

COLIBO®

THE MOBILE WORKPLACE EXPERIENCE

Put the entire digital workplace in
the pocket of your employees.

www.colibo.com

THE MOBILE WORKPLACE EXPERIENCE

The digital workplace landscape is changing at a speed that only few can comprehend and follow. And just as we have set all sails in on one particular digital market trend it suddenly changes radically sending us back to the drawing board.

2017 was a ground-breaking year when it comes to mobile device usage and traffic. It was the year in which mobile traffic overtook the crown from desktop traffic. And since, the traffic from mobile devices has steadily grown and accounts for just about 54% by the end of 2019.

In other words; if you are not able to put your current digital workplace or intranet in the pocket of your employees giving them a compelling experience on the go - you might be in trouble.

The fact that smartphones has become one of today's most important work tools has created a so-called "Mobile First" wave, where both the market and companies have begun to think about the mobile experience before anything else.

In the following we will, not only take you through the Colibo Mobile Experience for both iOS and Android, but also challenge the pure "Mobile First" approach.

But why only go "Mobile First" when you can go "Hybrid First"?

Happy reading!

"Mobile has become not only the new digital hub but also the bridge to the physical world. That's why mobile will affect more than just your digital operations – it will transform your entire business."

Thomas Husson
Vice President & Principal Analyst
Forrester Research



THE HYBRID FIRST SOLUTION

Go Hybrid! Not only Mobile First.

No doubt about it: at Colibo we believe in the major importance of the mobile experience, which is why we also offer the Colibo Mobile Apps to those customers who wants to put the intranet in the pockets of their employees.

However, we would like to challenge the pure “Mobile First” mindset and call for a “Hybrid First” approach, where all devices have their place in the digital workplace. It’s a fact that far from all work related tasks and operations can be handled from the mobile device, which is why the stationary workstation will continue to have its relevance.

Hybrid is also Mobile First

If you plan and design for a pure “Mobile First” solution your options will be somewhat limited in terms of what the mobile platforms can support. Areas like e.g. navigation, readability of content, integration to other tools and so on cannot be offered with the same depth you get from the desktop.

In other words; there is no reason to go pure “Mobile First” when there are solutions like Colibo out there that can offer you a “Hybrid First” model that can work across the *entire* workforce regardless of where they may be.



NOTIFY YOUR EMPLOYEES THROUGH PUSH

Almost every mobile app today offers some kind of push notification to either inform or re-engage with the user of the device.

It is without a doubt the most effective communication channel that the app owner can use to get the users to use the app on a regular basis, and the Colibo Mobile App for both iOS and Android offers push out-of-the box.

Push and how it performs

The statistics really speak for themselves:

- **Push notifications have an open rate close to 90%.**
- **The open rate is 50% higher than emails and the click rate is up to 7 times higher.**
- **70% feel that push notifications are useful.**
- **Up to 60% agree to receive push notifications.**
- **52% look for relevant information or offers in the slipstream of the push notification they receive.**
- **40% take action from the push notification within just one hour.**
- **Only 8% ignore the push notifications being sent to them.**

But as mentioned initially, it is “only” 54% of the traffic that has been “stolen” by mobile, which leaves 46% left for the desktop users. This in itself should be **the** argument for choosing a hybrid solution over a pure “Mobile First” so that you also get push to your desktop users.

