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Moovweb and Forrester Research Release Enterprise Mobility Report: Survey of Responsive Web Design Project Outcomes

While responsive web design has real benefits for mobile engagement, it's not a silver bullet. New methodologies like responsive delivery (RD) identified as a more strategic approach.

San Francisco, CA (February 3, 2014) - Today, Moovweb and Forrester announced the results of an extensive study of Responsive Web Design (RWD) project outcomes in the enterprise. To create the report, one of the first of its kind, Forrester surveyed 146 US-based organizations from a range of industry segments to evaluate the success of RWD projects as a strategy for enterprise mobility. Study participants included executives and other decision-makers in mobile strategy and IT leadership roles. The study reveals strengths and weaknesses of RWD, and points to the advantages of emerging methodologies like responsive delivery (RD).

"Tactical approaches [to mobility] are no longer sustainable, especially as more strategic methodologies like responsive delivery emerge that can underpin a comprehensive enterprise-weight delivery of mobile experiences," stated Jeffrey Hammond, principal analyst for Forrester Research. "There's considerable value in pre-existing business logic from your company's traditional website (and other existing systems). It's already tested and secured, and it can be opened up to the mobile channel. Avoid duplicating these existing assets, as creating them can add up to more than 70% of the cost of delivering a new mobile experience."

To view a full version of the report (*Improving Enterprise Mobility: Meeting Next-Generation Demands For Development, Delivery, And Engagement*), click here:

<http://www.moovweb.com/wp/forrester/>

The report's key findings include:

- **Over 70% of cost, time and effort on RWD projects is spent on the back-end:** While RWD as a technique is aimed at delivering a dynamic front-end experience across a range of devices, the survey found that companies are actually spending over 70% of their development time, cost and effort on re-coding APIs, middleware, DBMS, integration, and infrastructure.
- **RWD is a short-term, tactical approach, with significant challenges.** The survey found that 63% of companies using RWD today believe that this technique is not suitable for long-term use, suggesting that RWD is largely viewed as a short-term, tactical approach to enterprise mobility.
- **Use Responsive Delivery for unified experiences across touchpoints.** While RWD techniques have benefit in the short-term, the report suggests that Responsive Delivery has more strategic, longer-term benefits by eliminating website rewrites, leveraging existing web assets for both mobile sites and apps, improving performance, and allowing organizations to take advantage of mobile-specific features.



- **Frameworks trade flexibility for predictability:** Adopters of open source RWD frameworks like Foundation and Bootstrap see greater project predictability, but that comes at the cost of project flexibility.
- **Projects that used responsive frameworks delivered on budget, but often cut scope to do so.** Only 14% of responsive projects blew their budget, well below industry average. At the same time, 37% had to cut scope to deliver on budget, which is significantly higher than the average.
- **Responsive framework functionality is still evolving.** Adopters of responsive frameworks had to make fewer scope cuts at the client UI or feature level compared to those who were using a pure RWD approach.
- **It takes time to retrofit a responsive approach onto an existing site.** Although the long-term plan for most is to replace the existing site with whole new responsive design, the planning horizon is often measured in years, not months.
- **Development teams will continue to experiment with different approaches:** Hopeful to capture the benefits of a responsive approach without the downsides of current frameworks, more than 60% of development teams viewed their current mobile strategy as sufficient for now, but not for the future.

Responsive Delivery (RD) is a methodology that leverages existing web infrastructure (business logic, integrations, content and features) to deliver fully responsive experiences without rewriting your existing site. Moovweb is the leading Responsive Delivery platform in the market today. The Moovweb cloud-based platform transforms existing user flows, business logic and other assets (in real time) into clean, modern HTML5 for all mobile endpoints. Once live, the mobile experiences stay in sync with the desktop site, driving unmatched digital agility. Companies embracing RD have eliminated website rewrites, accelerated time to market from months to weeks, more easily leveraged mobile-specific features, improved mobile performance and driven unmatched digital agility.

“This survey clearly shows that RWD is a short-term, tactical approach to mobility,” said Mitch Bishop, CMO for Moovweb. “The results match what we’re hearing from hundreds of companies that are looking for a more strategic, sustainable approach to enterprise mobility that is more nimble and cost effective.”

To learn more about Moovweb’s responsive delivery platform, visit: <http://www.moovweb.com/platform>

About Moovweb

[Moovweb](#) is a next generation mobile platform for Responsive Delivery, transforming desktop sites in real time for phones, tablets, kiosks, and future endpoints. By leveraging existing web investments, Moovweb unifies web and mobile strategies, dramatically cutting cost and creating business agility. Enterprise developers, design agencies, and systems integrators can use Moovweb to deliver mobile sites and apps faster and improve their mobile experiences more quickly. The Moovweb platform is one of the world's busiest, with more than 15 billion mobile pages transformed this year alone for many of the world's largest mobile sites and apps, including Accenture, Cox Communications, Macy's, 1-800-FLOWERS.com, Sur la Table, Golfsmith, Vitacost, Kroger, Chico's, Sharpie and dozens of others. Moovweb is headquartered in San Francisco, with offices in New York and London.

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