



No Desk
No Problem!

Ahmed Datoo, @datoob

Workforce Will be Mobile

50%+

Employees
mobile first

2018

65%

Of Content is
consumed on mobile
devices

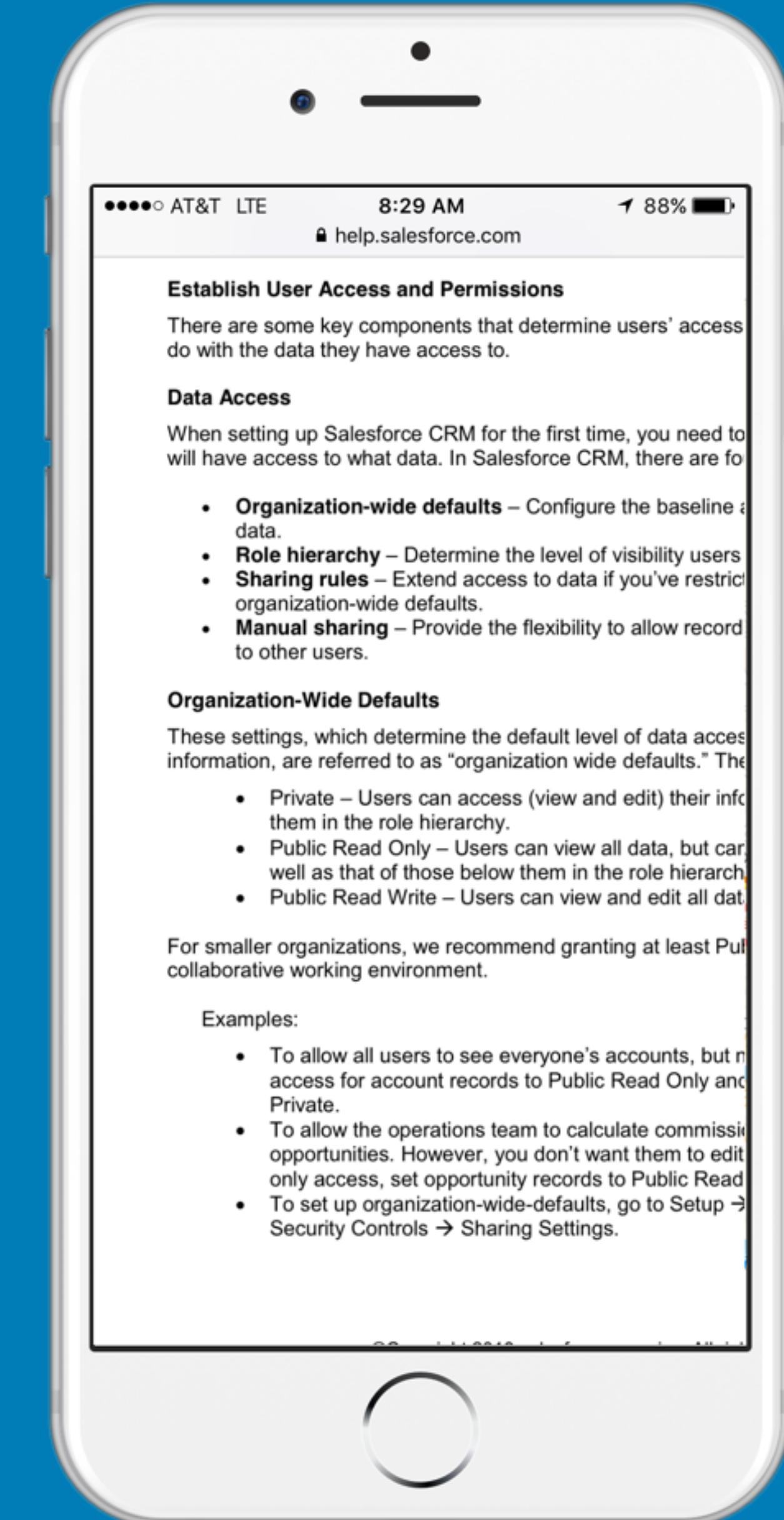
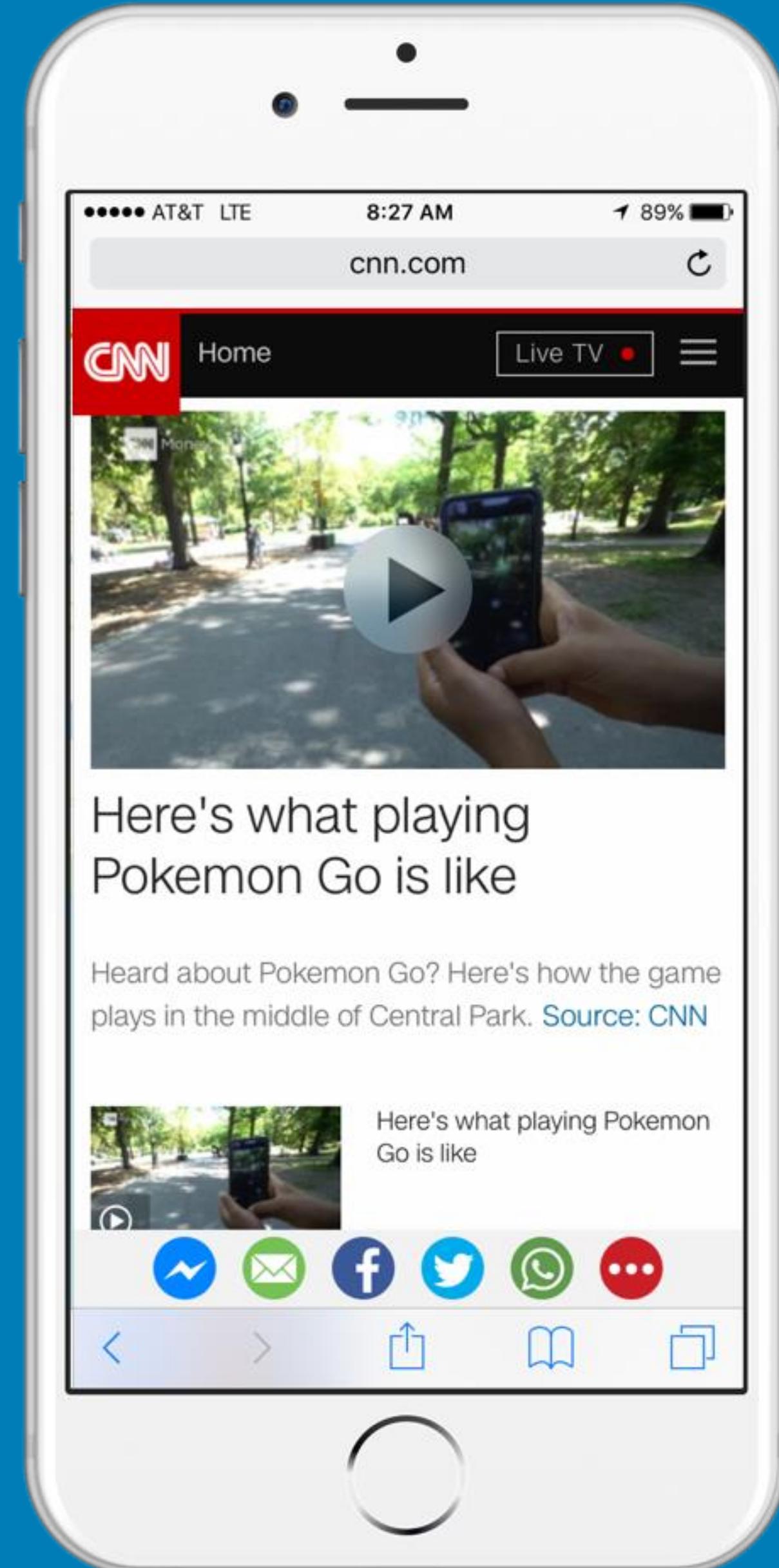
2016

