# AetherPal Leads Next Big Transformation in Enterprise Mobile Support Management with On-Demand Mobile Support Application for Smartphones And Tablets to Drive End User Self Service Model

**Dan Deeney**
*CEO*
**AetherPal**

**CEOCFO:** *Mr. Deeney, how is AetherPal driving the mobile support experience?*
**Mr. Deeney:** AetherPal is driving the mobile support experience through transforming mobility for enterprises and small to medium sized businesses by enabling mobile users to support themselves through an industry first mobile support application and platform.

**CEOCFO:** *How does it work?*
**Mr. Deeney:** We have a mobile support application we have named Valet that is available for IOS and Android devices. A company, for example, would deploy our Valet application to end user devices such as smart phones and tablets on both IOS and Android. The end users would have a mobile support application to drive an on-demand self-service model. This could be support for enterprise line of business applications in the field or device issues. It could be real time alerts and notifications, or real time support for trouble tickets and help desk. Valet has live chat and messaging capabilities with the local IT person or help desk agent. All of this is provided to the end user and the vision is to empower the end user to support himself or herself because the nature of mobile support is different than PC/Desktop support. With mobile support, end users are in the field. They are sales people. They are service folks. They are delivering packages. They are generating revenue. They are performing a service for customers. When these end users have mobile support problems they are real time in nature and these users are using tablets and smartphones with line of business, productivity or third party applications to do their jobs every day. These mobile applications are designed to drive productivity, reduce downtime, and transform the way companies conduct business. Mobile users would prefer to be empowered to solve problems themselves. When certain issues escalate to the help desk, users want to communicate in real time through live chat and messaging. Users do not want to have to place a call into the help desk, and then potentially wait one or two days to have an issue resolved. That kind of support model does not work for mobile.

**CEOCFO:** *Have companies been looking for a better way?*
**Mr. Deeney:** With our enterprise customers that we work with, we are receiving very positive feedback on our Valet application because the key issue for enterprise customers is that help desk agents are getting flooded with calls from end users that are out in the field who are calling the help desk for mobile related issues. Many of these call types that come into the help desk are relatively simple, straightforward, general types of questions. For example, an insurance company claims adjuster might call into their help desk and say, "I cannot get my claims adjuster app to work. I need to take a picture and submit an accident report using the app and I have a question." This is a very common type example. The help desk is taking a disproportionate number of these types of general questions and those questions can very easily be answered by the end users. So if you can envision our Valet mobile support app being deployed to that insurance adjuster's tablet so when a question comes up on how to do something within the app or how to setup or configure something, the claims adjuster just goes right into the Valet app to view our application guides and tutorials. These are FAQ-like functionality within our Valet application that explains exactly how to use that claims adjuster app. In this self-service example, the end user can get the answer by just going to Valet and they do not need to call the help desk.

**CEOCFO:** *How have you accomplished true user friendliness?*
**Mr. Deeney:** What we have done here is that we have engaged a third party design company to design the user interface and the user experience for our Valet app. What we have done is we have designed the app with the help of this third

party to design it for us with a consumer kind of style in mind. So something that is very easy, simple, and intuitive app. Even though this app is for businesses, we have designed the app with kind of a consumer style and interface. Most users are very familiar with consumer type applications. It is very simple, very intuitive. That is exactly how we designed Valet because we want that end user to be able to understand where to go within the application to get the support and have a wonderful user experience.

**CEOCFO:** *Are there many companies in your space?*
**Mr. Deeney:** The competitive landscape for mobile support for enterprise I think can be broken down into two main industry categories. The first group would be the enterprise mobility mangers (EMM) so companies like AirWatch and MobileIron for instance. They provide broad enterprise mobility solutions to manage devices, applications, content and expenses. These systems are used by the IT help desk agent. They are not end user systems. Our Valet product is an end user product. The mobile user uses our product and it is supported by the backend. That is the difference. We are all about self service and end user enablement for Valet and reducing calls into the help desk whereas the enterprise mobility managers' platforms are actually used by the help desk agent not the mobile users in the field. The other category of companies in an adjacent space to us is the IT service management segment. These are trouble ticketing and workflow systems like Service Now and HP for example. These are the types of platforms that many enterprise businesses use to create and manage trouble tickets. So the help desk agent uses these systems to document and record problems that are happening related to mobile or PC support. They have workflow system escalations in order to get issues resolved. Again, those systems are used by IT help desk agents. So we have two groups of companies and categories that are adjacent to us but their products are used by the IT help desk agents not end users. So we are effectively creating a bridge between these two categories and we are focused on empowering the mobile user to drive this new self-service support model.

