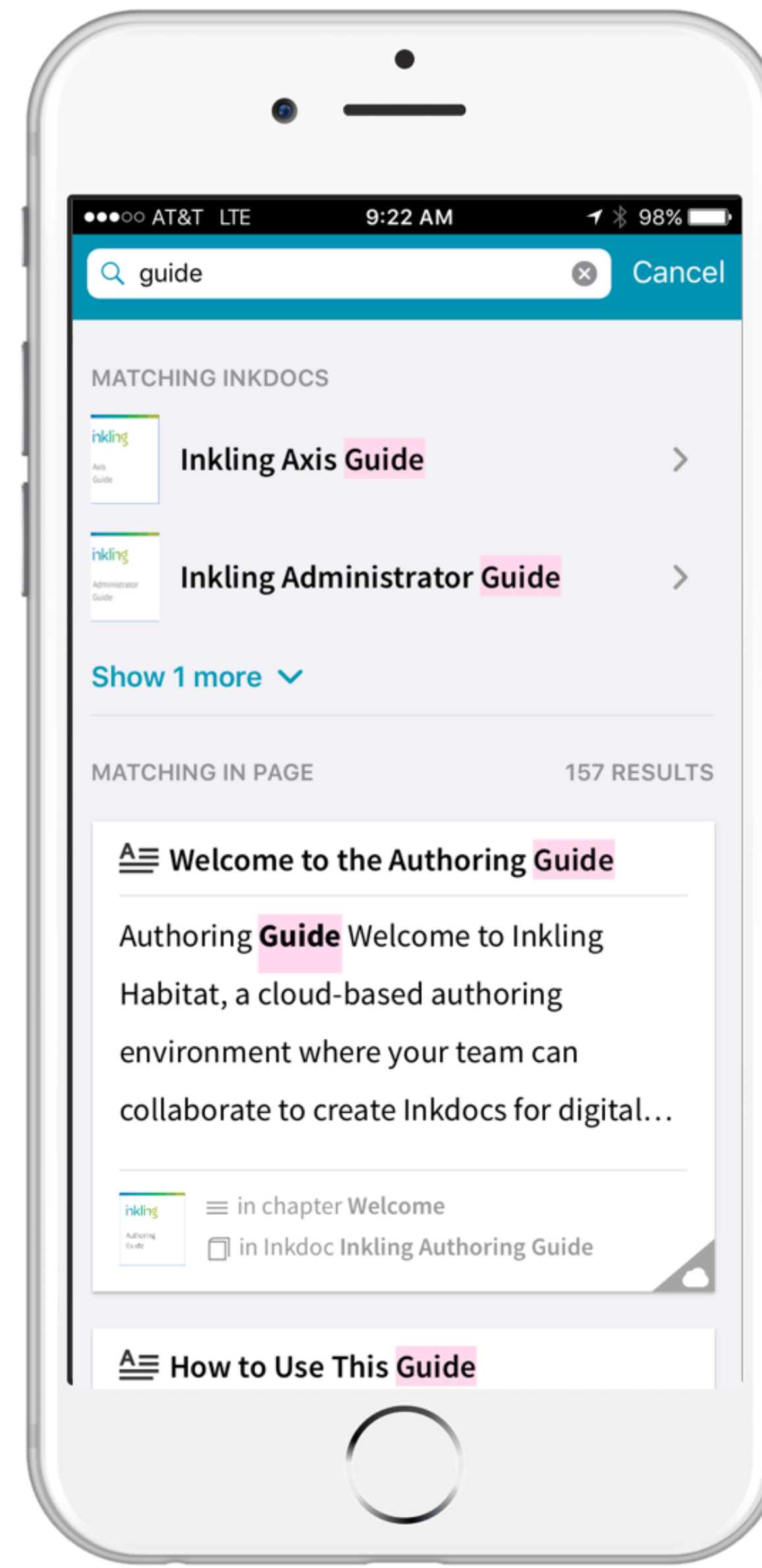
