

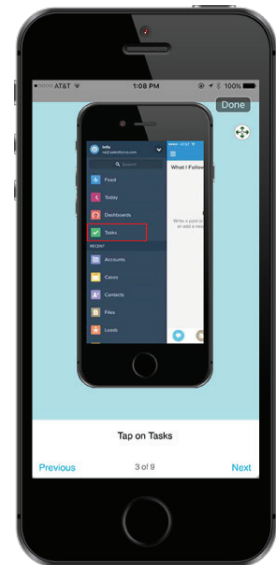


GuideMe Teaches Users to Unlock the Power of Mobility

Mobile Training to Drive App Adoption, Utilization, and Minimize Downtime

An effective training strategy is critical to the success of any mobilization/digital transformation process. Building a great app may only be 25 percent of the cost of a project, change management is often up to 75 percent of the cost of transformation according to CCS Research. Traditional static training mechanisms (e.g., Enterprise Portals, PDFs, FAQs) are not effective with the modern mobile-savvy worker and dynamic modern app-based business workflows. Ineffective training leads to challenges with app adoption, utilization, decreased productivity and throughput, and lowered morale, undermining the success of the transformation and the realization of the business goals and revenue.

GuideMe also includes GuideStudio which empowers Help Desk staff, developers, or nearly anyone to easily create or update training, usually in less than 10 minutes. This enables an agile training and support program that is responsive to app updates, process changes, and feedback. Accessible, efficient, and responsive training reduces operational expenses, increases adoption, and increases user satisfaction.



Just-in-Time Learning Wherever and Whenever Its Needed for Mobile App Success

Mobility helps every business by offering real-time access to job-critical content, apps and learning for business continuity. This training is particularly important for customer facing, field services, and seasonal workforces. GuideMe provides enterprises a patented and scalable interactive guidance and assistance solution for the critical task-specific training unique to their dynamic mobile workforce wherever and whenever it is needed. GuideMe eliminates the need for scheduled training, PDFs, FAQs, runbooks, and other "offline"/traditional resources and help reinvent business process downtime.

Step-by-step guidance, at the moment of need, helps users work efficiently and successfully; removing barriers of entry from other systems and increasing user productivity while reducing training time and costs.

5 Ways AetherPal GuideMe Powers Today's Paradigm for Dynamic Mobile Learning

- 1. Ensure Successful Mobile App Deployment**
GuideMe accelerates ramping users up to speed on app expertise quickly, increasing user and team productivity while reducing business errors and interruptions. Step-by-step guidance, at the moment of need, helps users work efficiently, removing friction and increasing user productivity while reducing training time and costs.
- 2. Faster Adoption of New Apps or Processes**
Equipping employees with mobile devices and business apps means speeding up business processes, resulting in improved customer service, increased efficiencies, better communications, and faster workflow. GuideMe offers a real-time, patented approach to help employees, customers, and partners adopt and learn how to leverage new capabilities to realize productivity and revenue returns.
- 3. Reduced training costs, downtime and support costs**
Dynamic GuideMe training provides businesses with purpose-built training materials, on mobile devices, generating significant savings in travel, accommodation, equipment and instructors. Real-time training also reduces business downtime and grows the business through increased orders, improving customer satisfaction and sales development.
- 4. Better Project Success Rates, App Adoption and Utilization**
New workflows and app versions often create confusion during roll-out resulting in errors. Errors cause service delay, lost customers, and increased labor costs. Better app utilization through GuideMe can help increase procurement and supply chain management efficiencies. At the same time, they can help increase app adoption while decreasing human error and increasing data accuracy.
- 5. Simplified User Experience for Employees, Partners and Customers**
Successful use of mobile apps and devices leads to more immediacy and even intimacy between suppliers, staff and their clients. Mobile app tutorials ensure new workers quickly adapt to productive app use of electronic catalogs, mobile ordering and payment processes, and access to the most recent sales materials.

A Scalable Mobile Support Strategy to Drive Success

GuideMe increases App Adoption, Utilization, and Minimizes Downtime. Innovative and patented LiveGuides go even further, to provide a true interactive mentoring experience on the device, bundling tips, tricks, and instructions for each workflow with each business app. The resulting business process proceeds far more quickly and the user completes the task on time without a costly revenue delay. GuideMe, as part of a comprehensive Mobile Support Management (MSM) solution, helps enterprises reduce mobile user downtime and increase app adoption. The overall GuideMe approach keep business processes and supporting apps running by adding MSM remote support and self-service, so enterprises efficiently and reliably scale their businesses on mobile.

Learn more about the AetherPal GuideMe Solution at www.aetherpal.com/products/guideme/.

AetherPal's GuideMe Solution

- **Guides**
Walks a user through completing a task on their devices step-by-step, instruction-by-instruction, screenshot-by-screenshot to effectively train the user how to complete the tasks and use their app or device, on their mobile device. Guides can be quickly updated when apps are enhanced, based on help desk calls, and to address process changes.
- **LiveGuides**
Leverage patented technology to not just show a user how to complete the task, but interactively walk a user through completing the task, live on the device and through their apps with audible directions, real-time context sensitive screen overlays, and step verification or error correction. App developers can increase app satisfaction and usage with LiveGuides.
- **GuideStudio**
A visual creation environment for App Developers, IT, and Help Desks to quickly and easily create Guides and LiveGuides, leveraging Remote Connections to the device to easily record a Guide or LiveGuide often in under 10 minutes.