



KonyOne Overview

Y2012

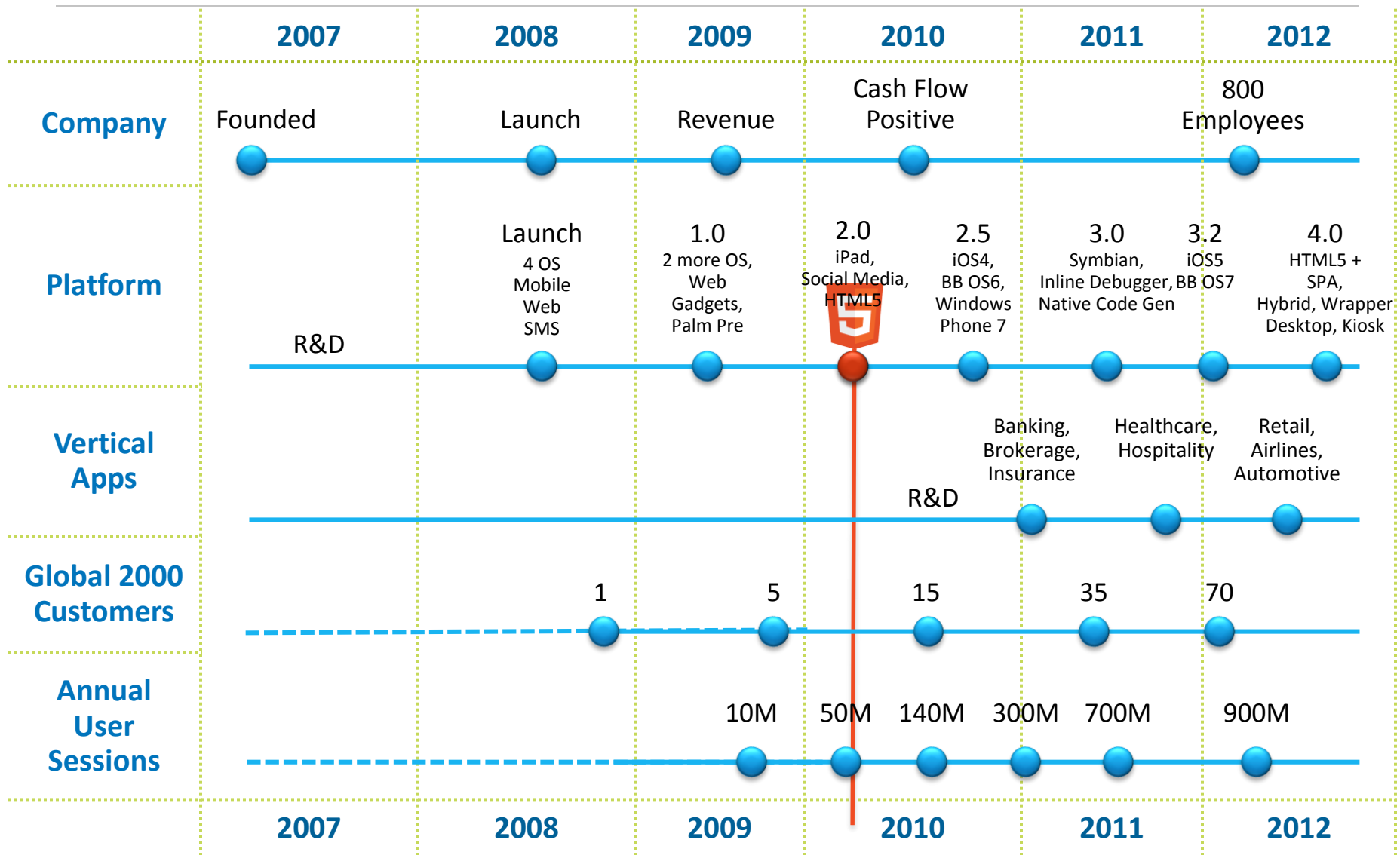
Agenda



- About Kony
- The Mobile Market & Fragmentation
- Kony One Platform
- Kony One & HTML5
- Value Summary
- Q&A / Next Steps



