



Mobile Platform: Interaction Between Residents and Government

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Issues Facing Local Gov't

- Transparency & Accountability
- Doing More with Less
 - Budget / Financial Constraints
- Engaging Folks Where They're At
 - Smartphone Adoption at an All Time High





The CitySourced Solution

- Engage Citizens & Residents with Mobile
 - Simple User Interface
 - PUSH Notifications
- Increase Operational Efficiency
 - Back Office Integrations
 - Richer Data Collection
- Improve Transparency

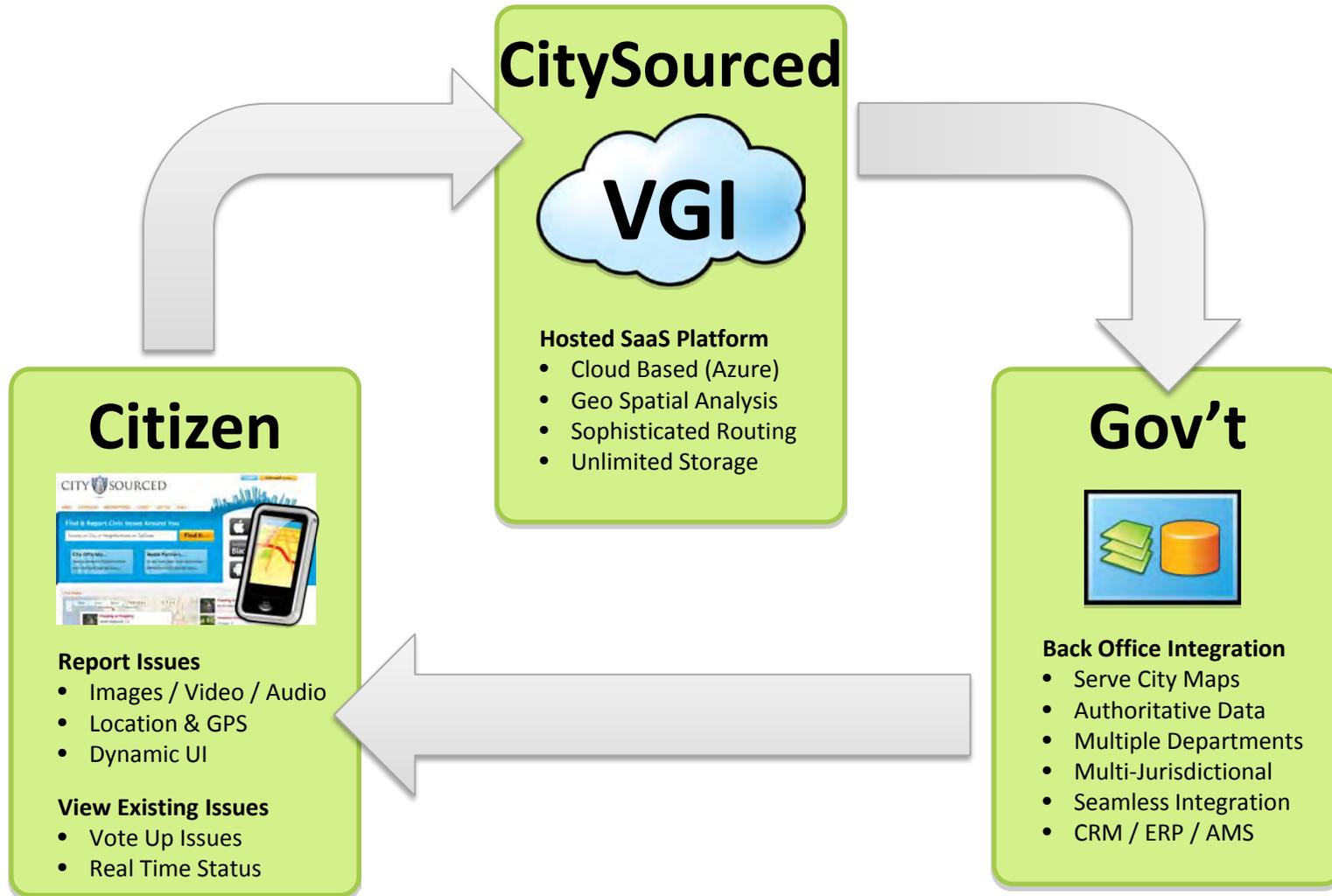


Total Platform Support:





Closing the Feedback Loop





Why Mobile Apps?

- Mobile is Where Everyone is At

As of 2011, smartphone users are spending more time using mobile applications than browsing the web (both on the desktop and mobile web)

U.S. Mobile Apps vs. Web Consumption, Minutes per Day



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Sources: comScore, Alexa, Flurry Analytics

Low income and minorities are **twice** as likely to engage online with a mobile phone vs. desktop.





