



*Putting the village of Canada
in the palm of your hand . . .*



Putting the village of Canada in the palm of your hand . . .



There's an App for That!

Mobile Technologies that drive Economic Development

OEMC – September 11, 2013

Economic Development and Eastern Ontario Communities

Economic Development (as per wikipedia):

“... referred to as the quantitative and qualitative changes in the economy. Such actions can involve multiple areas including development of human capital, critical infrastructure, regional competitiveness, environmental sustainability, social inclusion, health, safety, literacy, and other initiatives.”



Situation:

- Industry change
- Big-box, e-commerce vs downtown
- Redundant human capital skills

Response:

- Tourism
- Broadband roll-out
- Knowledge based economy

Presentation Objective and Agenda

Objective: Review the role of technology to support Economic Development

Agenda:

- Community Stakeholders
- Assets - Community Value and Potential
- Information Delivery Methods
- Embracing Mobile Technologies
- Supporting the Stakeholders
- Collaborating
- Long Term Benefits
- Demonstration

Your Community Stakeholders

Economic Development Champions

Industry & Employment
Quality of Life
Level of Commerce

Community Businesses

Revenue
Sustainability
Visibility

Community Residents

Services & Safety
Quality of Life
Employment

Community Organizations

Community Engagement
Visibility
Community Value

Community Visitors

Attractions
Services
Safety

Asset – Community Value & Potential

Value: Quantified or derived from a known set of elements.

Potential: Determined using methods that manipulate baseline information.

It Starts With Community Assets



What makes a community?

- ✓ Local Services & Government
- ✓ Local News
- ✓ Local Businesses
- ✓ Local Health & Safety Services
- ✓ Local Heritage
- ✓ Local Attractions
- ✓ Local Arts & Culture
- ✓ Local Education
- ✓ Local Places of Worship
- ✓ Local Sports
- ✓ Local Organizations & Service Clubs
- ✓ Local Day-Care
- ✓ Local Housing and Residents
- ✓ Local Events

Assets – Capturing and Managing Asset Information

Making Informed Decisions

Knowing what you have and where you have it.



Technology Can

- Capture Key Information
 - Contact
 - Absolute Location
 - Descriptions
 - Categories
- Simplify Maintenance
- Expedite Delivery
- Calculate & Report

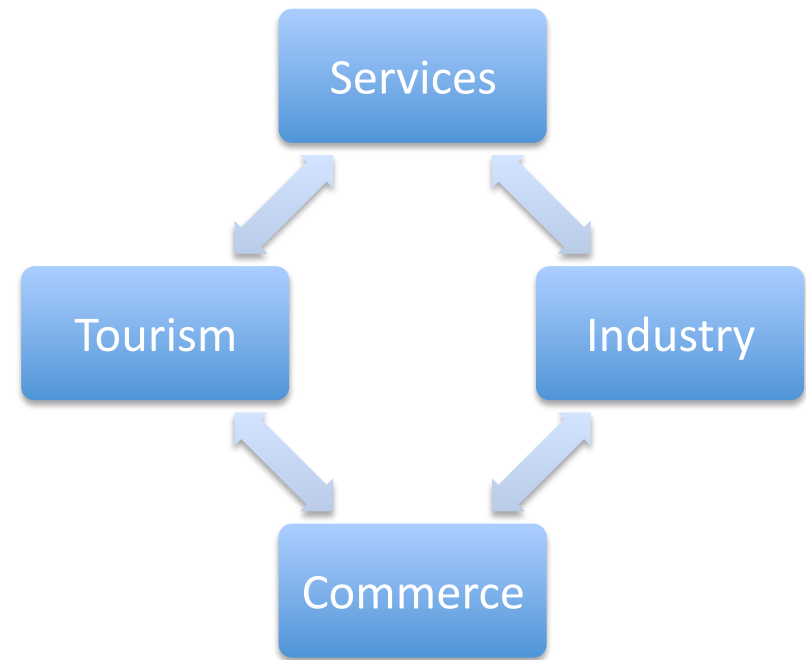
Assets – Managing the Information Efficiently.

Common Situation:

Information is captured

But . . .

- Multiple Lists/Inventories
- Dated information
- Someone else has it
- Requires other info.



