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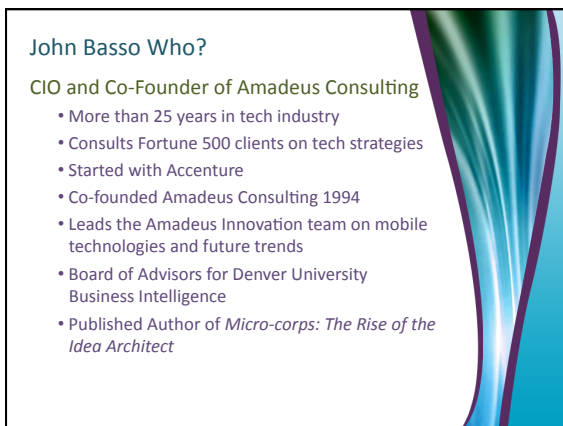
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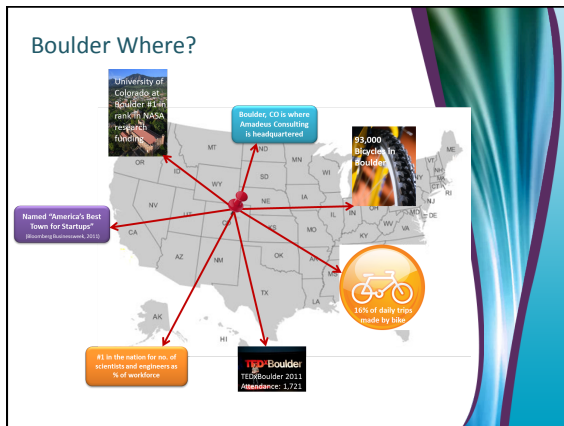
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### Boulder Who?

Entrepreneurial city at heart – also attracts “big” businesses

- Google
- Microsoft
- Ball Aerospace
- Sun/Oracle/StorageTek
- IBM

© City of Boulder

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### Mobile Technology Shifts : Banking

#### Mobile Payments

- \$670b by 2015
- Many countries already using mobile payment systems (Japan, Stockholm, Prague...)

#### Companies that are leading

- Starbucks (42 million transactions processed since Jan 2011)
- Top-up applications, PayPal
- Google Wallet, More Magic, Gopago
- Visa, MasterCard's, Square, Amazon, Isis

\*Juniper Research Mobile Payment Strategies Report, July 5, 2011

Image courtesy of iTunes App Store

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### Mobile Technology Shifts : Retail

#### E-commerce

- Retail e-commerce reached \$161.5b in 2011<sup>\*</sup>
- Amazon vs. brick and mortar companies (Ultimate Electronics, Borders, etc.)
- Average transaction price from U.S. mobile sales is 12% higher than on desktop computer-based sales<sup>\*\*\*</sup>

\* comScore Inc. Q4 2011 U.S. retail e-commerce sales estimates, Feb 6, 2012  
\*\* <http://mashable.com/2012/07/10/ecommerce-trends/>




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### Mobile Technology Shifts : Retail

#### Mobile commerce

- Mobile marketing and retail sector will exceed \$8 billion globally by the end of 2012<sup>\*\*</sup>
- The average annual spend on mobile purchases is US\$300<sup>\*\*\*</sup>
- Four out of five US smartphone owners use phone to help with shopping<sup>\*\*\*\*</sup>
- The m-coupon service of McDonald's Japan is used by 4.5 million people<sup>\*\*\*\*</sup>

\* <http://mashable.com/2012/07/10/ecommerce-trends/>  
\*\* Juniper Research  
\*\*\* Google/Ipsos survey, April 2011  
\*\*\*\* [infotag](http://infotag) (March 2010)




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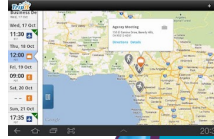
### Mobile Technology Shifts : Travel

#### Travel Transactions

- 500 million people worldwide will use their mobiles as metro and bus tickets by 2015
  - This is over **five times growth** from 2010
- In 2010, airlines issued 160 million mobile boarding passes
  - **480 million boarding passes** will be issued in 2013<sup>\*\*</sup>

#### Travel Apps

- Mobile travel organizer TripIt already has millions of customers



\* Juniper Research (April 2011)  
\*\* Juniper Research (March 2011)

