



“ We chose GOSS Mobile Web as it was quick to launch and came with all the features we required, such as intuitive navigation, rich media support and device detection. The cost efficient solution allows us to utilise our existing investment in GOSS iCM and our website to enable us to share content and publish it across multiple devices. ”

**MATT RANDLE, INTERNET SERVICES MANAGER, BRITANNY FERRIES**

# THE WEB HAS GONE MOBILE

**As more people access the web via smartphones and tablets, your web presence must be ready to meet their needs. Delivering a great customer experience across every mobile device is the key to engaging and retaining customers and providing the service they want and expect from you.**

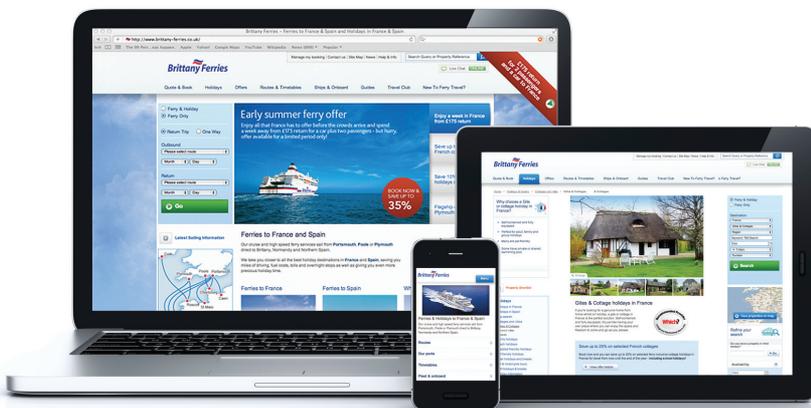
The key to success is keeping up with a rapidly-evolving array of devices, form factors and mobile operating systems. Developing a dedicated app for every new platform is expensive and time-consuming. A better approach is to ensure the website automatically serves pages and content that are optimised for the user's device. Better still if you can easily create and manage that mobile experience from within your wider web content management system (CMS).

## Benefits to your customers

- ▶ Perform top tasks on the go
- ▶ Easy to navigate and search your website
- ▶ Faster, easier access to your services anytime, anywhere

## Benefits to your organisation

- ▶ Engage with a growing mobile audience
- ▶ Conduct more business online
- ▶ Capture business from competitors
- ▶ Publish once to multiple devices
- ▶ Powerful, low-cost alternative to mobile apps
- ▶ Increase the reach of your brand, products or services



## Introducing GOSS Mobile Web

With GOSS Mobile Web, you can create and manage lightweight mobile web pages from within the GOSS iCM content management system, using our familiar editing tools.

More than just a mobile version of your standard web pages, GOSS Mobile Web lets you create dedicated, device-optimised sites that serve relevant content from your existing website for a mobile audience.

You get the slick, branded look of a mobile app, without the cost and complexity of building a new app for every mobile platform. That makes life easier for you, and your website easy and enjoyable to use for your smartphone-toting customers. And as mobile web use continues to explode, that could mean the difference between a happy, loyal customer and one that defects to a competitor.



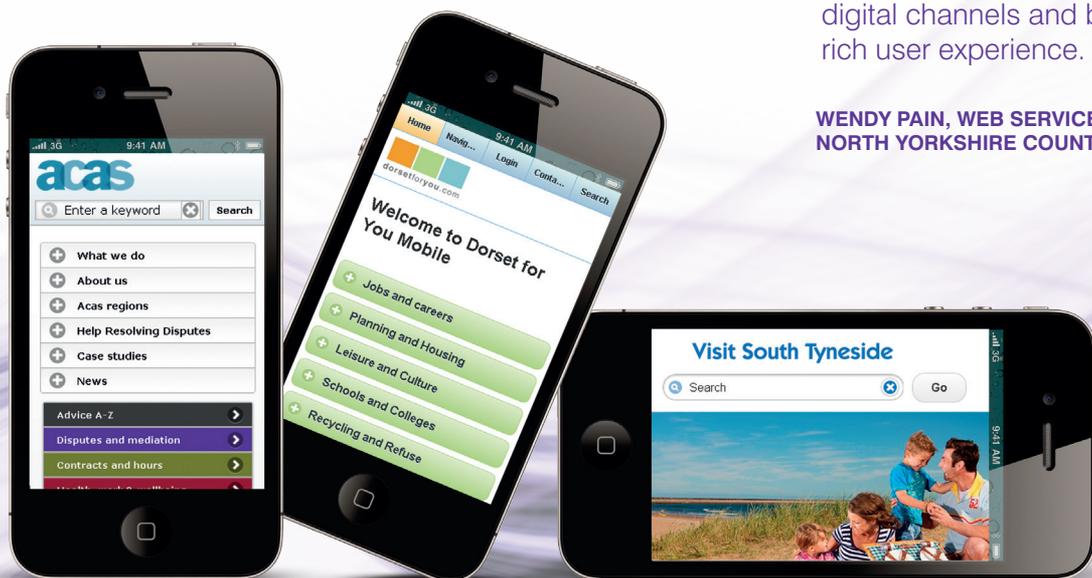
## Key features

**GOSS Mobile Web includes the following features as standard:**

- ▶ Fully featured GOSS iCM to manage content creation and delivery
- ▶ Open standards CSS and HTML5
- ▶ Rich set of templates to create mobile-optimised pages and content
- ▶ Automatic device recognition for all major smartphones and tablets
- ▶ In-built Mobile Search Engine Optimisation (MSEO) capabilities
- ▶ Compliance with UK accessibility regulations
- ▶ Cloud hosting to minimise your IT infrastructure and maintenance costs
- ▶ 24/7 support and maintenance to keep your mobile sites live at all times

**The following capabilities are all available with GOSS Mobile Web:**

- ▶ Support for rich media including video and audio
- ▶ Personalisation of sites and content
- ▶ Social media integration
- ▶ Extensive support for all major devices



## Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.

“ We chose GOSS Mobile Web due to the powerful content management functionality, ease of sharing content between multiple digital channels and because of the rich user experience. ”

**WENDY PAIN, WEB SERVICES MANAGER,  
NORTH YORKSHIRE COUNTY COUNCIL**

## Go Mobile Today

Mobile web capabilities are no longer a nice-to-have – they're a critical requirement for successful business and service delivery. Contact us to discover how you can mobile-optimize your web content and services quickly, simply and affordably.

**W:** [www.gossinteractive.com](http://www.gossinteractive.com), **E:** [enquiries@gossinteractive.com](mailto:enquiries@gossinteractive.com), **T:** 0844 880 3637

## Find out more

See how your website can get ready for the mobile age.

[www.gossinteractive.com/mobile](http://www.gossinteractive.com/mobile)