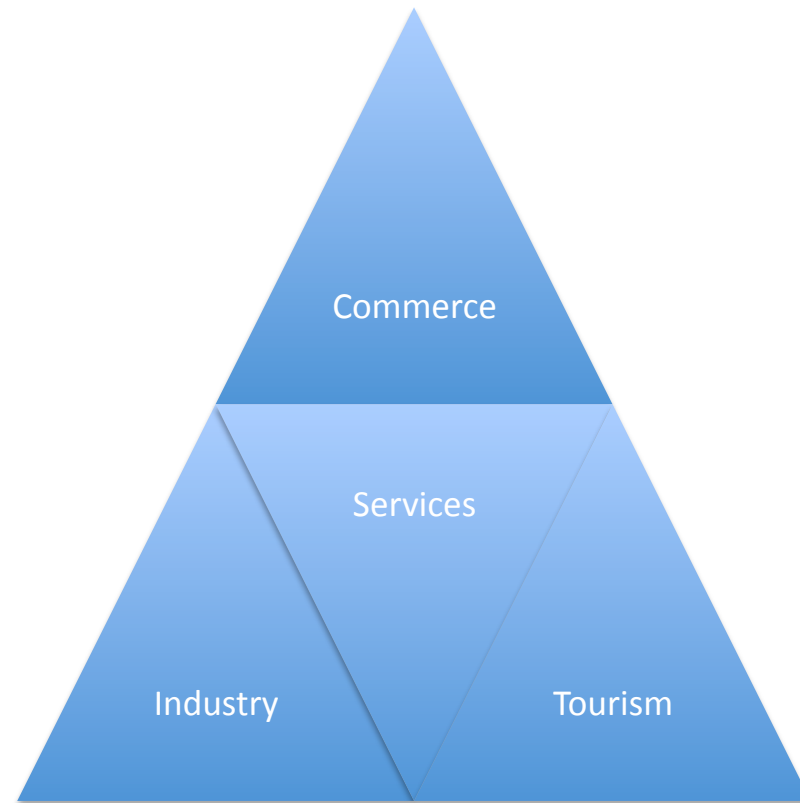
Assets – Managing the Information Efficiently.

It can be Simplified:

Centralize

Common Method

Easy-to-Use



Assets – Managing the Information Efficiently.

text2™ Community Solution:

Centralized system

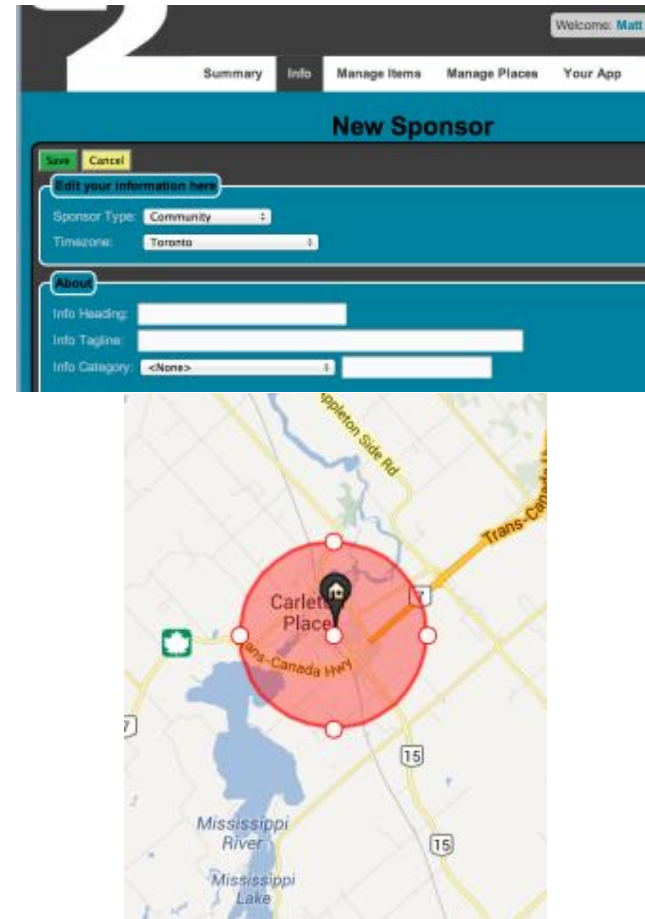
Form based capture

Point and click operations

Supports multiple users

Great solution for the Ec Dev
champions!!

What about the other
Stakeholders?



Putting the village of Canada in the palm of your hand . . .

Assets – The text2™ Blue-Box Principle

Capture all the Asset Information Once

Tours



Organizations



Services



Businesses



Attractions



Clubs



Events



And Many
More.....



Putting the village of Canada in the palm of your hand . . .

Assets – The text2™ Blue-Box Principle

Recycle it for All to use.

Economic Development Champions

Community Businesses



Community Residents

Community Organizations

Community Visitors

Information Deliver Methods – Traditional Methods



- Web-Site
- Individual Pamphlets
- Road-side Signage
- Visitor Guide Personnel
- Local People

Many different channels with many different sources.