BUT

1.4%

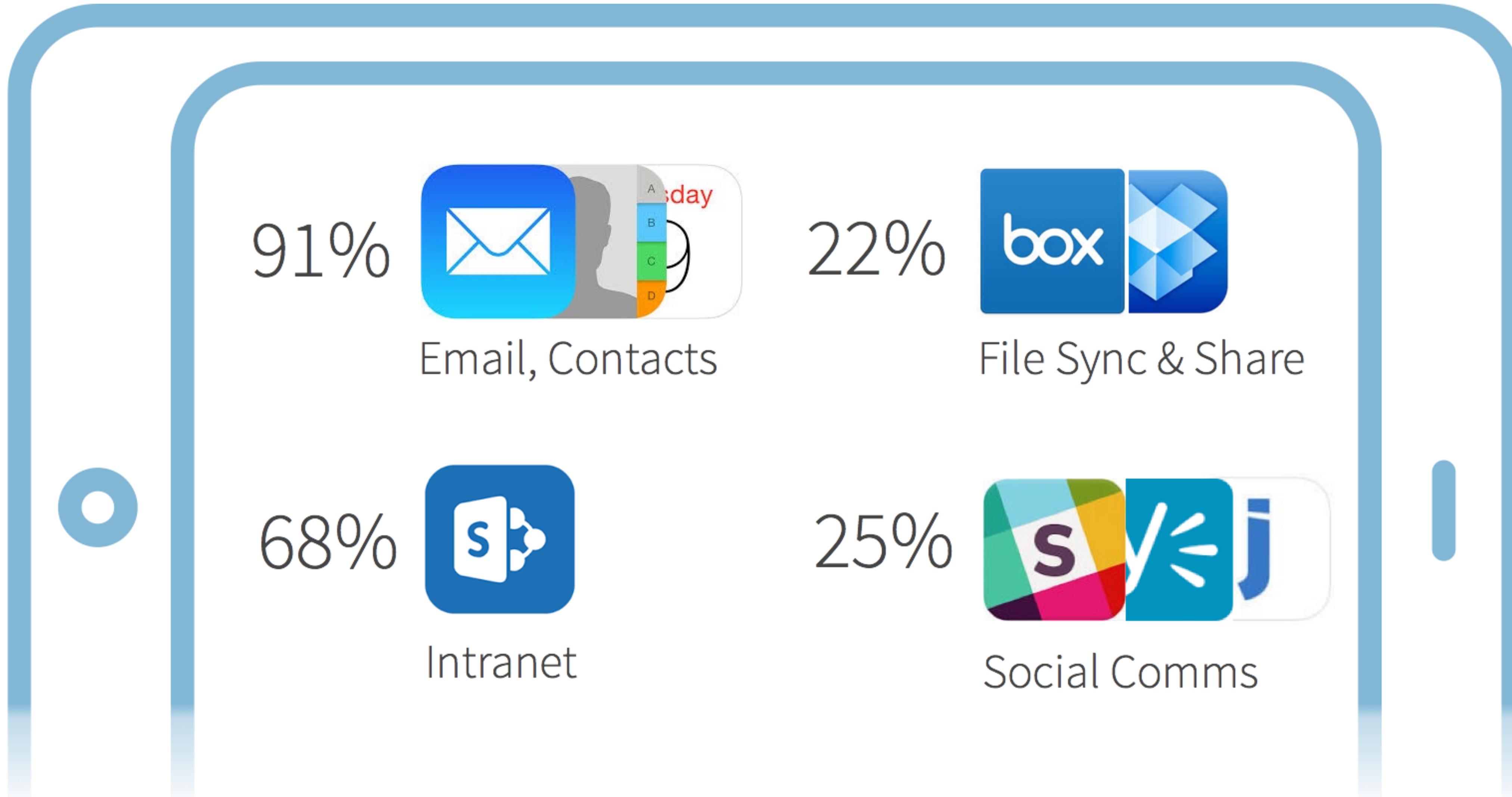
Of training hours
were delivered via
mobile

