

**REACH.
ASSESS.
ENGAGE.
CONVERT.**



Caterpillar Apps Community

Goal Statement

What do we want to achieve?

Caterpillar Apps Community Objectives:

1. Enable a single, curated, collaborative 'Caterpillar Apps Community' for Dealers, Customers and Partners globally
2. Accommodate all major mobile devices and management of mobility solutions
3. Deliver a simple and intuitive experience for end-user
4. Operationalize the process for publishing mobility solutions to the 'Caterpillar Apps Community'
5. Enrich 'Caterpillar Apps Community' based on feedback

Caterpillar Apps Community - Solution

Provide Consistent Dealer, Customer and Partner Experience for mobility solutions

Caterpillar Apps Community -
Cloud



User Preferred Mobile
Device



“Work where the Customer is... “

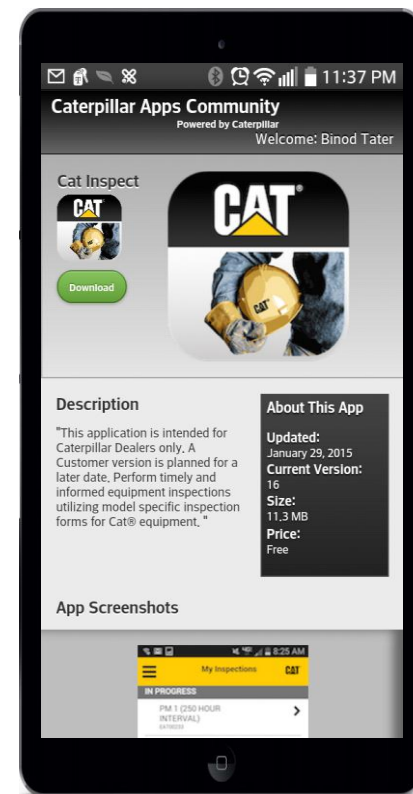
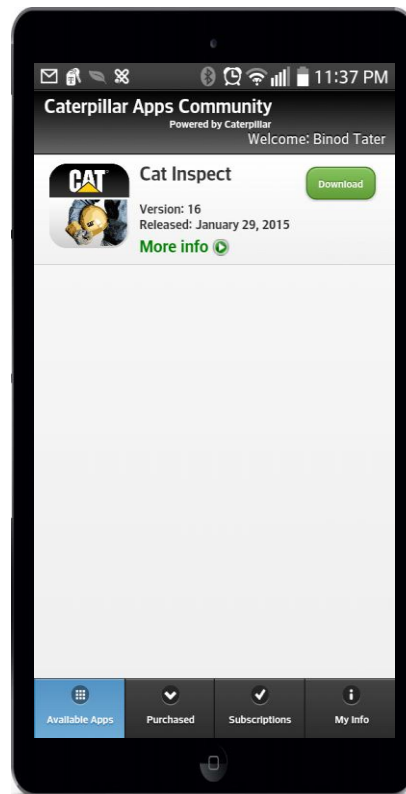
Benefits from Mobile
Productivity