Information Deliver Methods – Leveraging Technology

The Blue-Box has a lot of the valuable information



Embracing Mobile Technology –Why?

Disruptive technology (2012 data*)

- ✓ 33% of population
- ✓ 60% of internet access
- ✓ 87% of users look for local info
- ✓ 86% mobile ad recognition
- ✓ 89% take follow-up action



Forget about Social Media for a moment. What's your mobile strategy?

Like 449 Tweet 1,154 Share 389

February 5, 2013 | Comments and Reactions



All E-Marketing Strategies

Print

4 mobile marketing tips for small businesses



With a variety of new tools and opportunities becoming available daily, keeping up with the digital marketplace has become a full time job for small business marketers. Everywhere you look, another channel has been added to the list of where your message should be disseminated.

Forbes - New Posts Popular Lists Video

2013 Mobile Trends For Marketers

Concise Now Follow Comments

In advance of Mobile World Congress, I revisited our 2012 mobile trends predictions with my colleague Julie Ask and we found that all of them are still evolving and relevant in 2013.

The trends we've identified for 2013 center on multiyear plans and scaled-up investments. Mobile's dynamics of immediacy and ubiquity will challenge the notion that mobile is immature. Innovators will overcome any concerns about maturity to make big, strategic investments in mobile to pull ahead of their competitors. Differentiating with mobile will require marketers to develop the multiyear visions required to drive real change in their business and their approach to implementing mobile services.



When we categorized the key 2013 mobile trends and their implications for marketers, they fell into two major groups:

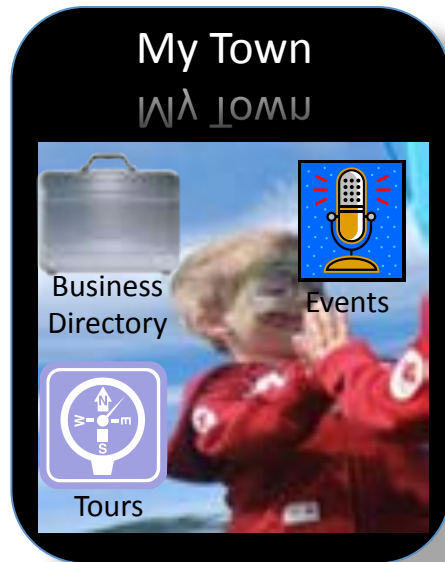
THOMAS HUXTON

Embracing Mobile Technology – Information People Want



- Locations
- Date and Times
- Information
- Urgent notices

Embracing Mobile Technology – Features of Mobile



Always there and
always open.

Information Retrieval:

- Categorized
- Searchable

Interactive Maps:

- Location based
- Navigation support (walking, driving, ...)

Proactive Notifications:

- Audible & visual message indicators
- Delivery based on Time or Location

Web-site and Social Media:

- Direct access through in-App icons

Embracing Mobile Technology – Features of Mobile

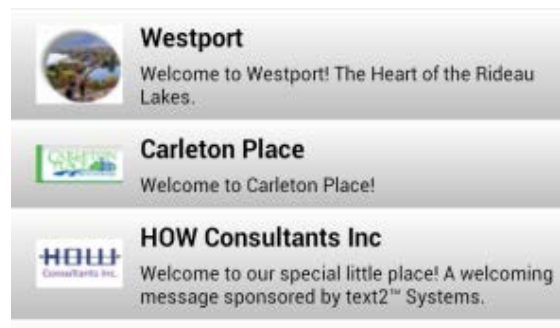


Always there and always open.

Information Retrieval:



Proactive Notifications:



Interactive Maps:



Web-site and Social Media:



Putting the village of Canada in the palm of your hand . . .

Supporting the Stakeholders – With Technology

Economic Development Champions

Industry & Employment

Quality of Life

Level of Commerce



Central Information Systems (Web-Sites)

Web-Sites with Community Information and Galleries

Analytical Reporting Systems

On-Line Registration/Payments, etc

Mobile App Technology – Connects People with your Community

Community Brand Appearance

Proactive Notification Systems (Health and Safety, Tourism, Services)

Interactive Location Based Systems (Welcomes, Commercial Space, etc)

Real-time and up to date hand-held brochure-like information

Supporting the Stakeholders- Community Residents

Community Residents
Access to information
Health and Safety
Community Awareness



Mobile App Technology - A Direct Connection with their community

Local News

Community Health and Safety Awareness/Notification Framework

Community Events Calendar

Interactive Community Map

Local Directory

Local e-flyer

Supporting the Stakeholders – Local Businesses

Community Businesses

Visibility

Leveraged Investments

Client Retention



Mobile App Technology - Effective Marketing and Client Retention

Highly Visible and Effective Marketing Channel

Drive Internet traffic to Digital Assets of Business

Web-Site, Facebook, Twitter, etc

A complete mobile identity for client retention

New technologies to reach, attract and retain new customers

Supporting the Stakeholders – Local Organizations

Community Organizations
Visibility
Member Engagement
Community Awareness



Mobile App Technology - Organization Visibility and Connections with Members

Visibility within Community

Community Engagements and Event Awareness

Interactive Maps and Notification Systems

Ability to provide larger nation-wide organizations with structure to support smaller chapter