Channel Shift - Save Time & Money

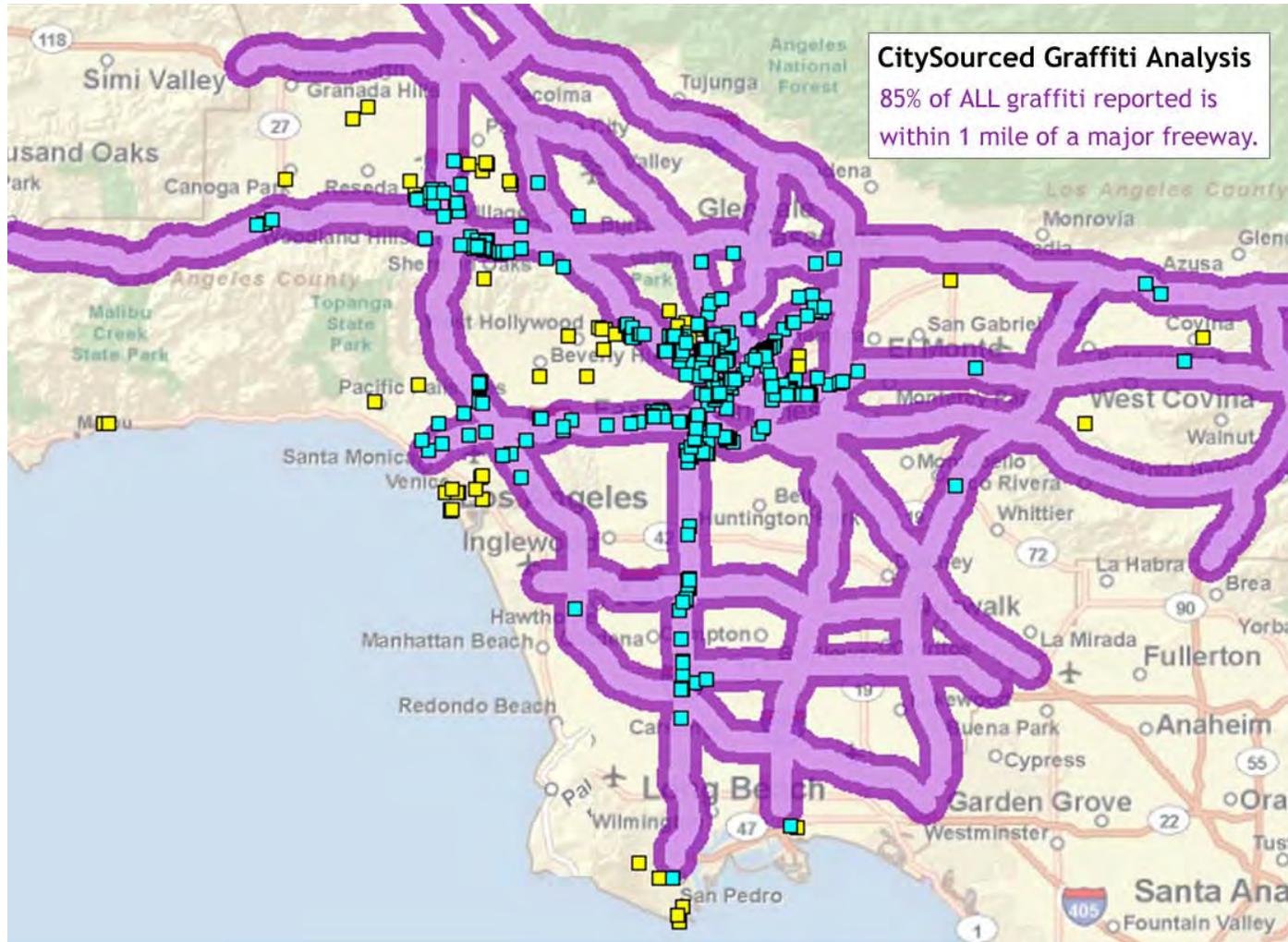
Channel	Cost Per Transaction
Walk-In	\$9.00
Live Phone Agent	\$4.50 - \$5.30
Email	\$2.50 - \$3.00
Phone Self Service	\$0.45 - \$1.85
Web Self Service	\$0.24 - \$0.65

This Cost Breakdown is from Gartner and Forrester Research - 2009





Extreme Data Analysis





Key Partnerships

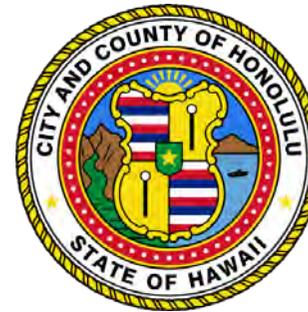
- ESRI
- Microsoft (Azure & Dynamics)
- IBM Maximo
- Oracle / Siebel / Peoplesoft
- Cityworks
- Infor / Hansen
- Lucity (gbaMS)
- Aristotle





Reference Customers

- Los Angeles, CA
- San Diego, CA
- San Jose, CA
- San Francisco, CA
- Honolulu, HI
- Abu Dhabi, UAE
- Many More...





Thank You!



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