

The Best Way To Go Responsive

Leverage your existing site instead of rewriting.

Deliver faster, with better mobile experiences and performance.



*"...the most robust solution on the market
to realize our mobile vision."*

—Jamie Maki, Director eCommerce, Golfsmith

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The Best Way to Go Responsive

The next generation of the web will be driven by mobility and intense personalization. Organizations that take advantage of this opportunity by delivering compelling, responsive experiences will have sustainable competitive advantage. At Moovweb, we're enabling this next generation with a responsive delivery platform that unifies web and mobile in a unique model. Our customers leverage their existing investments – they don't rewrite.

The result is speed, agility and competitive advantage.

What Problem Does Moovweb Solve?

Not too long ago, mobile was a novelty.
Now, it's a necessity.

Early attempts at going mobile created splintered digital strategies. Desktop sites were disconnected with mobile sites, which were disconnected from mobile apps. This approach turned out to be costly and slowed down a company's ability to learn/respond to their customers with new mobile capabilities.

Today's enterprises are investing in responsive sites to unify their digital strategy and deliver great experiences to any device. But going responsive often requires rewriting your entire site, which can take months. And responsive projects can become overly complicated, slowing down agility. Research is now showing that responsive sites can also struggle with slow performance and compromised user experiences.

Moovweb solves these challenges.

"Thanks to your teams for the delivery of Macys.com on to the Moovweb platform. You have a great product that you should be proud of."

—Lance Wills, VP Development, Mobile & Omni-Channel, Macys

"When we launched our new mobile site based on Moovweb we saw increased conversions, a 25% jump in time on site and a 53% decrease in abandon rate."

— Amit Shah, Sr. Director Online, Mobile & Social Media, 1-800-FLOWERS

NORDSTROM

The Moovweb Platform

Moovweb is a cloud-based responsive platform that leverages existing web infrastructure (business logic, integrations, content and features) instead of forcing companies to rewrite for mobile. When pushed live in our secure, high performance cloud, the mobile experiences stay in sync with the desktop site—instantly.

Moovweb reshapes the user flows, business logic and other assets (in real time) into beautiful, clean, modern HTML5 for all endpoints. This approach pays huge dividends in delivering faster, cutting maintenance cost and driving digital agility since many interfaces can be quickly tested at the same time to see which works best.



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PINNACLEHEALTH



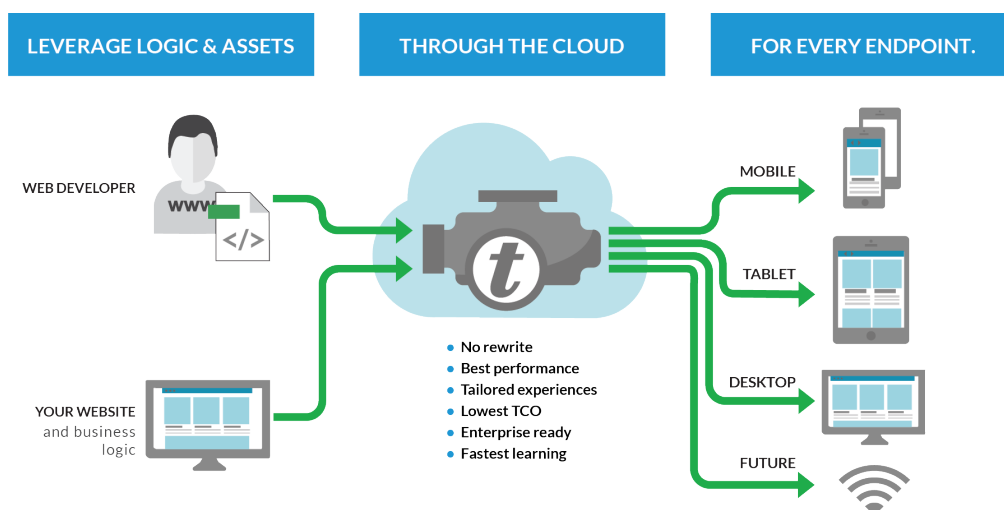
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Z GALLERIE



KENDRA SCOTT



RESPONSIVE EXPERIENCES, WITHOUT THE REWRITE

Responsive is the right strategy: it unifies your desktop and mobile code. Moovweb is the responsive platform that gets your projects to market dramatically faster since there is no rewrite of your existing site. Leverage all of your existing assets so you can focus on what matters most: creating the best possible experience for your users across any device.