Personal Content

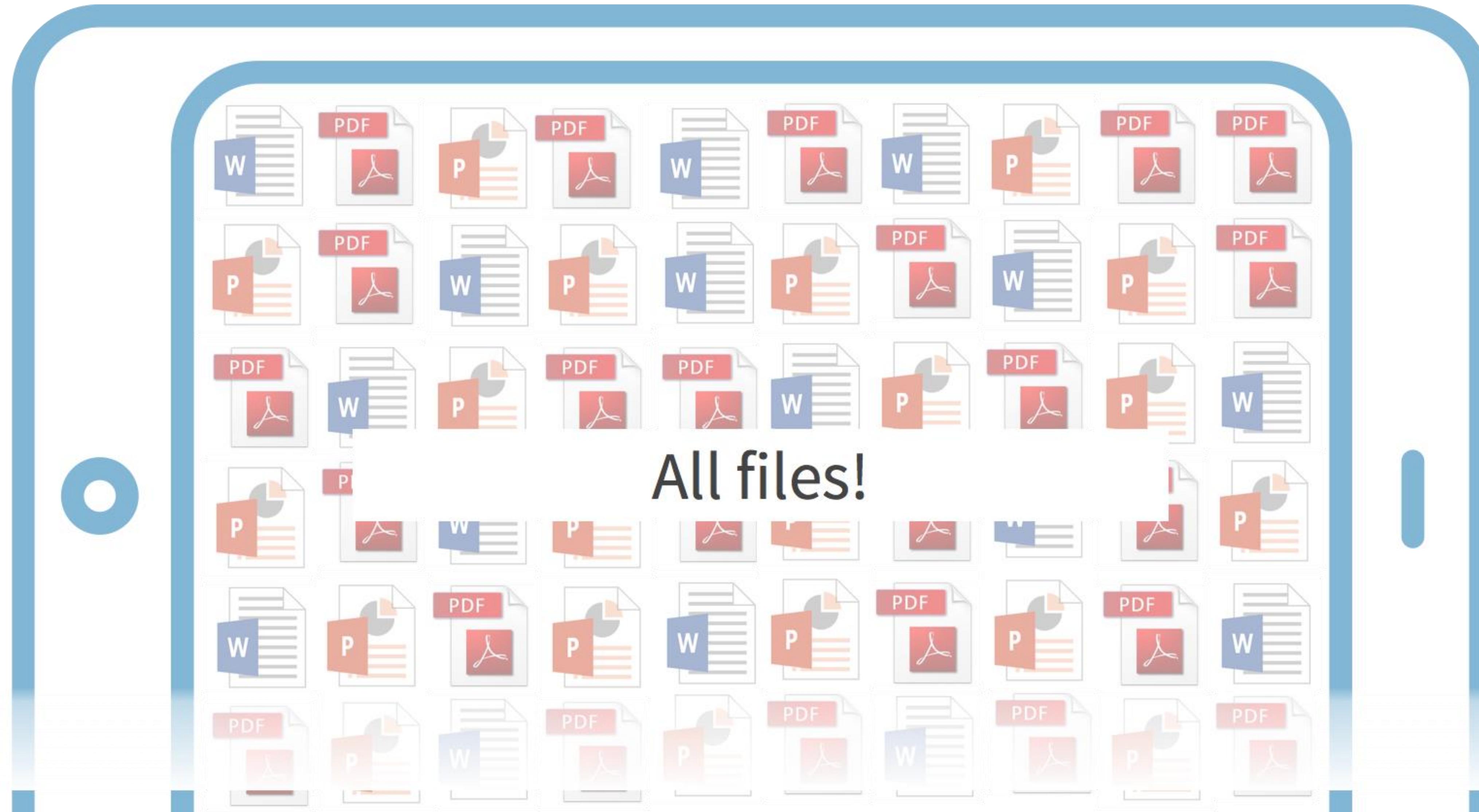


Enterprise Content

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