> **"AetherPal's Valet application transforms the mobile support experience through an on-demand self service and secure messaging platform, delivering exactly what the modern enterprise today needs today – a user-friendly, secure and scalable platform that provides the mobile user with the resources they need to resolve support issues quickly, efficiently and, in many cases, on their own." - Dan Deeney**

**CEOCFO:** *How are you reaching potential clients? What is your global reach?*
**Mr. Deeney:** We are based in northern New Jersey just outside of New York. We are primarily focused on North America. We do have a business development executive in London. Our go-to-market strategy is both direct and channel partners. On the direct side we have limited direct sales team focused on named accounts and then we have a channel partner program that targets three tiers of partners. We have strategic partners that we are working with, some of the larger enterprise companies. We have managed service provider partners that take bundled solutions to market through an outsourced IT solutions model. We also have system integrators and resellers. That is another category of partners.

**CEOCFO:** *What has changed in your approach over time? What have you learned as your product has been available?*
**Mr. Deeney:** When you take a look at the enterprise market it started years ago through iPhones and iPads being deployed into enterprises where businesses were looking to first put email, calendar, and contacts on iPads and iPhones for executives and it permutated throughout the organization from there. Phase 1 of mobility started to transform businesses. Mobility was really all about setting up very basic capabilities. For example, I need my company email on my device. That was the first use case. That happened seven or eight years ago. The transformations of mobilizing emails and calendars improved user productivity. If you fast forward to 2015, the year that we just wrapped up, many analysts labeled 2015 as the inflection point on how enterprises are driving mobility to transform their businesses. If you think about what enterprises were doing last year and the pace is accelerating this year, they are effectively mobilizing business processes and encapsulating those processes within an app. For example, it could be a large financial services company that is doing auto finance loans. Let's say you are getting an auto loan at a car dealer, you fill out a bunch of paper work and it is a paper based process. That type of a process now is getting encapsulated into an app. Next time you go to purchase your vehicle at the dealer, the person helping you will pull out a tablet, will open an application, and you will fill out some forms within the app and your loan for your new car will be submitted instantaneously within the app. This process transformation is taking what was a paper based process, putting it into a mobile app to drive productivity and deploying that type of mobile app to thousands of sales people out in the field. That is how mobility is transforming businesses and that inflection point really just got started in 2015 according a couple of prominent analysts in the enterprise mobility space. That is the single most important driver for the need for mobile support. If you look at where we have been and where we are going, this new Valet support application is designed to drive and enable transformation for

businesses because, unless the support problem is solved, businesses will not be able to realize the full benefits of mobility.

**CEOCFO:** *What surprised you throughout the process as AetherPal has grown and evolved?*
**Mr. Deeney:** I would say the part that surprised us the most is really the degree of frustration mobility is causing organizations in terms of support. All of this is happening so quickly. A couple of years ago, mobile support inquiries into the help desk were less than 5% of inbound calls. This year, mobile support calls are averaging about 20% and according to a prominent analyst in 2018 it is going to 40%. If you look at the process of IT support within enterprises, it is being transformed very quickly into mobile. The part that is surprising is that these help desk organizations are really not setup to support mobile. If you think of Fortune 500 companies, you figure that they have resources because they are big companies so they have everything under control. When you talk to most of these Fortune 500 companies they are really struggling to support mobile. There is a lot of frustration around answering the most basic mobile support questions whether it is an enterprise app or a device issue. That kind of thing. That is what surprised me the most.

**CEOCFO:** *How is business these days?*
**Mr. Deeney:** Great. We are building up our sales pipeline on both direct sales side and with channel partners. We have been rapidly expanding the business. We are working with several Global 2000 companies through pilots and trials. We are expanding the business also in the UK. We have a business development person in London now.

**CEOCFO:** *Why use AetherPal?*
**Mr. Deeney:** AetherPal's Valet application transforms the mobile support experience through an on-demand self service and secure messaging platform, delivering exactly what the modern enterprise today needs today – a user-friendly, secure and scalable platform that provides the mobile user with the resources they need to resolve support issues quickly, efficiently and, in many cases, on their own.

What starts with asking the question "What is your mobile support strategy?" "How do you support mobile users?" "How do you drive productivity?" "How do you transform this experience?" Mobile support is different. How do we drive this mobile support experience that we want end users to have? If business can provide an on-demand mobile support experience, companies will realize increased productivity and reduced downtime for end users. If an enterprise line of business app is down or if somebody does not know how to use the app or other common day to day problems, people cannot do their jobs in the field. What was a paper based process is no longer.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

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