



## Onboarding Position Paper: The Cost of Mobile Data Migration

If you compare the growth of smartphones to other industries, it would be regarded as a relatively new market, but to mobile industry insiders, the smartphone business is already showing signs of maturing. BlackBerry and Nokia Symbian devices were already in circulation when the first iPhone was launched in 2007. The fledgling smartphone market was boosted by the arrival of Apple's handset, but market acceleration really began following the launch of Google Android in early 2010. Android, iOS and RIM now compete for dominant market share while a wide range of device manufacturers, from Samsung to Motorola, have adopted Android. Microsoft recently upped the smartphone market ante with its Windows Phone 7 OS, and with support by Nokia, the leader in mobile phone shipments, the market will further fragment. The popularity of smartphones and the emergence of tablets have created a whole new layer of device fragmentation and complexity that is in danger of impeding market growth.

A major consideration for users is the migration of data from one mobile device to another. The days of saving contacts to your SIM card and successfully migrating from one device to the next, regardless of manufacturer or OS, are over. The migration of data is no longer a simple process because of the pool of different manufacturers and OS that conflict with each other. Transferring contacts is only the tip of the iceberg. Users expect to be able to access calendars, listen to music, browse the web and watch video on their smartphone, tablet or connected device. The average smartphone user accumulates a lot of data that they would hope to sync with additional devices, or at the very least transfer when they replace their handset. Apple and RIM devices run on proprietary systems which restrict cross platform operations, such as migrating photos or contacts from one device to another. The open source nature of Android makes it easier to migrate data, and content, between Android devices regardless of manufacturer. But an user hoping to replace their iPhone 3GS with an HTC Desire HD will encounter problems transferring contacts, images and other data.

This is becoming a serious issue with users reluctant to part with their device, or migrate to a new platform because of the risk of losing important and personal data. Data migration is also becoming a costly procedure for handset manufacturers and service providers, who have witnessed an increase in the number of device returns and a rise in costs related to device maintenance. Device manufacturers and mobile operators are increasingly interested in a technique known as 'onboarding' to eliminate this problem and differentiate their offerings. Onboarding supports the seamless transition of data and content from any device regardless of manufacturer or OS.

Today's onboarding is a massive leap forward from the 'antiquated' process of simply moving your address book from one phone to another. It is a cloud-based solution that captures user data in the cloud, such as contacts, calendar and photos, which can then be synchronised with any number of devices. It allows manufacturers and service providers to personalise a new device by populating it with important and personal data at the point of purchase, giving the device an immediate value to the end user that creates an attractive retention benefit. Onboarding can be instrumental in developing and maintaining brand loyalty, but it can also serve as a key differentiator in a complex and crowded marketplace. It provides users with the freedom and flexibility to purchase the next must-have smartphone or tablet without worrying about losing their existing contacts and content.

For more information about Funambol onboarding solutions, visit <http://www.funambol.com>.