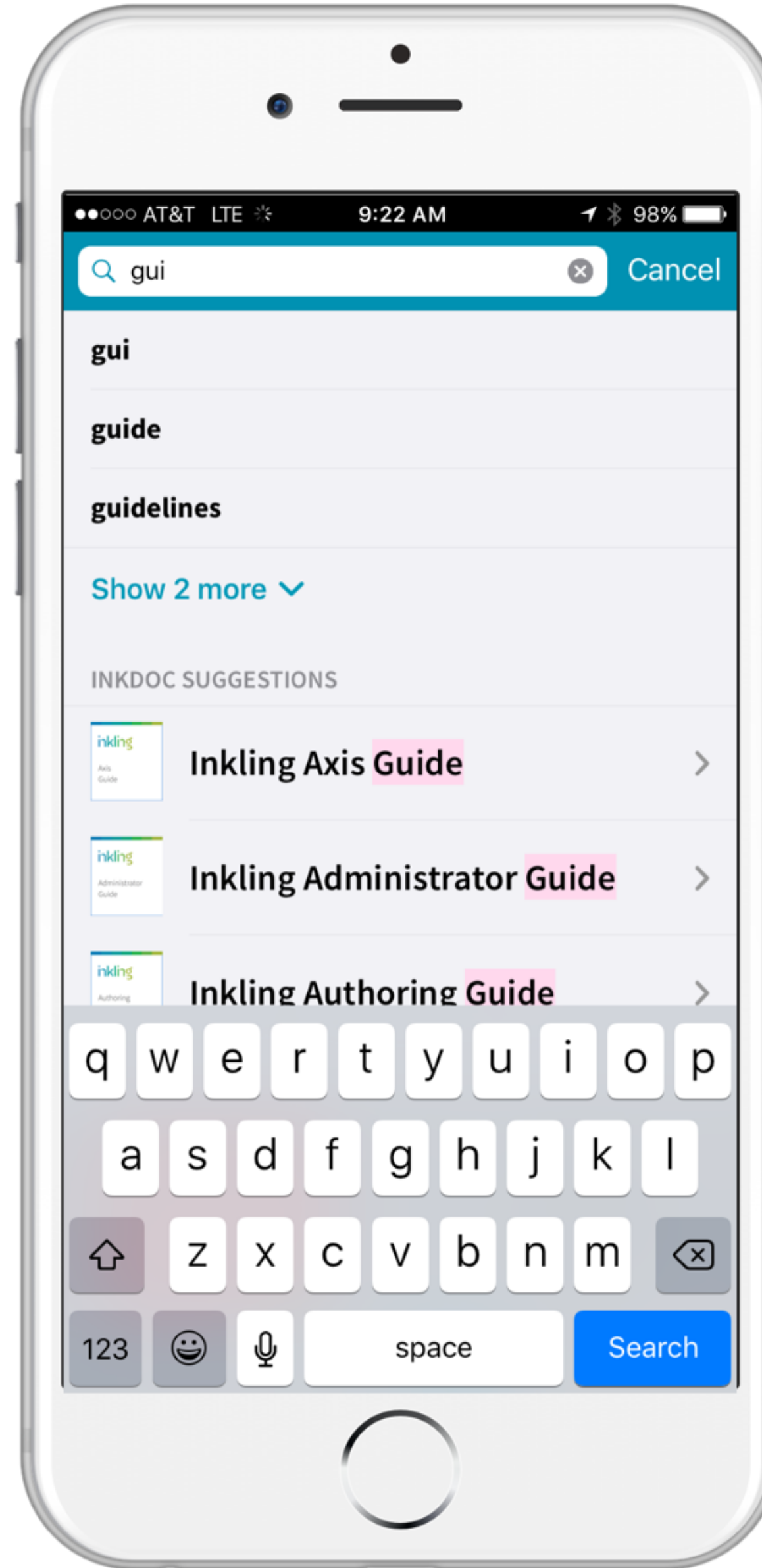