Caterpillar Apps Community

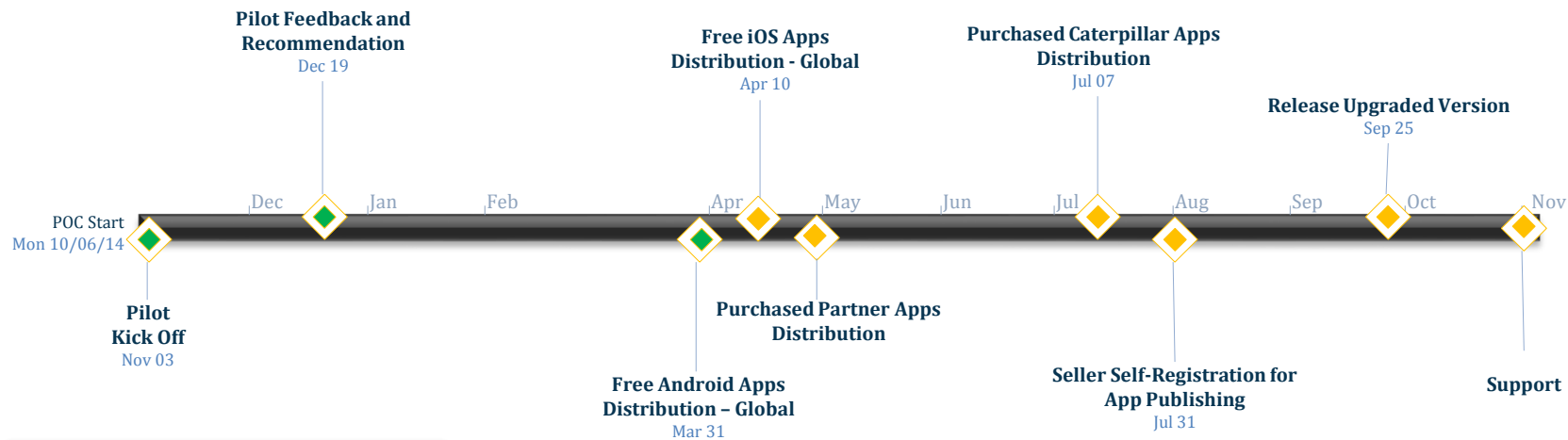
What to Expect

- Easy to Use, Access from Anywhere
- Intuitive to find and download apps
- Automatic application updates
- Caterpillar curated mobility solutions source for dealers, customers and partners
- Channel to publish mobility solutions



Caterpillar Apps Community – Timeline (As of 31 March 2015)

What Are We Doing When?

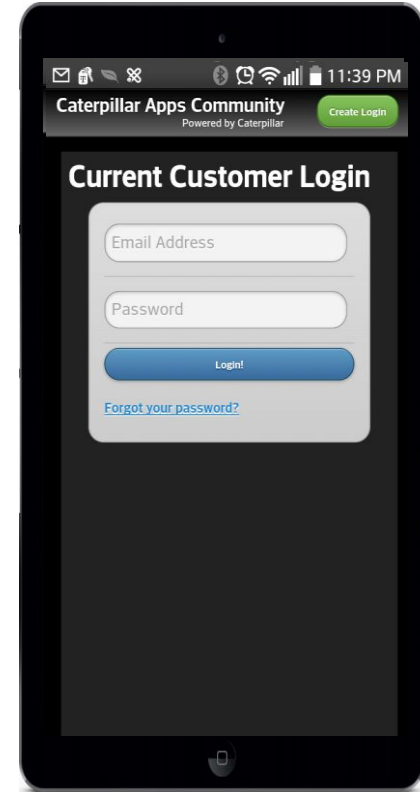
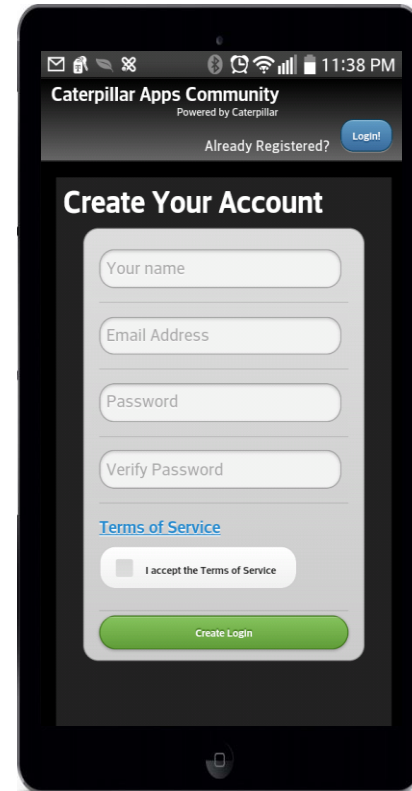


- Windows Apps Distribution is being planned

Accessing the Caterpillar Apps Community

What's Next?

- [Download](#) 'Caterpillar Apps Community' and Register
- Navigate for Apps
- Respond to eMail [Survey](#)
- Contact mobilesupport@cat.com for questions related to 'Caterpillar Apps Community'



User Validation and Feedback

What Do We Need from You?

- Community Enrichment
- Complete [Survey](#)
 - Are There Apps You Want to **Submit**?
 - Are There Apps You Want to See **Added**?
 - Did You Find Mobile Apps You Value for Your Business?
- Contact mobilesupport@cat.com for solution submission to 'Caterpillar Apps Community'





Thank You