Supporting the Stakeholders – Local Visitors/Tourists

Community Visitors

Access to information
Ease of Exploration
Positive Experience



Mobile App Technology - Provide a Complete and Positive Experience

Interactive Maps throughout community

Interactive & Guided Tours

Zone Notifications

Complete mobile brochure

Easily found and discovered key attractions, events & locations of interest

Collaborating Through Technology - Communities



Community



Organizations,
Supporting
Businesses



Traveler or
Resident

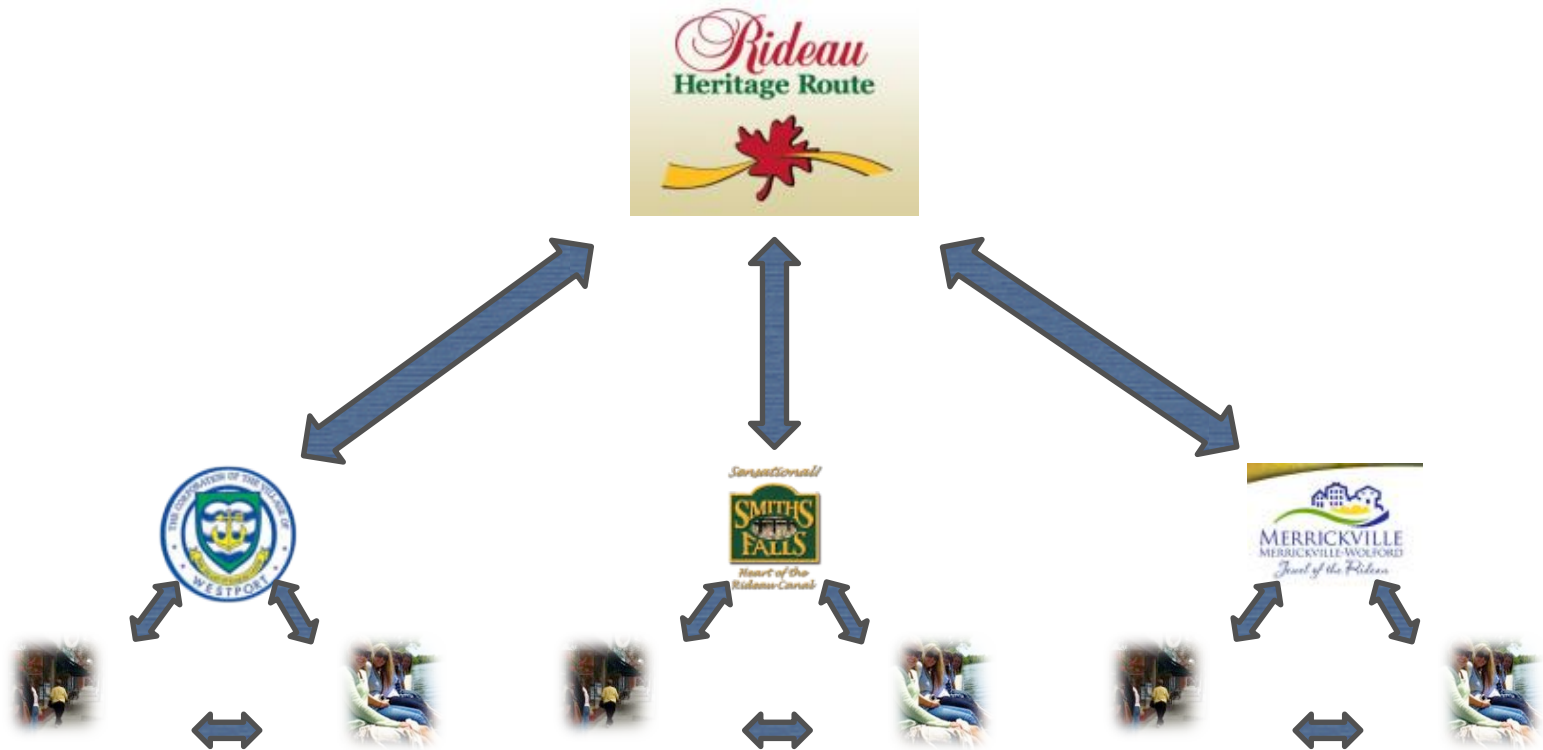


- Community Calendar with notifications and locations
- Easy to Use Business Directory & Emergency Services
- Local Information on Organization, Events, Sports, etc
- Community Service Information
- Community Health & Safety Communications
- And much more. . .