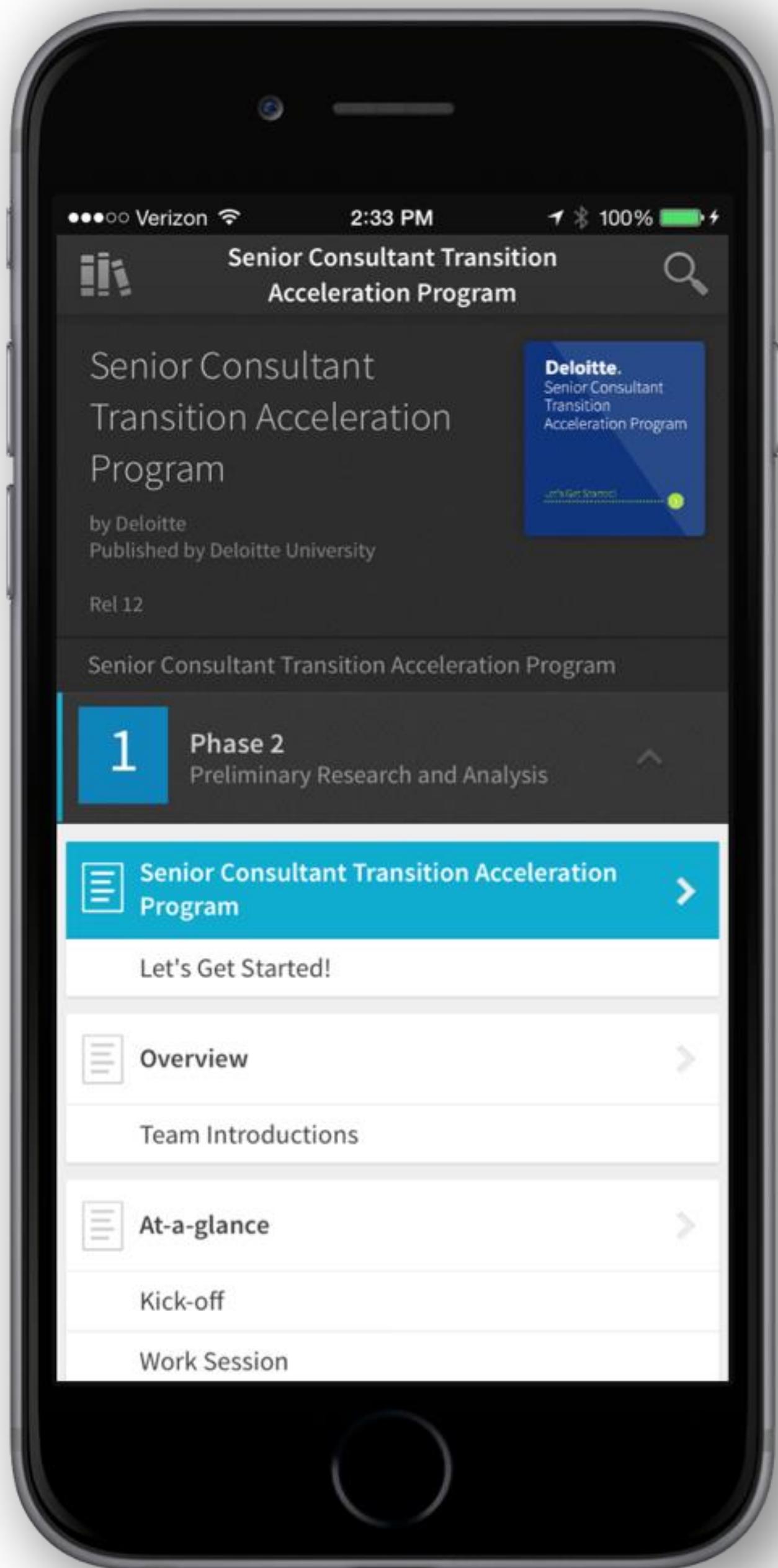
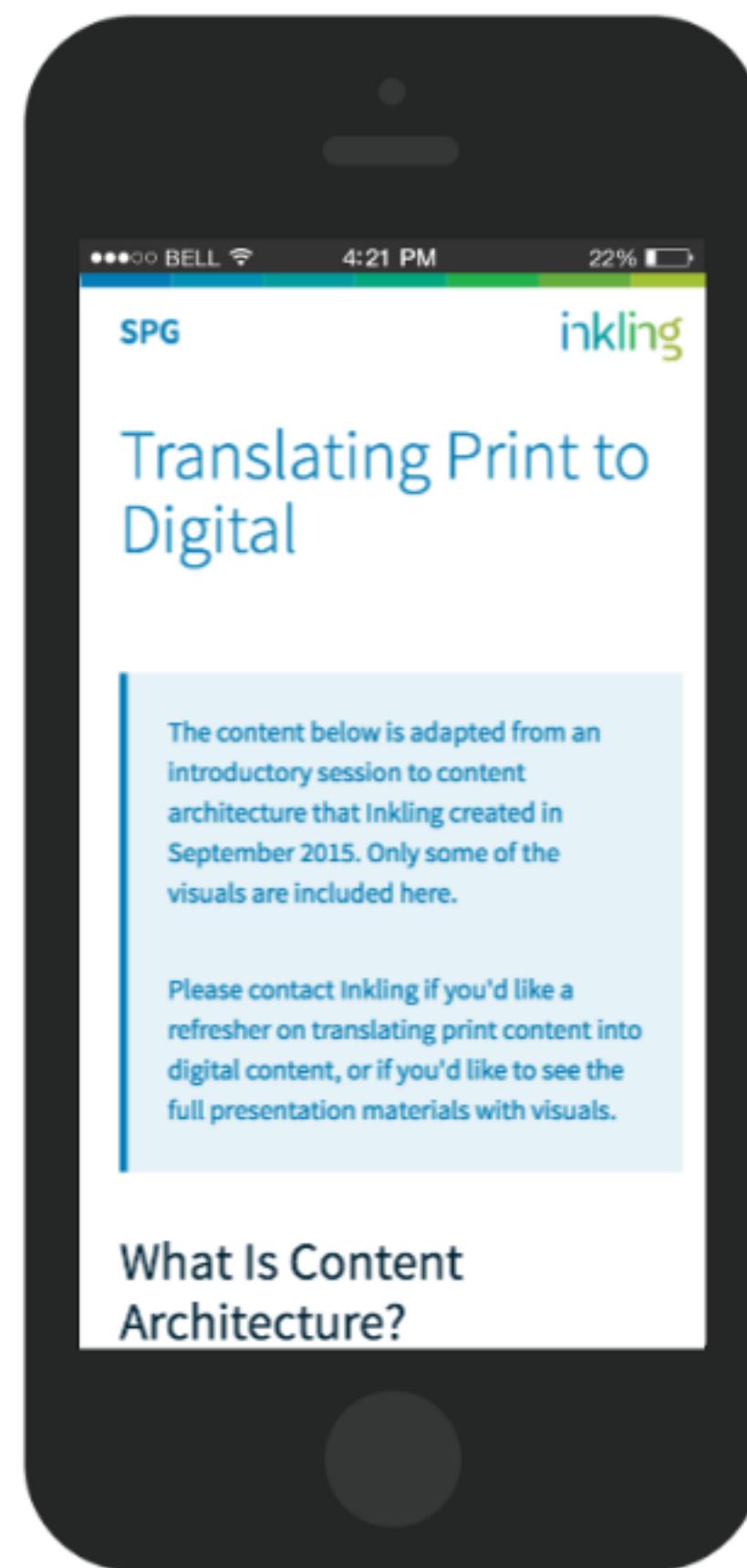
Power of HTML5