Kony Milestones



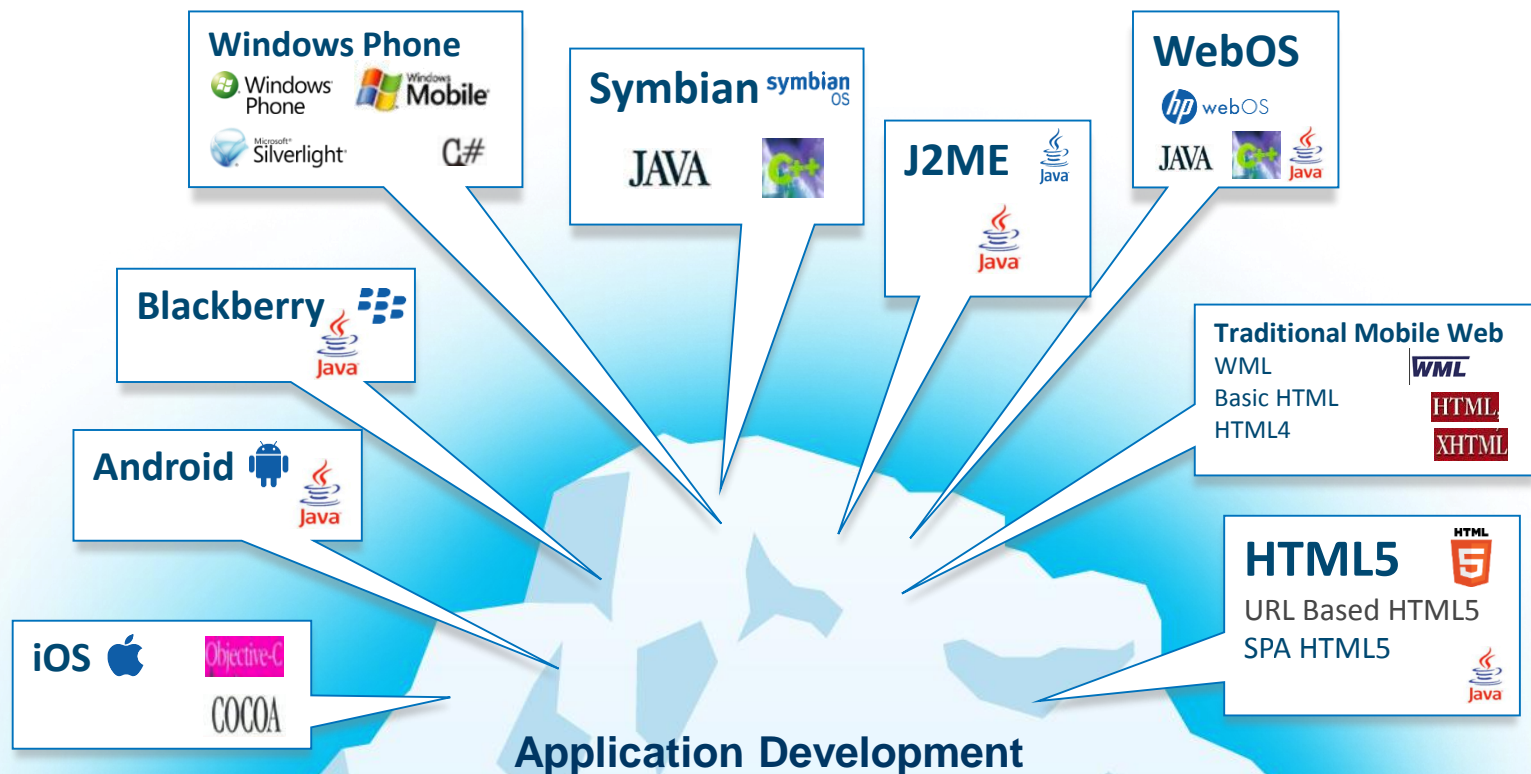
Kony Customers



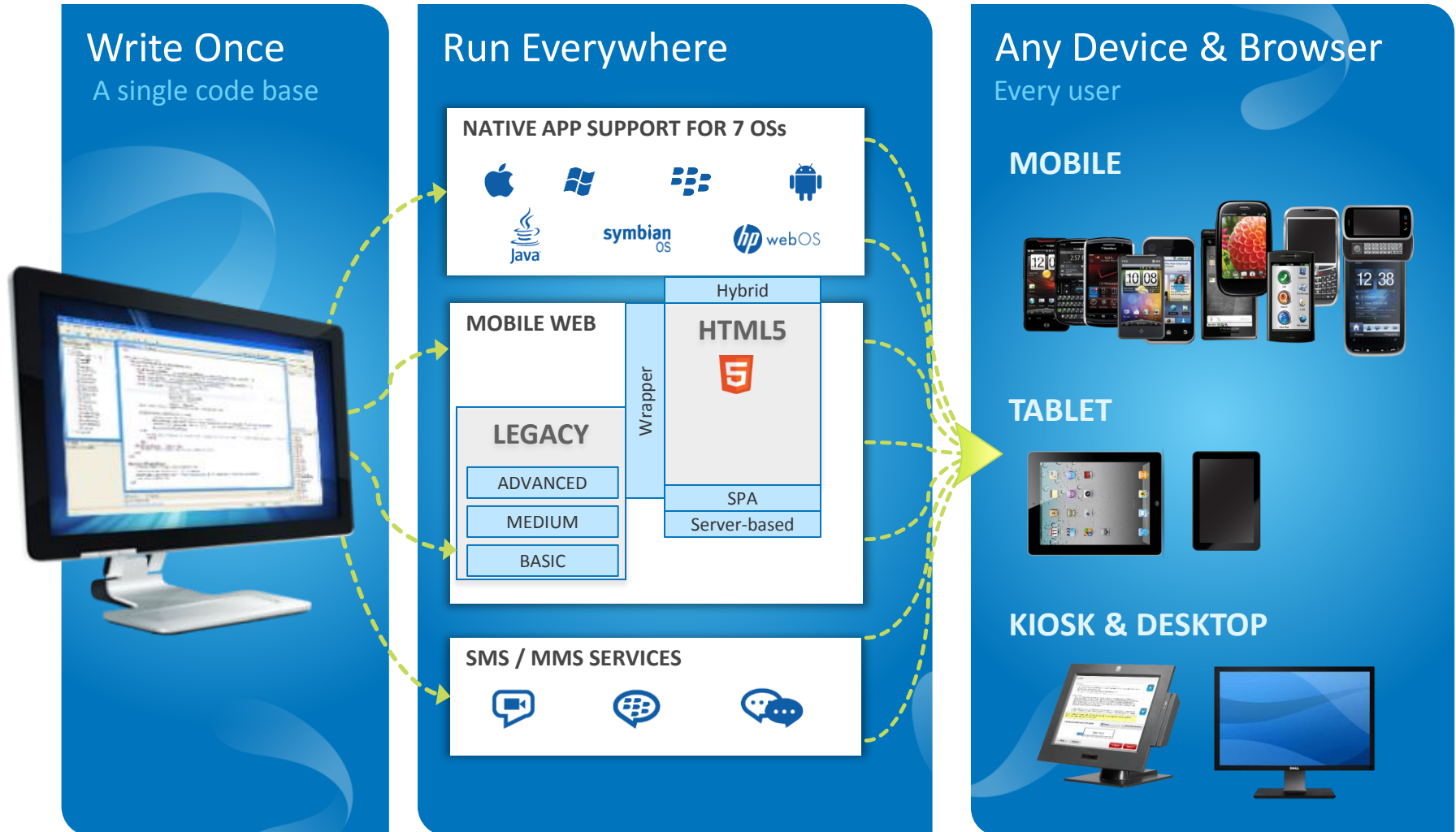
| Automotive / Energy | Financial Services | Healthcare & Life Sciences | Retail / CPG | Travel / Hospitality |
|---|--|--|--|---|
|    TOYOTA  |              |      |   |         |