Putting the village of Canada in the palm of your hand . . .

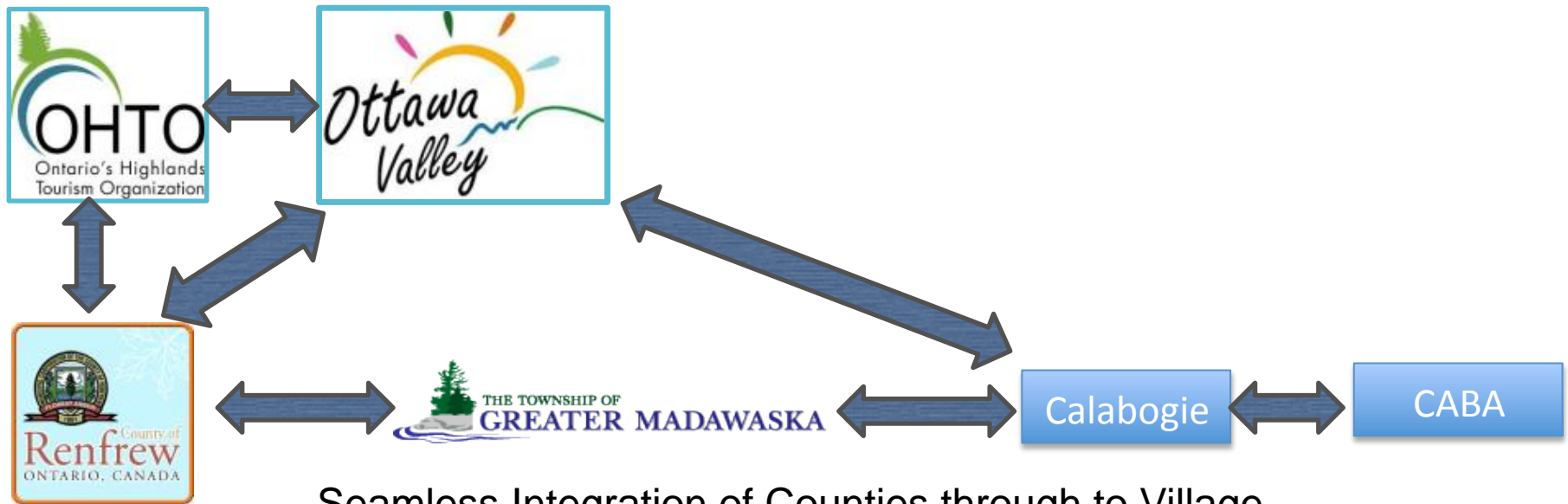
Collaborating Through Technology – Across Communities

Seamless Integration of Communities and Regions



Maximized exposure through implicit collaboration

Collaborating Through Technology – From Region to Village



Seamless Integration of Counties through to Village and Organizations.