- 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)

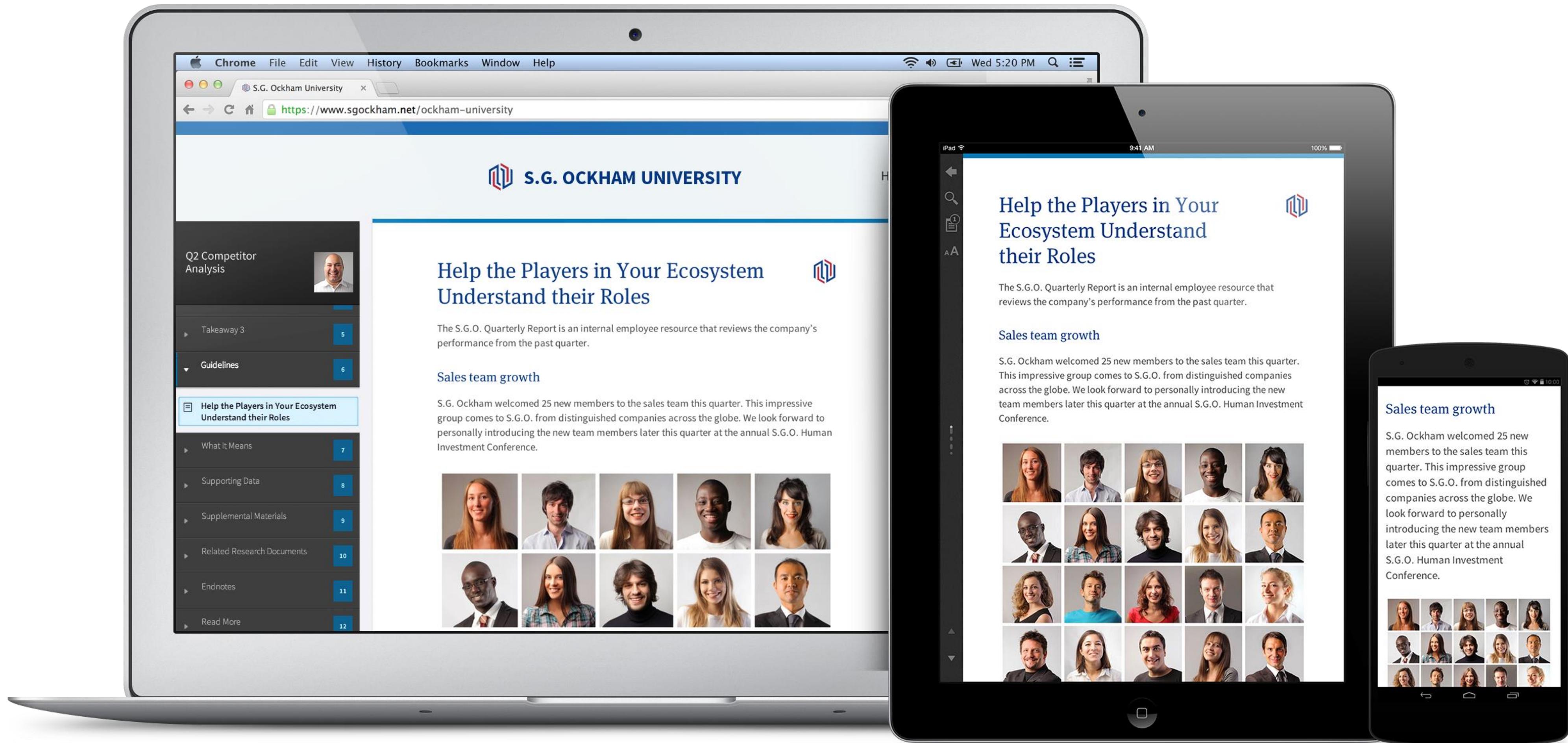


Structure

- Easy navigation for mobile
- Content blocks

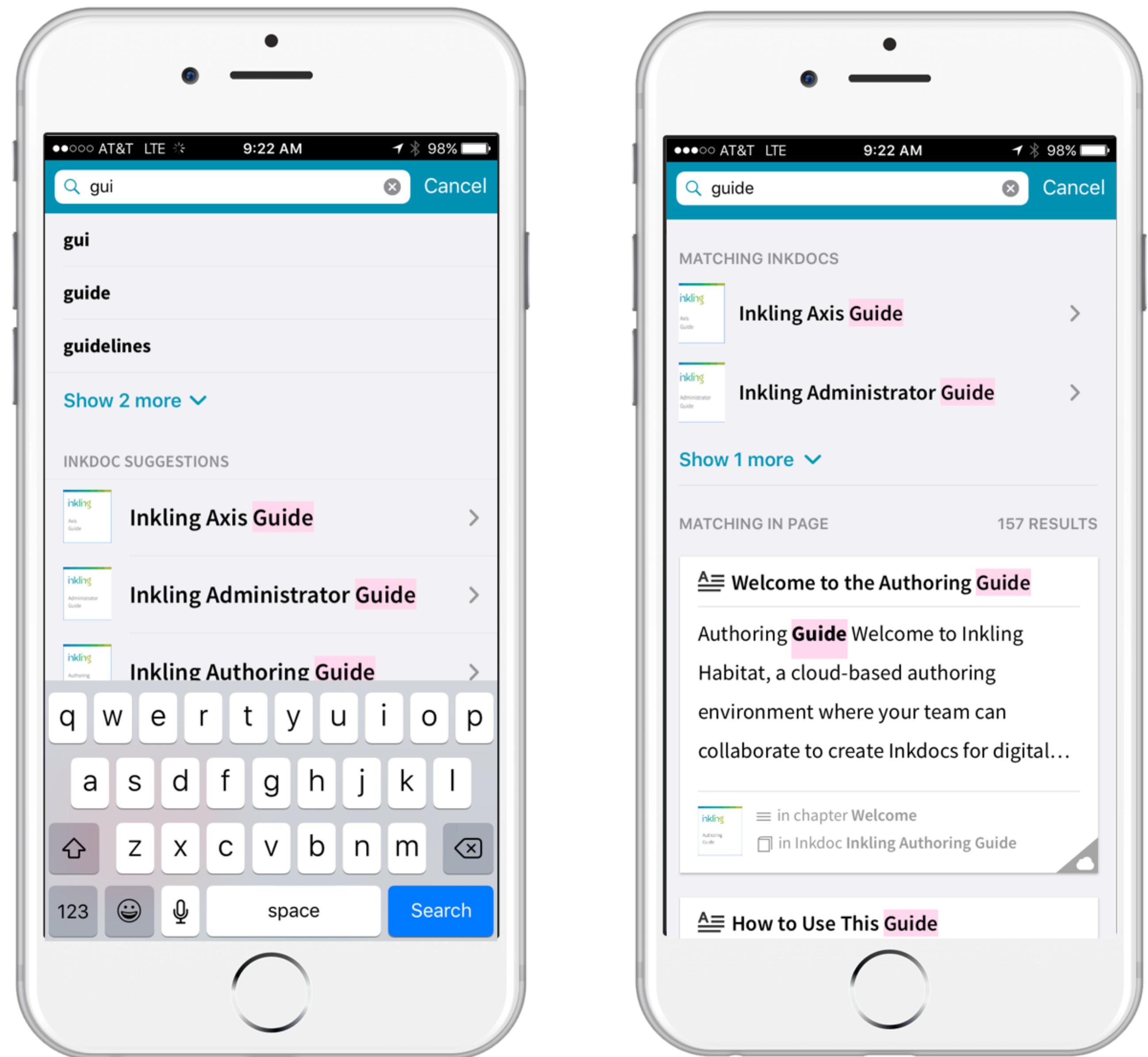


Responsive



Search

- Full text
- Shows context



Interactive

slideline.gif
432 KB



Videos

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

What does the Renerva elbow brace stabilize on the arm?

Elbow flexion and extension.



Flash Cards



Ankle Brace with DuraFlexx™

The Renerva Ankle Brace with DuraFlexx™, correctly wrapped.