# Responsive



# Search

- Full text
- Shows context





# Interactive



Videos



Flash Cards



Pop Tips

0 of 5 Answered Submit

Question 1  
Artemis' patented DuraFlexx™ elastic wrap technology keeps external moisture out, wicks sweat away to keep the joint clean and dry, and was shown by an independent study to last

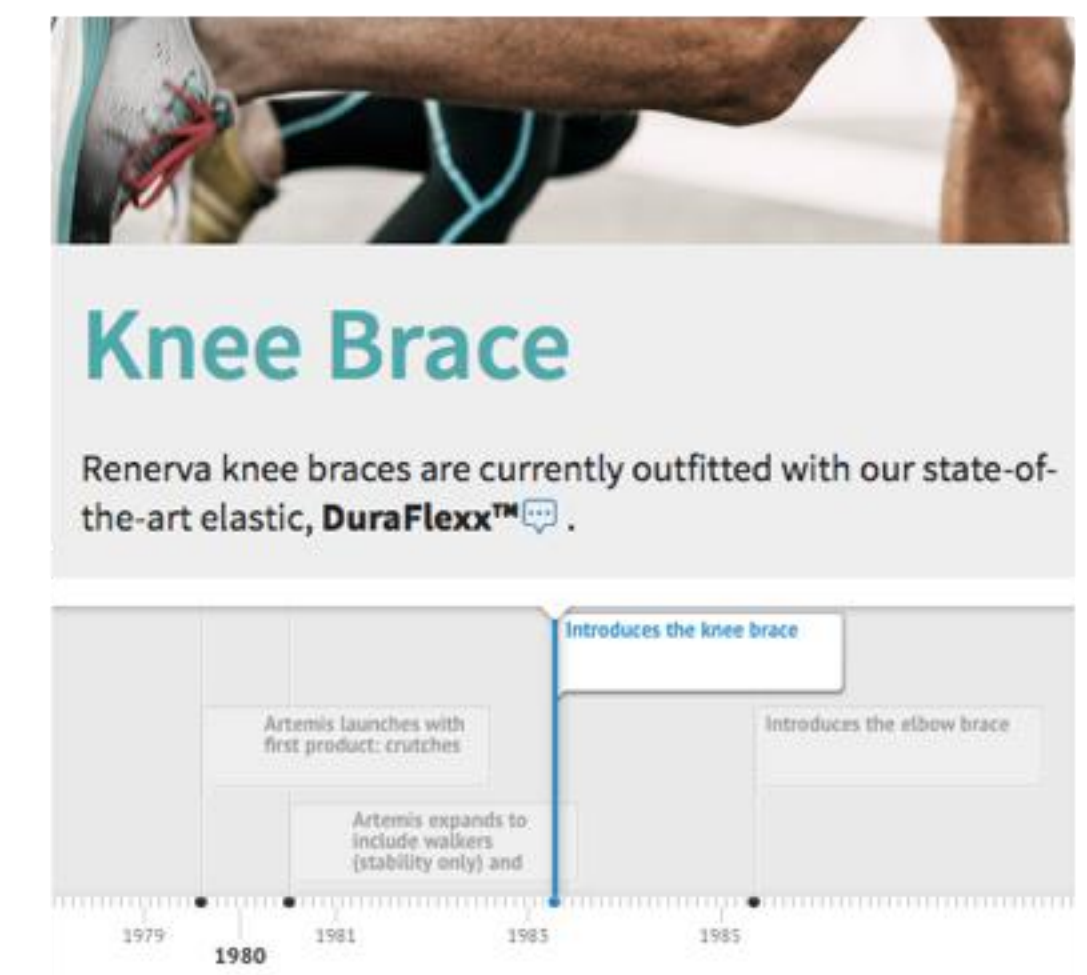
SELECT ONE

- ☐ a twice as long as the leading brand
- ☐ b 30% more than the leading brand
- ☐ c as long as the leading brand
- ☐ d three times longer than the leading brand