Maximized exposure through implicit collaboration

How is This Accomplished

Value Through Simplicity

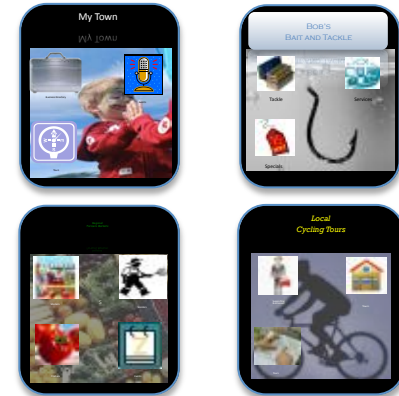
1 Capture



1 App



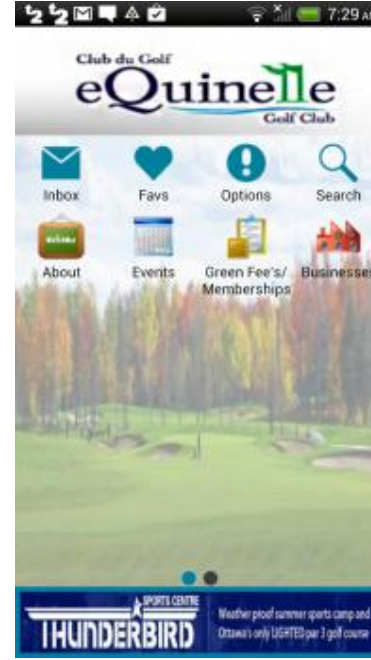
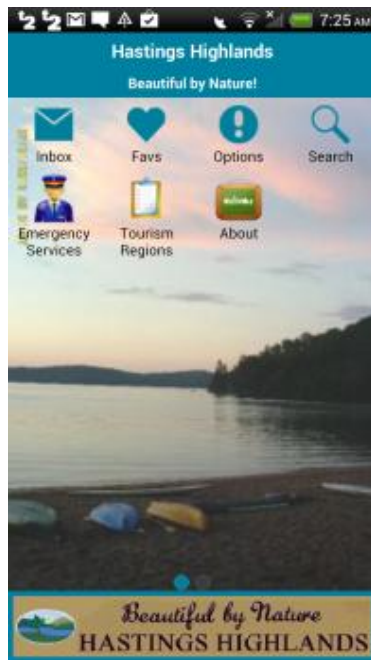
Endless Solutions



Advanced technologies available and ready for everyone.

text2™ Show-off Your Community's Personality

Business, Organization, Community Your look, Your content, Your Pride



Control your Community App with a secure and easy to use web account.

Give your community visibility within the text2™ framework

Long-Term Benefits

New technology exposures bring interest and open doors of opportunities

- Mobile Telecommunications
- Internet Interaction
- Graphical Design
- Communications (written and digital)



These new skills contribute to the growth and nurturing of a knowledge-based economy.

text2™ Technology and Your Economic Development

Leading edge technologies designed to support all communities and businesses across Canada.



- Affordable
- Specialized
- Effective
- Meaningful

Maximizing the visibility of your community assets.

Demonstration

Demonstration: text2™ Technology and Your Community

The Community Solution Network

- Your town App
- Exploring Other Towns
- Your Business App
- Helping your Residents
- Helping your Businesses
- Helping your Tourists
- Helping local Organizations

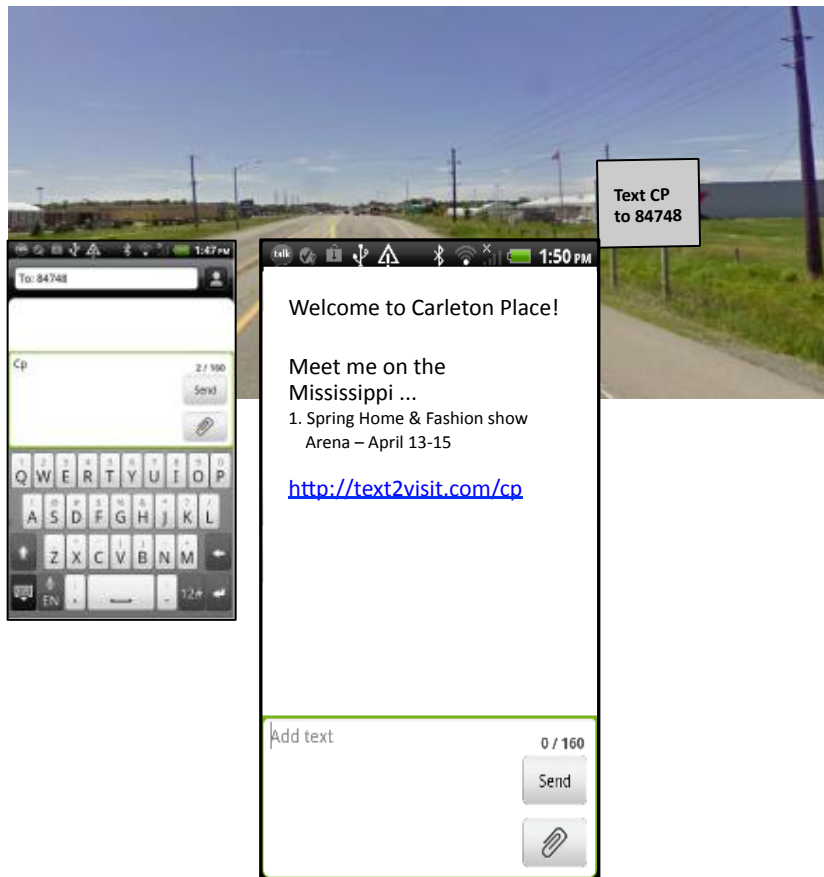


Show off what you have and
help them experience what you cherish.