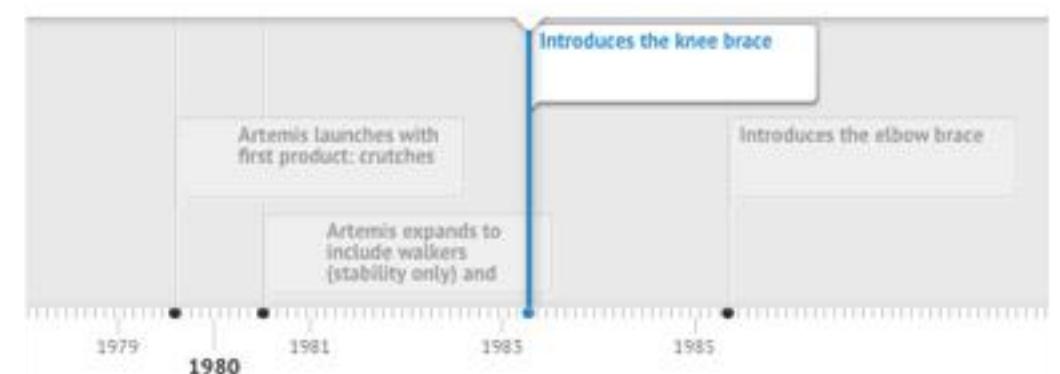
Quizzes

Pop Tips



Knee Brace

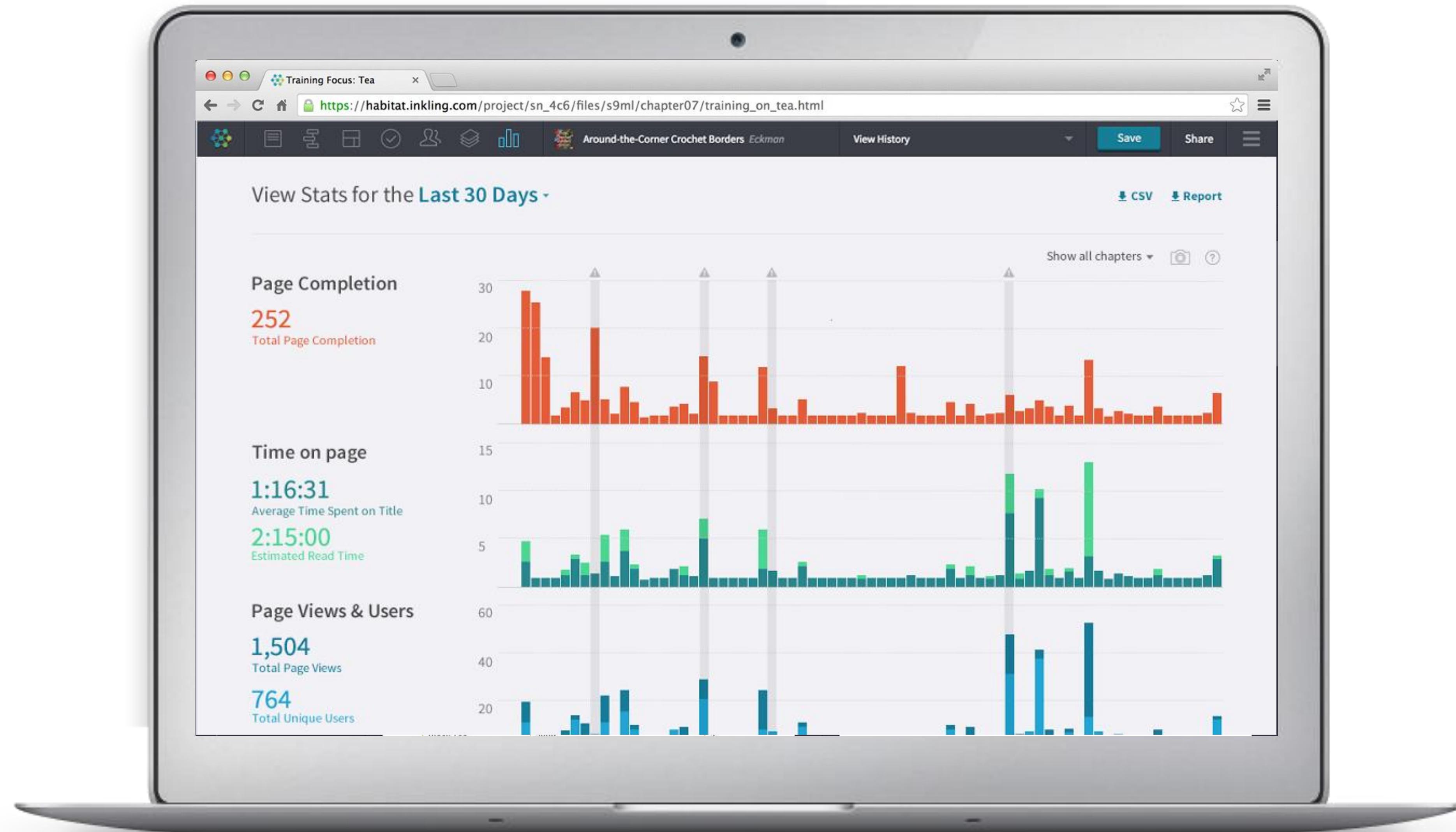
Renerva knee braces are currently outfitted with our state-of-the-art elastic, **DuraFlexx™**.