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## Bold Prediction #1

*"I believe the whole concept of an accountant, a controller, a CFO will move from being a position that reports on the past, to a person who uses data through real time analysis tools to predict the future."* – John Basso, CIO Amadeus Consulting

XYZ Corporation Income Statement	
	Year 1
Total Revenue	\$6,000.00
Cost of Goods Sold	(3,000.00)
Gross Profit	\$3,000.00
Operating Expenses	
Research & Development	(1,000.00)
Administrative Expenses	(2,000.00)
Other Operating Expenses	(300.00)
Operating Profit (EBIT)	\$300.00
Interest Expense	(10.00)
Profit Before Taxes (EBT)	\$290.00
Income Tax	(50.00)
Net Income From Continuing Operations	\$240.00
Non-Recurring Items	
Discontinued Operations	(10.00)
Extraordinary Items	(10.00)
Net Income	\$220.00




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## Mobile and Business Intelligence

Mobile is the edge-point of your business!

- You can now pay with your phone
- Real-time – data is going into the system and flowing through
- Near future – closing the books will be a simple confirmation process

**Bold Prediction #2:**

*"The skills required to be in accounting and finance will shift to include similar skills as computer engineers."*

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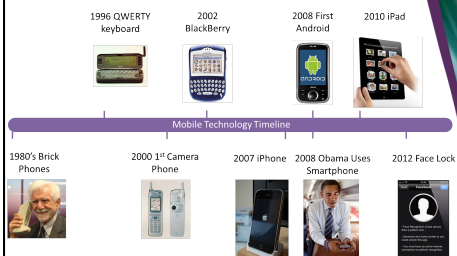
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## Mobile Time Line




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## Mobile Integration

How will integrating mobile affect your efficiencies in the workplace?

- More of what you do now on paper or your desktop will shift to your phone

Why does this matter?

- Old Way of doing things vs. New Way
- Boils down to this: Instead of spending all this labor on collecting data, you will be able to make accounting decisions and analysis that contribute to real time course corrections.

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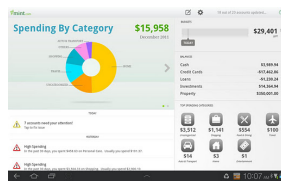
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## Finance Apps That Shifted the Market

- Mint.com
- Google Wallet
- PayPal



Images courtesy of Google Play

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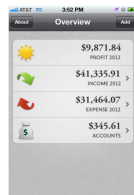
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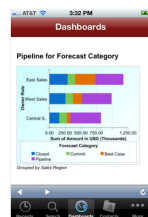
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## Innovative Apps – Changing the Game



Salesforce.com app, enterprise-level information all on your mobile

Outright.com, a financial app recognized by the eBay Star Developer Awards as the most innovative application of 2010




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## The Risks of Mobile Technology

*Accountants and financial analysts have access to some of the company's most sensitive data, and in many cases are legally bound to protect it*

### Security

- Only 30% people use phone passwords\*
- 1 in 5 people have lost phone
  - 90% phones that are lost are "hacked"
- **Corporate Concerns – Red Alert!**
  - Your company info is on your employees' phone already.
  - Email, contacts, calendaring
  - Apps accessing corporate data

\* Sophos 2011 Survey  
\*\* Symantec Smart Phone Honey Stick Project

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## The Risks of Mobile Technology

- "Welcome to Microsoft's world (Apple). It's full of malware."

- Eugene Kaspersky, the CEO of the leading global security firm Kaspersky Lab. "I think they [Apple] are ten years behind Microsoft in terms of security"
- Apple is tightening rules on app development to protect against security threats
- It has taken over 20 years for laptops to be secured so it isn't surprising that mobile still has security concerns

\* CBR – Computer Business Review

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## Mitigation Strategies

John Basso's "Be Prepared Strategies"

- Remote wipe
- Encryption
- Company policies that enforce passwords & encryption
- Asset tracking
- Involve IT. Don't let employees drive security decisions
- **Don't rely on OS vendors to protect – yet. Build security into your mobile app**

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#### Take-Away's

- The role of an accountant will shift to one who uses data through real time analysis tools to predict the future
- The skills required for accountants will be similar to skills for computer engineers
- As the industry modernizes, security is going to be a bigger concern

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#### Contact Info

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Twitter: @JohnBasso

Download books: [johnbasso.com/2012/books](http://johnbasso.com/2012/books)



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