ALWAYS SAFE, ALWAYS SECURE

Our PCI DSS Level 1 v3 Certified, fully stateless, globally distributed platform serves more than a

25 billion mobile requests every year for some of the most demanding companies in the world.

WORKS WITH YOUR EXISTING INFRASTRUCTURE

Out-of-the-box, Moovweb works seamlessly with hundreds of the leading IT products you already use to run your business such as authentication, eCommerce engines, analytics, security, content management, payment processing and much more.

TAILORED EXPERIENCES

With Moovweb, tailored experiences can be

continues

"This was a really impressive team effort that helps us redefine expectations and what it means to go fast." —Chris Hjelm, SVP, CIO, Kroger

"With only a few days of data we are seeing a 100% increase in conversion on tablet. To launch something of this magnitude in this short a period of time is unheard of here. I keep telling people the sites are up and they all say: "wait...didn't you just start this project?"

—Scott Sturcke, Sr. Manager Online Marketing, EPSON

delivered to all endpoints that take full advantage of the way consumers search, browse and shop.

LOWER TOTAL COST OF OWNERSHIP

The Moovweb platform unifies web, mobile and app code so you can leverage a single set of assets across all endpoints. Your existing web developers are unified as well, focused on delivering shared assets with custom experiences across all devices. This saves time and money compared with separate code silos that quickly gets out of sync with the desktop.

LIGHTNING-FAST PERFORMANCE

Moovweb employs the latest server-side technology like image optimization, caching, content delivery networks and site acceleration to deliver high performance mobile experiences from the cloud.

TEST DOZENS OF RESPONSIVE EXPERIENCES SIMULTANEOUSLY

Moovweb has built-in features that lets you test an dozens of different user experiences at the same time to quickly learn which is best for

the business. Unlike A/B testing tools on the market today, which are more focused on testing subtle changes in UX, like the color or position of buttons, etc., Moovweb allows you to test a deeper level of experience that include business logic and user flows.

DETECTS AND REACTS TO ANY DEVICE CHARACTERISTIC

Beyond traditional agent "sniffing", the Real Device Detection (RDD) introduced in Moovweb 5 allows enterprises to handle an exploding universe of device models and deliver targeted, optimized content by device characteristics, OS, hardware capabilities, and network speed.

REAL SUPPORT FROM REAL EXPERTS

What you expect from enterprise software companies is fantastic support delivered by experts when you need it most. That's exactly what you get with Moovweb. Our team includes mobile and web experts that have worked with hundreds of companies to deliver successful projects.

How it Works

Using standard web technologies like HTML5, CSS, and Javascript, along with any IDE they are already familiar with, your web developers work locally use the free Moovweb SDK to

customize the front-end experience for a target endpoint. The free Moovweb Control Center is used to manage projects and users. Once ready, developers push their projects live in the Moovweb cloud with a click of a button, where the mobile experiences are kept in sync with the unified desktop site.

TRITIUM



Bourbon



"We saw a 100% increase in mobile sales in just one month after launching our new mobile site with Moovweb."

— Howard Kolodny, VP Information Technology, Z Gallerie

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Services

IMPLEMENTATION SERVICES

Our San Francisco-based team of mobile developers and designers are the best in the world. We've worked with hundreds of companies to deliver mobile sites, tablet sites and apps that delight users and accelerate business results. All of our customers benefit from constant learning and refining of best practices gleaned from these projects. This means faster delivery of mobile sites, tablet experiences and apps with a high degree of confidence in the result.

STRATEGIC SERVICES

Once your mobile or tablet experiences are live, Moovweb offers a set of strategic services designed to enhance business results and accelerate digital agility.

- mCommerce Strategy
- Omni-Channel Optimization
- Advanced Analytics
- Alternative Payments
- Tablet-Optimized Iterations
- Personalization

What the Industry is Saying About Mooweb

"Tactical approaches [to mobility] are no longer sustainable. Responsive Delivery...can underpin a comprehensive enterprise-weight delivery of mobile experiences."

FORRESTER

Jeffrey Hammond, VP, Principal Analyst Forrester Research (January 2014)

"These guys [Moovweb] are the best in class"



Sheryl Kingston, Yankee Group Research Director (March 2013)

"Moovweb can provide real value for mobile initiatives"



Gartner Cool Vendor in Application Development Award (2013)

Company Facts

Founded: 2007
HQ: San Francisco
Offices: New York, London
125+ customers
200+ production sites, apps
25+ billion mobile pages delivered in 2014

Internet Retailer 500: Fastest growing mobile vendor in 2014

CONTACT US

Want to learn more?
Give us a shout.

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