

# Mobilizing Content

- If you had three wishes\* . . .
  - Consumer vs Knowledge Worker
  - Spontaneous vs Prolonged Engagement
  - Phone vs Tablet

 Must pertain to deployment of content in a mobile application

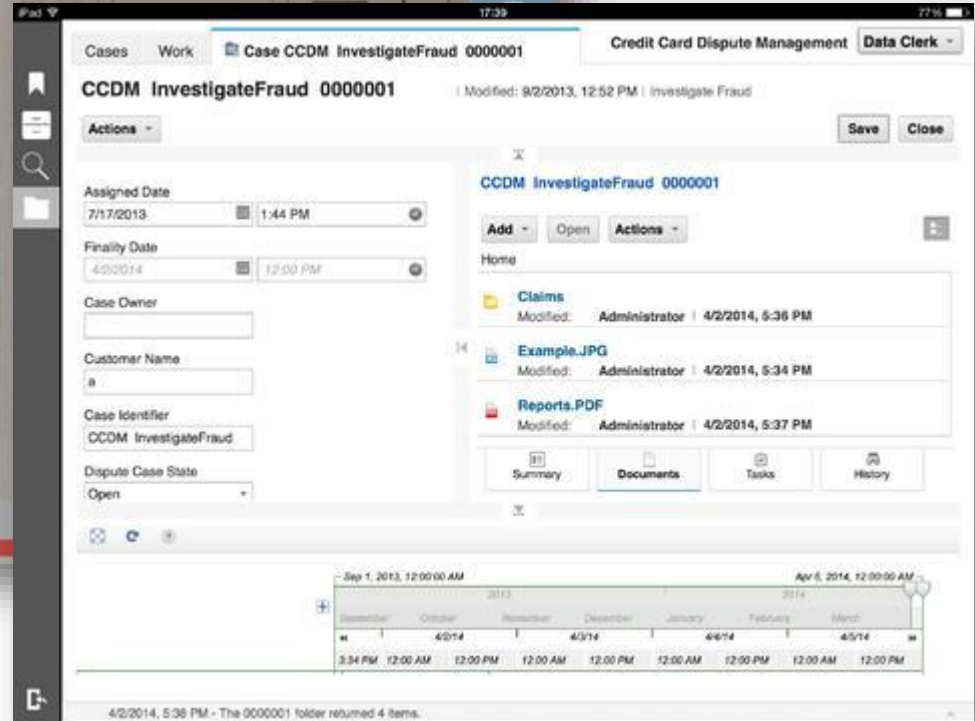
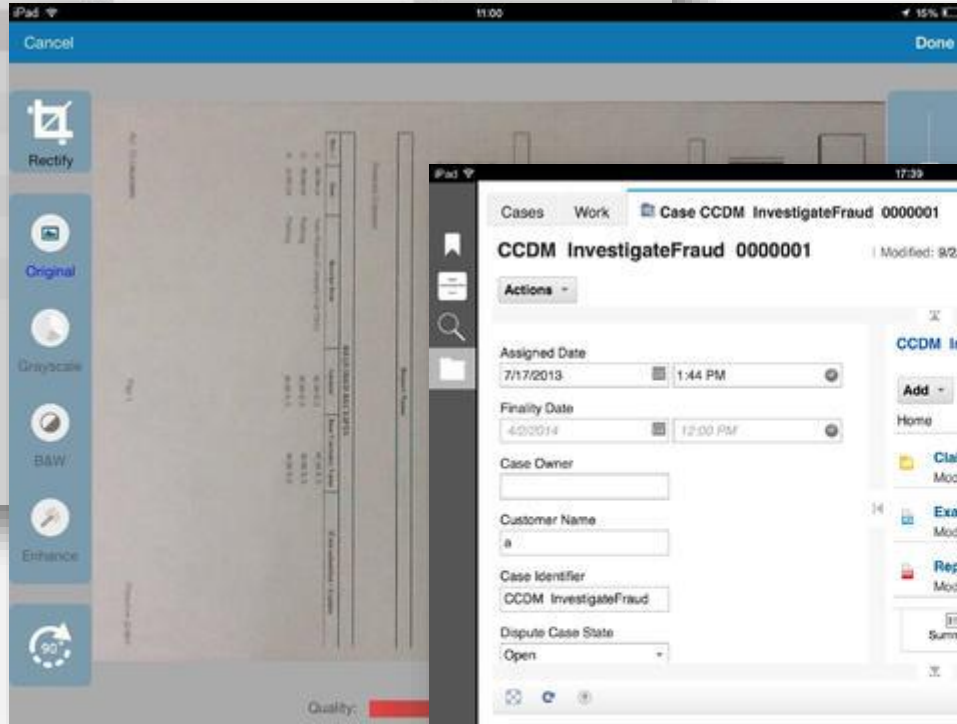
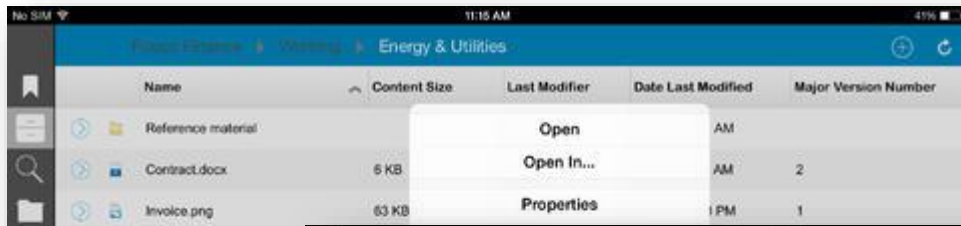
\* Must pertain to deployment of content in a mobile application

# Mobilizing Content

- If you had three wishes\* . . . **Consumer**
  1. Get access to *relevant* content
  2. Add & *share* content
  3. Purchase content

# Mobilizing Content

- If you had three wishes\* . . . **Knowledge Worker**
  1. Get access to *organized* content
  2. Add & *edit* content
  3. Make my content smarter



# IBM Content Navigator