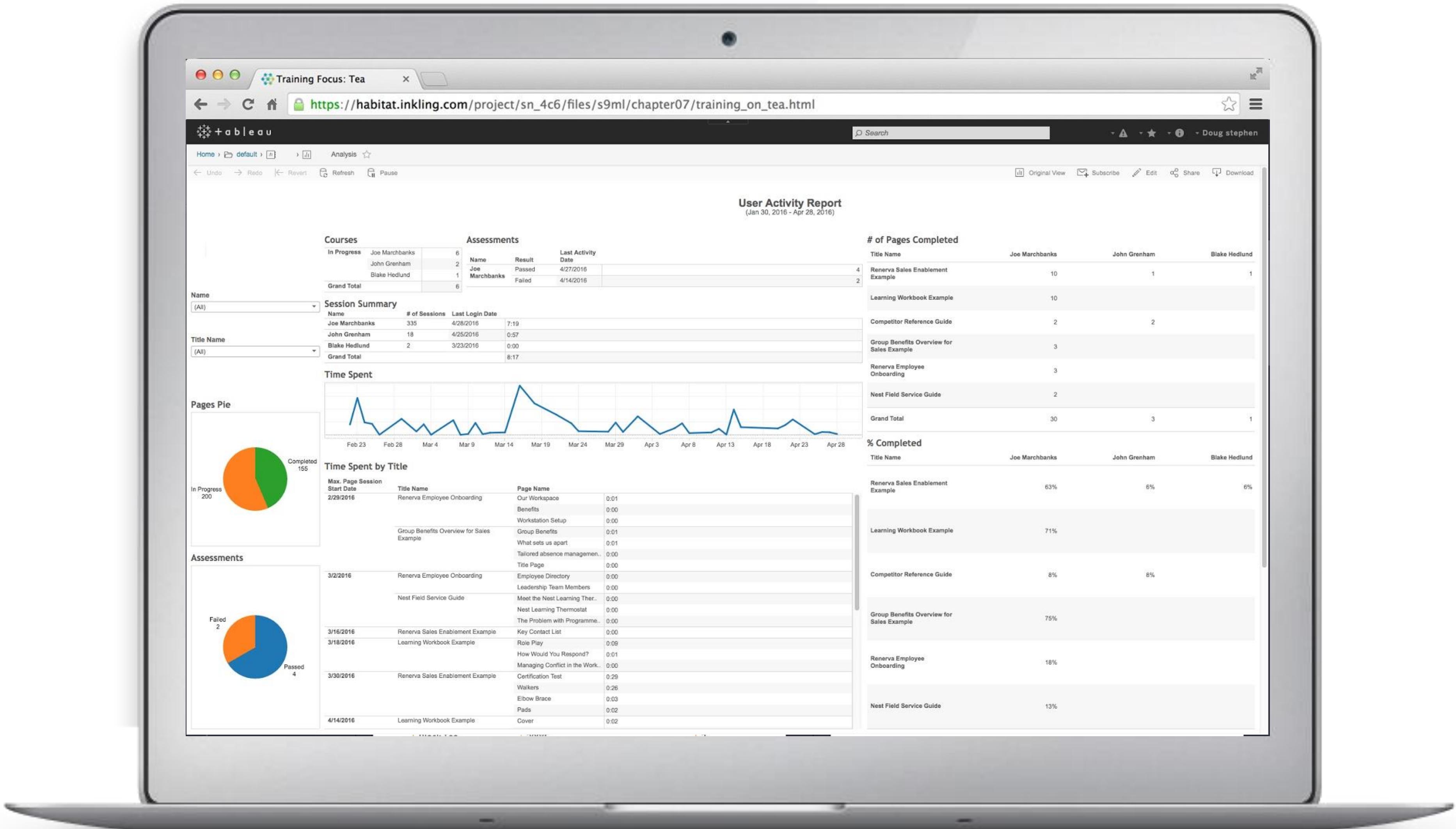
Sliders

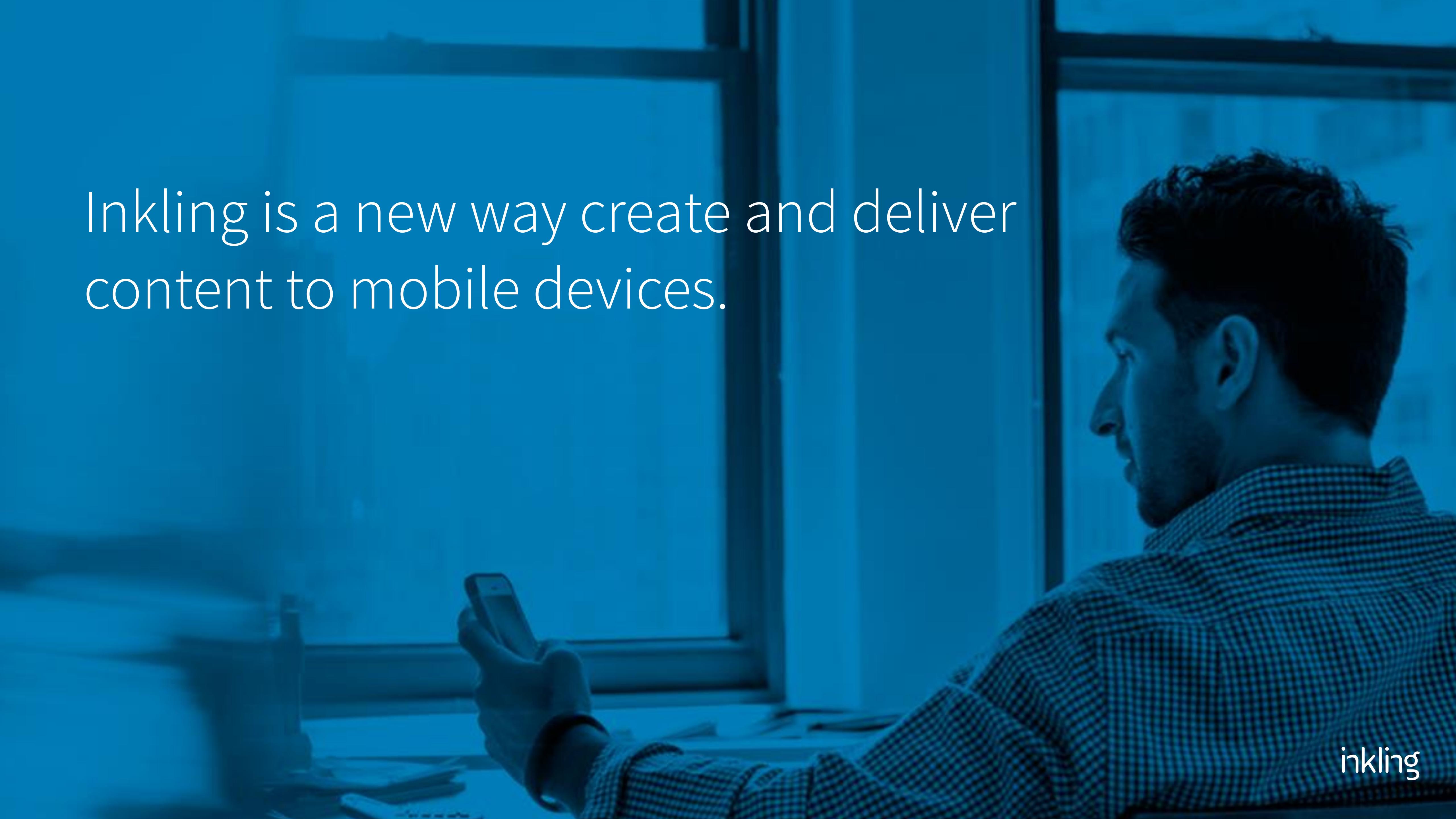
Timeline

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

sales@inkling.com