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How mobile is changing the world in 2013 and beyond

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We asked industry leaders, movers, and shakers, and founders of some of the most innovative mobile companies the question: "How is mobile technology changing the world?" The answers tell a story of innovation, disruption, and a whole new business model that unchains consumers and businesspeople alike from not just the desktop, but from the office entirely. Here are their answers

"We are living in a post-PC age. Consumers are demanding anytime, anywhere shopping and retailers are responding with a new generation of disruptive mobile experiences focused on intense personalization. This new phase of the Web is all about "Many-to-one" and retailers that move quickly will have a huge advantage. But it's still early days. The latest research suggests that growth rates of mobile shopping on smartphones is doubling every year and tablets represent and even bigger opportunity. And it's not just about apps. In fact, most of the growth is happening through mobile optimized sites. Apps are great for customer loyalty, but mobile optimized sites are a must for capturing new customers.

Research also shows that customers will abandon a mobile experience if the site or app is hard to use, so retailers need to focus on delivering amazing experiences to stay competitive. For these reasons, in 2013 (and beyond) retailers will invest heavily in adding mobile-specific features to their sites and creating amazing experiences that draw in consumers. Retailers will also look efforts with a platform-oriented approach that speeds delivery and promotes business agility."

Ajay Kapur, CEO
Moovweb

"Ecommerce us the next great leap in technology, following the Internet and social media. It has been underdeveloped and underutilized for years, and we're just starting to see some great innovations in this space. At Revel Systems, we are working towards a world where cash and credit cards are obsolete, and consumer mobile apps integrate seamlessly with business POS software for automated checkout, customer loyalty, and an interactive commerce experience in person and online.

Imagine using your phone to locate actual products you are looking for, or getting real-time recommendations based on your preferences, and then walking into a store, finding those items you want, ordering and shipping items that aren't in stock directly to your house, and finally checking out without having to scan any items or goods – all in one single shopping experience, without any cards or tender ever changing hands! This future is much closer than you think!"

Lisa Falzone, Co-Founder and CEO
Revel Systems

"Apps are empowering mobile commerce to become much more targeted and relevant in the consumer shopping experience. Mobile technology can now allow vendors to integrate direct connections to social networks such as Instagram and Pinterest plus connect to their customer by affiliation and rich attribute discovery to enhance the appeal, relevance, and even increase brand loyalty. Apps will also bring new ways for shoppers to connect with up-and-coming vendors / designers and discover exclusive offers by providing recommendations and interactions with other shoppers.

We are starting to see a number of new technologies being implemented to expedite checkout and securely verify eligibility for mobile shoppers. This trend will most certainly explode in 2013 and the coming years, as online retailers are looking for ways to facilitate secure transactions and boost mobile sales. Snapping a picture of your driver's license that auto fills the fields for checkout and filling in basic information to have integrated software verify your affiliation with specific groups such as military, students, or teachers to receive special discounts and cut down on fraud will become prevalent in the next few years."

Jake Weatherly, CEO and Co-Founder
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