Quizzes



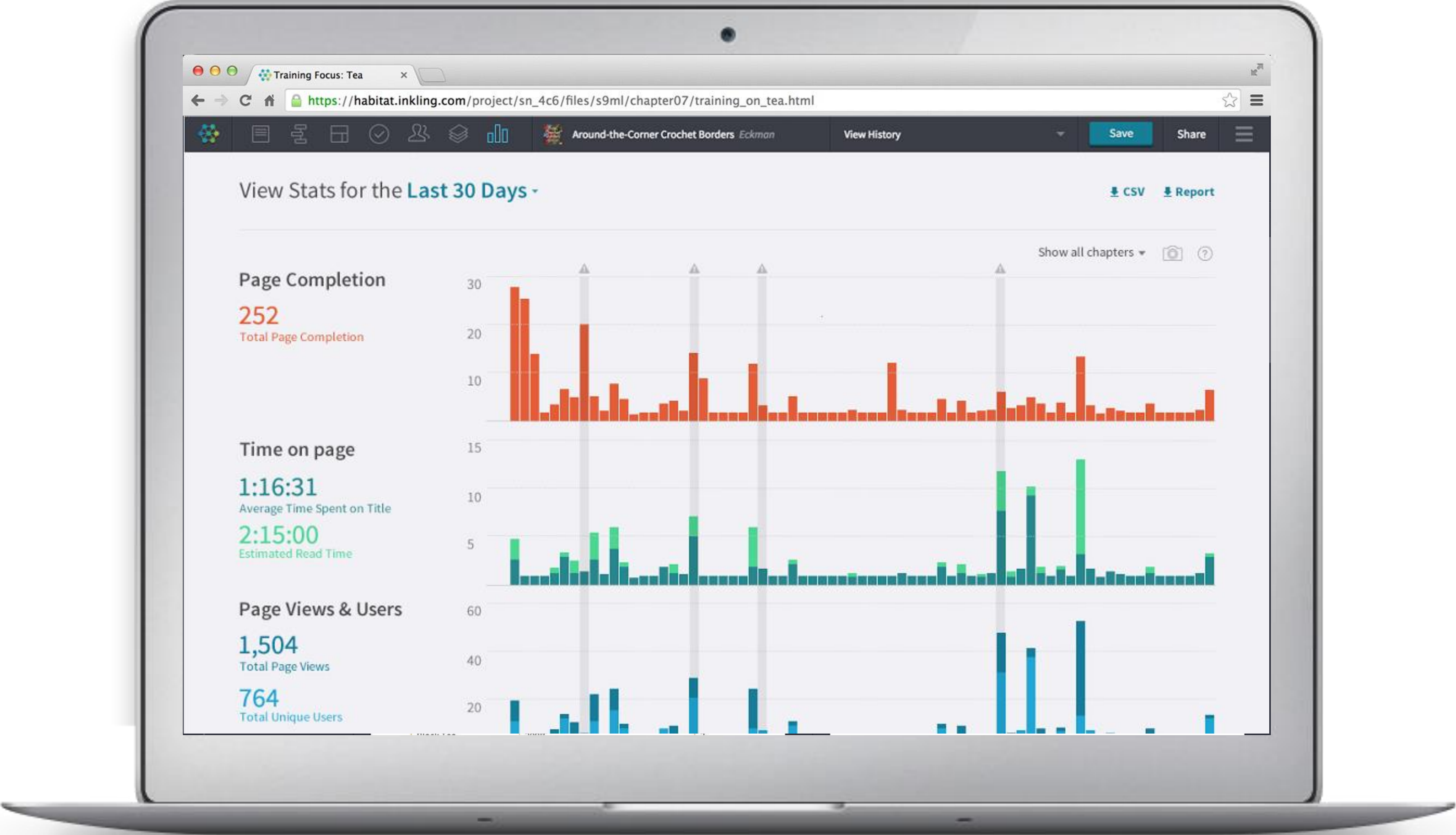
Sliders



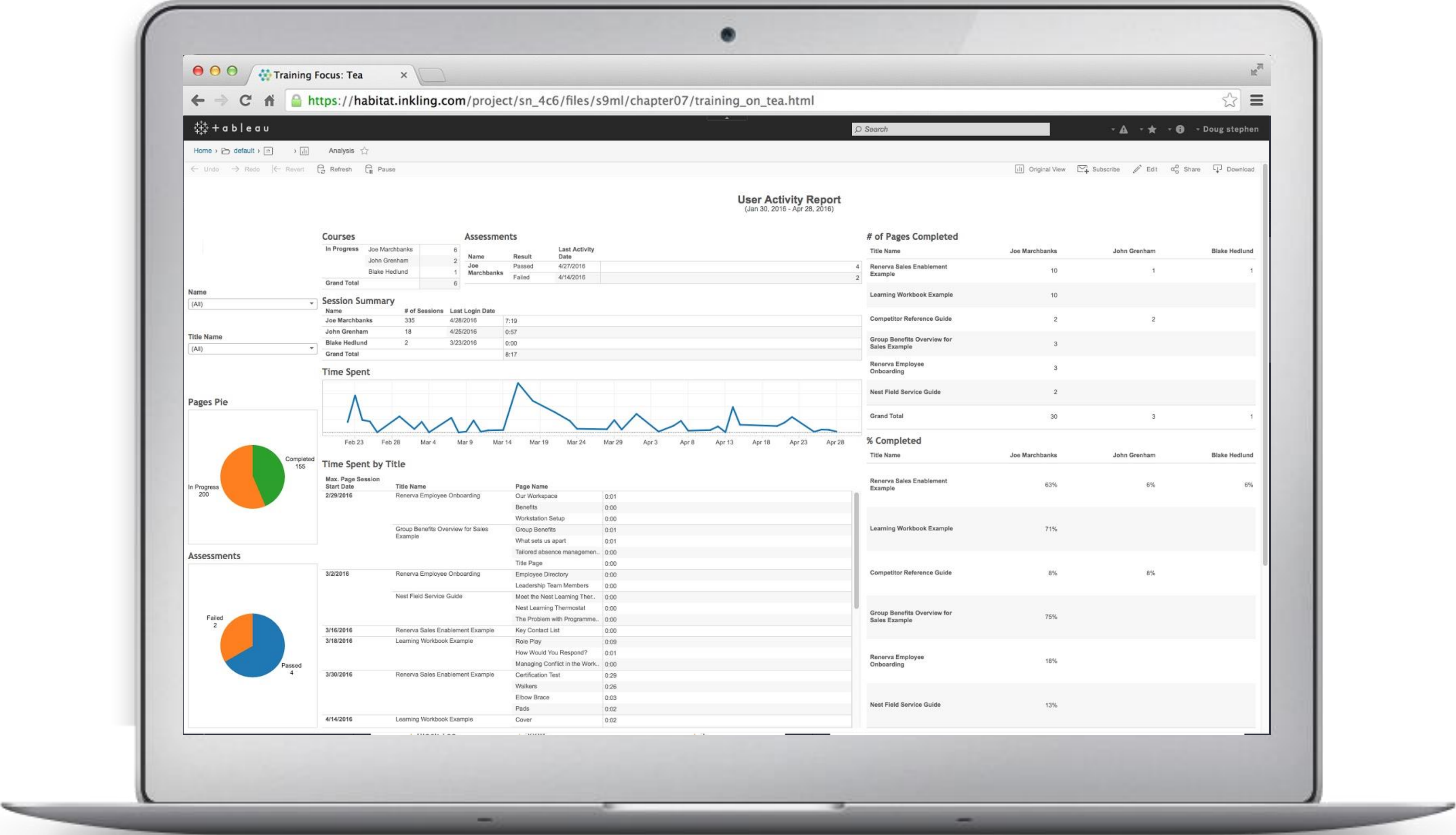
Timeline



# Measurable



# Measurable







Inkling is a new way create and deliver content to mobile devices.

inkling

Demo



# Deliver Consistent Customer Experience

## Inkling for SOPs

Largest burger chain is rolling out a new digital program to quickly on board new crew members and maintain a consistent customer experience across all locations. Goals are to cut on boarding time by 60% resulting in savings of 50 million+ dollars.

# Instant Info for 20,000 Store Associates

## Inkling for Retail Operations

To achieve best in class customer service, a US retail chain launched new in-store operational procedures nationwide by simultaneously ramping up 120,000 store associates using engaging digital content.

Thank You

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