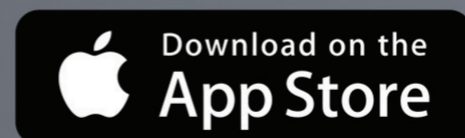
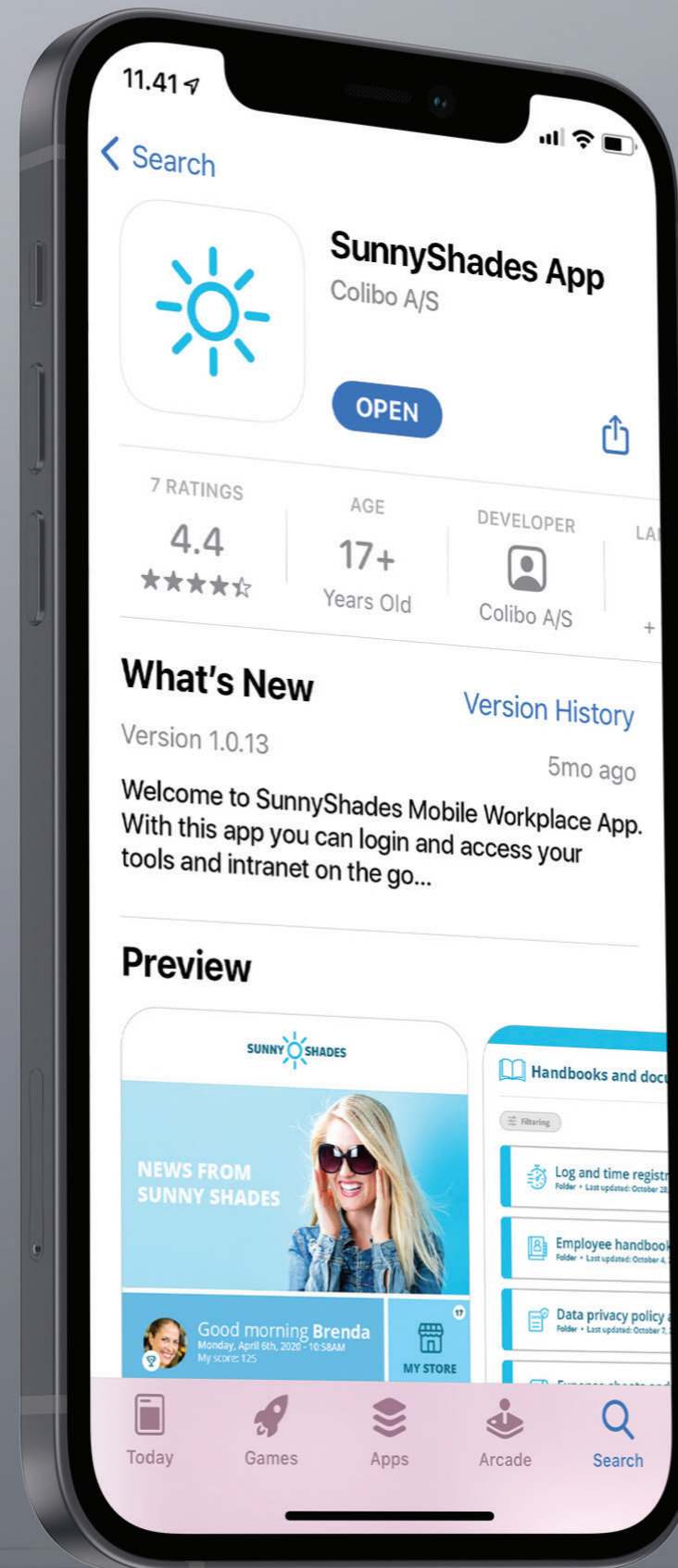
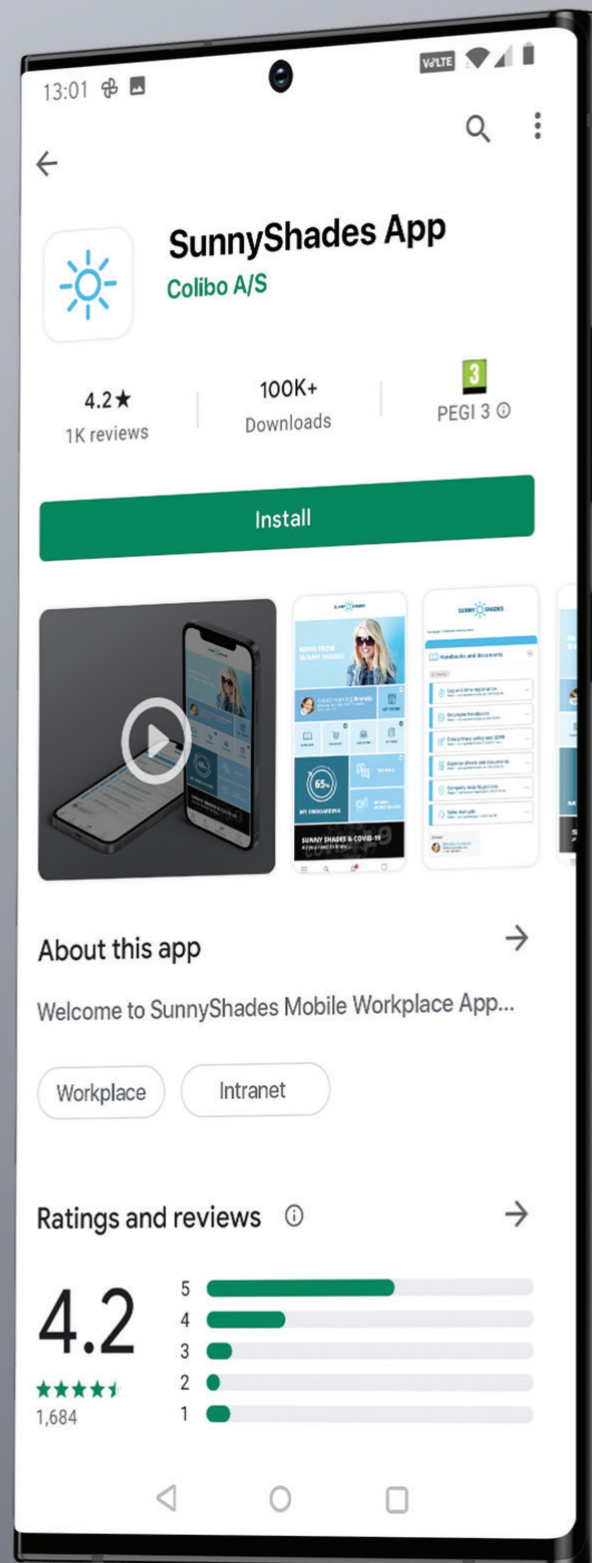


YOUR OWN BRANDED APPS

With your own branded apps for iOS and Android, you truly get a “Hybrid First” solution.