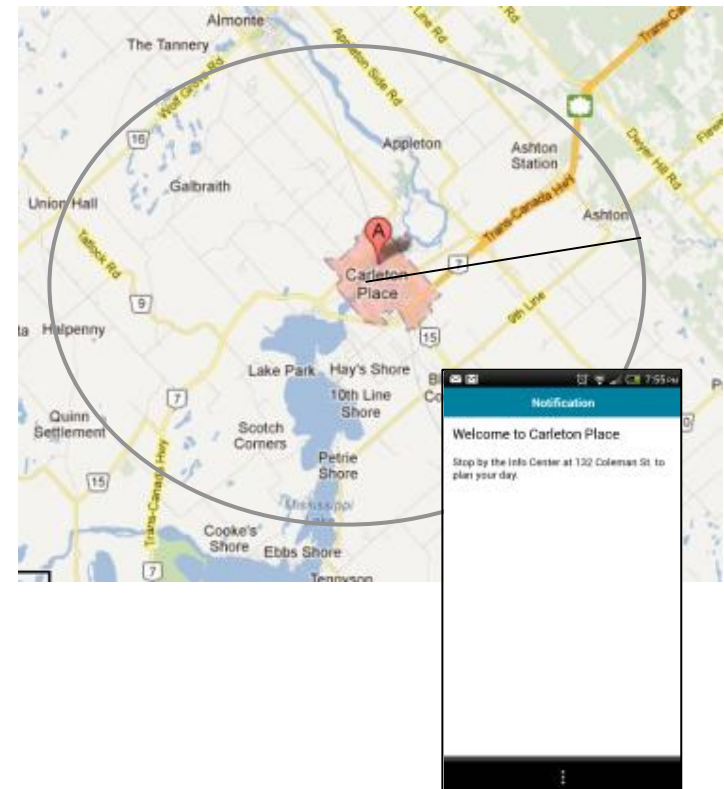
Demonstration: text2™ Proactive Reach to Nearby Travelers

Situations

Text Messaging



App Notifications



Demonstration: Communicating with your Community

Direct to Handheld Communications



Scheduled	Immediate
Garbage/Recycling	Boil Water Advisories
Special Garbage Drop-Offs	Amber Alert
Construction	Evacuations
Fire Bans	Fire Bans
Flood Risk	Flood Warning
Plowing schedule	Winter Parking
	Evacuations

