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## Integration: the second stage of the mobile revolution

Over the last four years, we've witnessed a revolution: now everywhere people focus on their mobile phones. You see them... always connected, always aware of what is going on and enabled to interact spontaneously, individuals are conducting business, talking with their families, solving problems, or simply being entertained.

**In 2014, about 59% of the world's population has a mobile phone and the rate of acquisition increases by about 6% per year.**

And what are we doing with these devices? We are communicating, searching, storing, and shopping. We're inundated with streams of data (music, pictures, files, videos, chats, feeds, and more). At the same time, the individual's consumption of data expands rapidly, and the need to see, do, respond, observe from wherever the user happens to be becomes more and more important.

Software providers, however, haven't unlocked the full power of mobile devices. Why not? This is the first stage of the revolution. In the first stage of this market revolution, the product offerings have been highly specific and niche-oriented. Fueled by low cost and ease of entry, software solutions have mainly been superficial attempts to mimic traditional computing and historical ways of doing things.

What does it take to get to the second stage in the revolution? First, we need a strong indication of market desire. For example, CB radios, in the 1970s, showed how people wanted to communicate, which in turn proved the case for mobile phones if only they could be made affordable. Another example occurred when Microsoft rolled together several small niche products into a cohesive set that became Windows. This, in turn,

initiated a formula within the PC industry. Microsoft Office was packaged to compete against single products like WordPerfect and Lotus 123. Adobe's Creative Suite also synthesized integration between different programs.

In other words, in the beginnings of the second stage of the revolution, there's clearly a powerful advantage to integrated solutions! This is the second wave that's coming to mobile devices. This time, however, it's slightly different; people are no longer willing to be bound to a single operating system or device type. They demand much greater flexibility.

**Due to affordability, the smartphone currently has about 1.9 billion users and the number rises by about 27% per year.**

The new model for an operating system turns out to be the social platform: managing our interaction with others is the space that needs to be conquered in all segments. And in a strange way, the marketplace also seems to be shrinking. Just like there is no room for two Facebooks or two LinkedIns, there isn't room for two companies conquering the person-to-person and business-to-business social interaction network.

Another factor influencing the second stage in the mobile revolution: the major players in the industry have now become what they originally took advantage of when they were young and conquered the under-served Big Blue market. Microsoft, Oracle, SAP, IBM are all the new Big Blues. Newer, more nimble companies such as Google, Salesforce, Facebook, and Qikspace will compete for new generations of tech-savvy users. To date, only Qikspace has made significant inroads into the social interaction market.

For industry watchers and users alike, the mobile revolution quietly disrupted the early twenty-first century, and it's set to re-define and game-change digital communications for the future.

## About Us

Qikspace ([www.qikspace.com](http://www.qikspace.com)) specializes in social collaboration software with a personal relationship management (PRM) component. Qikspace was started as a research project in 2011 the emphasis was the analysis of contextual relevance in relation to human interactions. The result of this research became the platform that is being developed and enhanced today. Our unique philosophical and technical approach has allowed us to create a solution to the complex world of online human interactions and the consequent collaborations.

## About the Author

David Smith is the founder of Qikspace and has an MBA from Columbia University, is a Professional Engineer, and studied Electrical Engineering at the University of Washington.

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