Customize the look and name of your apps to match your organization and give your colleagues a seamless mobile access to an experience with your digital workplace that reflects the quality of your organization.

- Your colleagues can easily identify your brand when searching for it on the stores and in their mobile devices.
- You get a streamlined onboarding by direct and easy access to your specific app where your colleagues simply download and log in to access your digital workplace.
- Provide GDPR-compliant protection for push notifications for your site, in both iOS and Android.
- You do not have to go through the hassle of App Submission & Approval. Submission to App Stores is done by Colibo.
- You will get periodically updates to your Branded Apps with any new features developed for the Colibo App, and some exclusive for your Branded Apps.
- Colibo also maintain both your apps for bug fixes & OS compatibility.



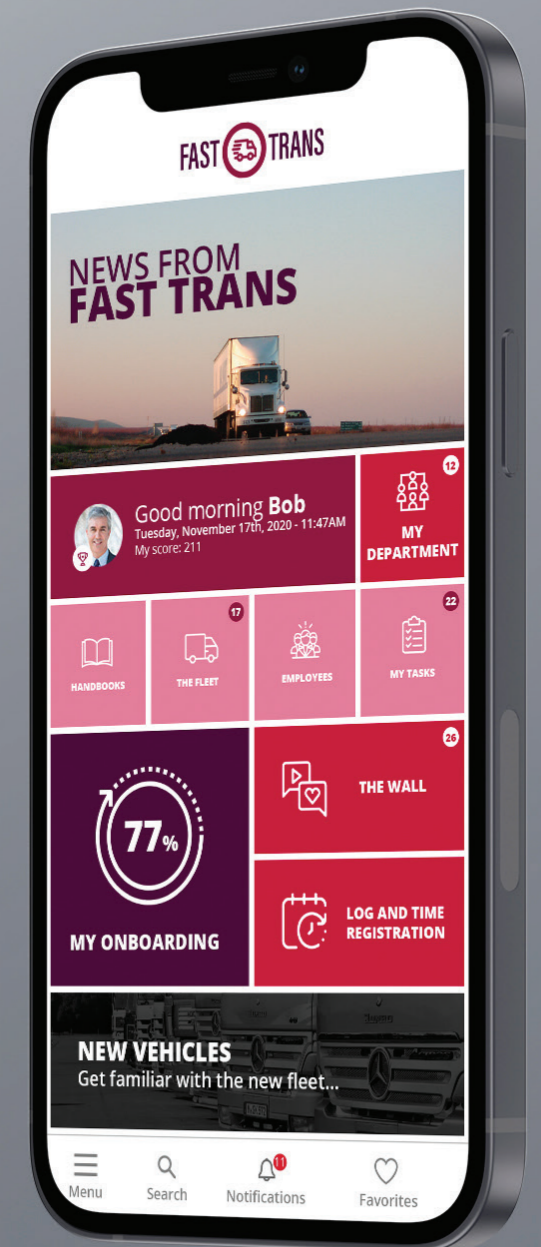
TILE-BASED MOBILE DESIGN EXPERIENCE

A sleek, beautiful and customized tile-based design enhancing the mobile experience of your company.

Although fully functional and complete feature comparable, accessing your digital workplace from a phone differs from accessing it from a PC. The screen is smaller and calls for a different approach to setting the scene and granting an easy overview of the most relevant content and features.

With a design template made specific for mobile screen sizes, you will be able to create a tile-based frontpage, that focus on just the top relevant features, modules and content your mobile workforce needs. Or workforces to be precise as multiple different frontpages can be made to different areas or departments in your organization.

- **Tile-based design ensures easy setup of overview that the viewer quickly will understand and are very likely to interact with.**
- **Good proportion and balanced use of visuals and branded images, ensures a pleasant and recognizable digital workplace that your colleagues feel safe and motivated to engage with.**
- **A well-made template with enough flexibility to customize and further develop, but clever predefined to work almost with no need for administration.**



ABOUT COLIBO

Colibo is a **Workplace Integration Hub** that unifies your entire digital workplace and delivers a seamless employee experience across all departments and across all devices. We are the launchpad to all your existing business tools and unite all your software as well as employees through one single front door.

We are your next generation intranet, integration platform, enterprise search, communication system, collaboration platform and online dashboard – all possible through one hub that is glued perfectly together with a frenzy of widgets and integrations.

Through its modern and intuitive user interface, Colibo fills the gap between the often hot and delicate online dashboard platforms and the hardcore but often heavy data integration platforms (iPaaS), bridging the IT department with the rest of the company.

We want to help transforming and defining the future of the digital workplace by solving the unique integration challenge and at the same time give the employees a true and integrated experience through powerful cross platform search and “one hub access” to each and every business tool and system.

Located in the heart of Aarhus, Denmark and with offices in Oslo, Sydney and Hong Kong, Colibo has more than 125.000 users across 14 countries. Our customers are a great mix of municipalities, public organizations and private companies within a variety of verticals and business areas.

[GET YOUR 60 DAY FREE TRIAL HERE](#)