Supporting residents and travelers

Demonstration: Promoting Community Engagement

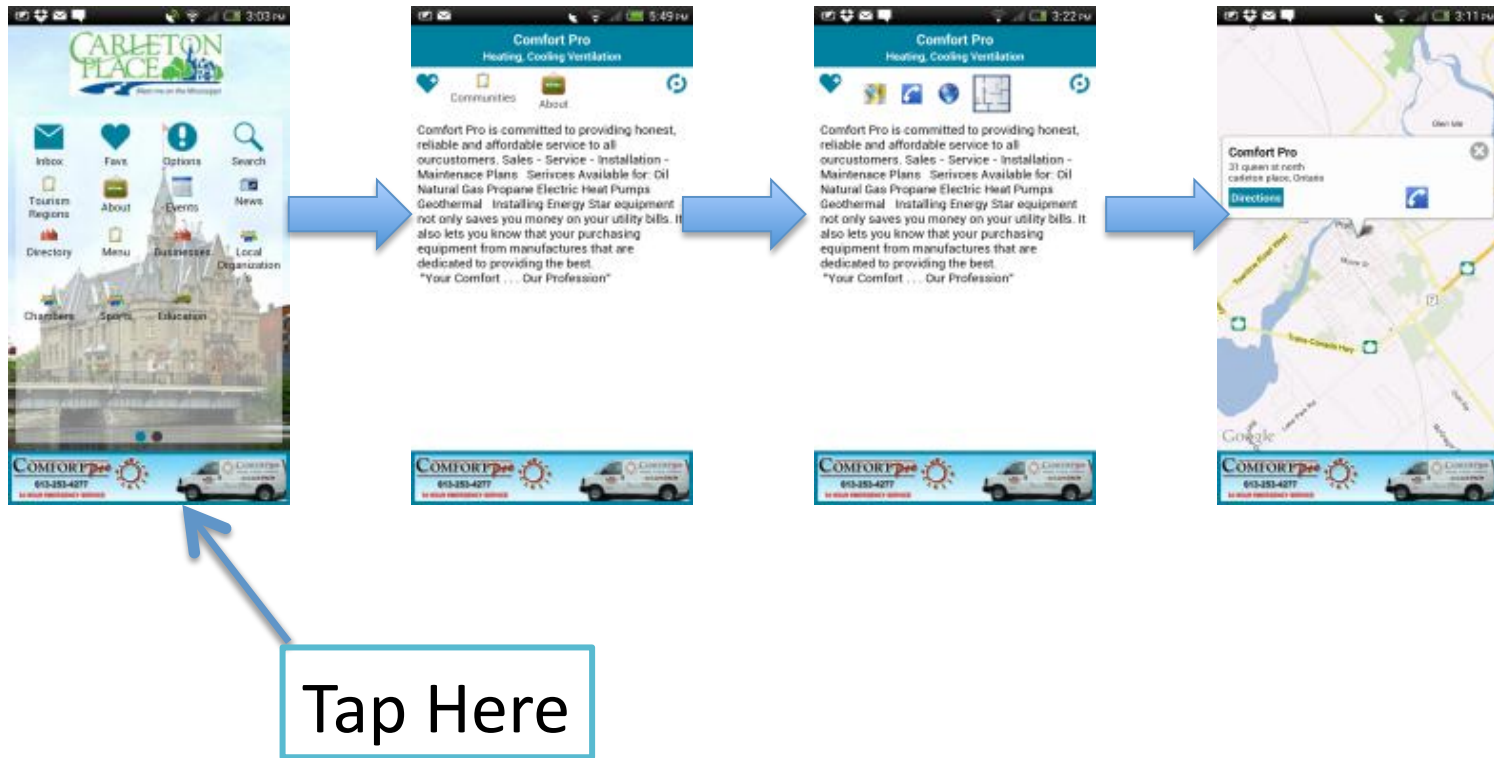
Interactive Community Calendar



- Dates
- Times
- Locations
- Outward Notifications

Demonstration: Banner Call of Action

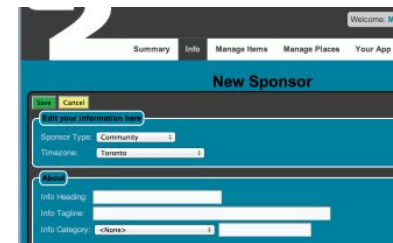
It is just 3-taps to find anything



Demonstration: The Ease of Managing your App.

Simple Forms and Clicks.

- Everything is form based.
 - No Heavy Computer Skills Required
- Setting up a zone is just a couple clicks
- Manage your Listings with a simple 'Point-Link-Click'



Summary Info Manage Items Manage Places Your App

Welcome, Matt

New Sponsor

Cancel

Cancel / Information Icon

Sponsor Type: Community

Timezone: Toronto

Name

Info Heading:

Info Tagline:

Info Category:



Sponsor	SponsorType	Vertical	Relation
Westport	Community	Visit	Parent
Rideau Heritage Route	Tourism Region	Visit	Parent

Search Relation

Putting the village of Canada in the palm of your hand . . .

Demonstration: The 'Blue Box Principle'

Maintain 1-Asset and Use it Many Times



Sponsor	SponsorType	Vertical	Relation
Westport	Community	Visit	Parent
Rideau Heritage Route	Tourism Region	Visit	Parent

Search

- One-time edits
- Simple Linkage Using Forms
- No More Obsolete or Dated Information

Demonstration: The text2™ Mobile Community Network

It only takes 1 App to see and use all others

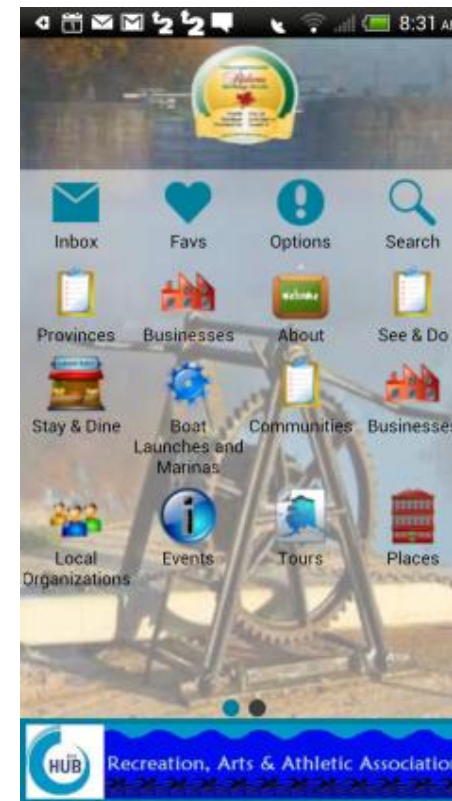
Counties



Events



Tourist Regions



And Many More

...

text2™ - Does Technology Have the Ability to support EcDev?

We at text2™ believe technology does have the ability to support Economic Development

Thank-You

We at text2™ would like to connect with you.

Please enter our draw for a free Community Solution.

www.text2systems.com/survey



Putting the village of Canada in the palm of your hand . . .

text2™ Systems Inc.



Email: info@text2systems.com

URL: www.text2systems.com

Ph: 613-456-1094 OR
1-855-288-4748



Putting the village of Canada in the palm of your hand . . .