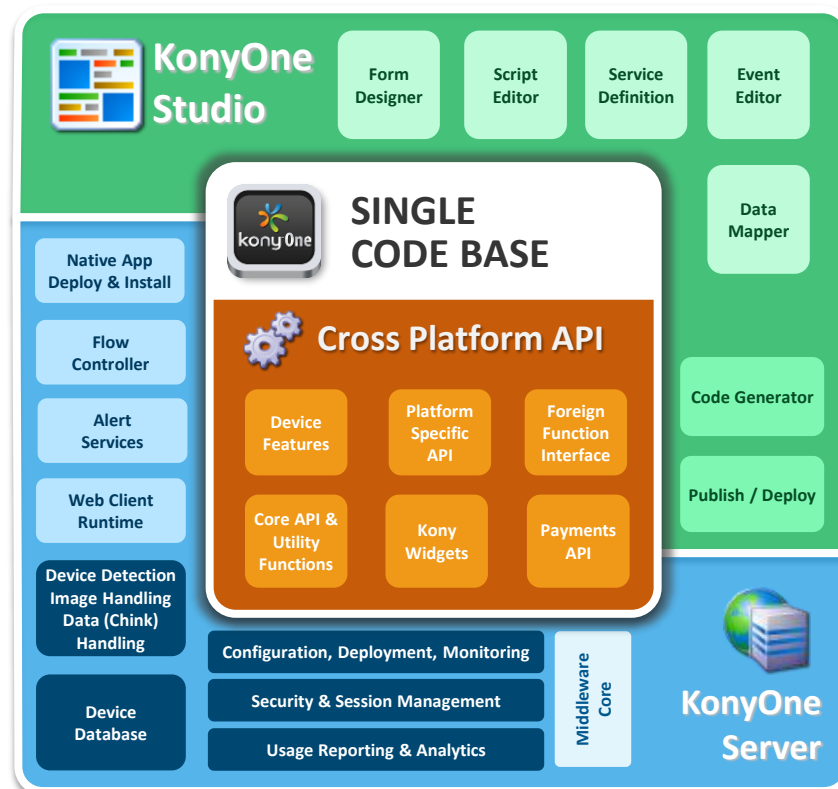
Mobile Channel Challenges

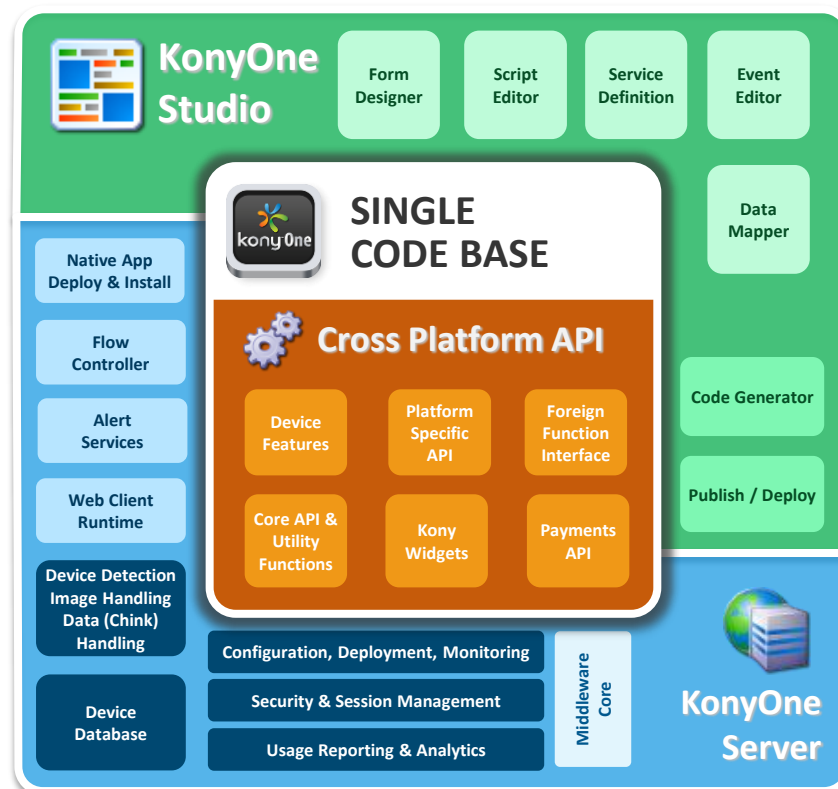
The ones you know about



KONY Diagram









Kony
Studio

Form
Designer

Script
Editor

Service
Definition

Event
Editor



Kony One Studio: Application Development

Studio Layout Editor

Studio Property Editor

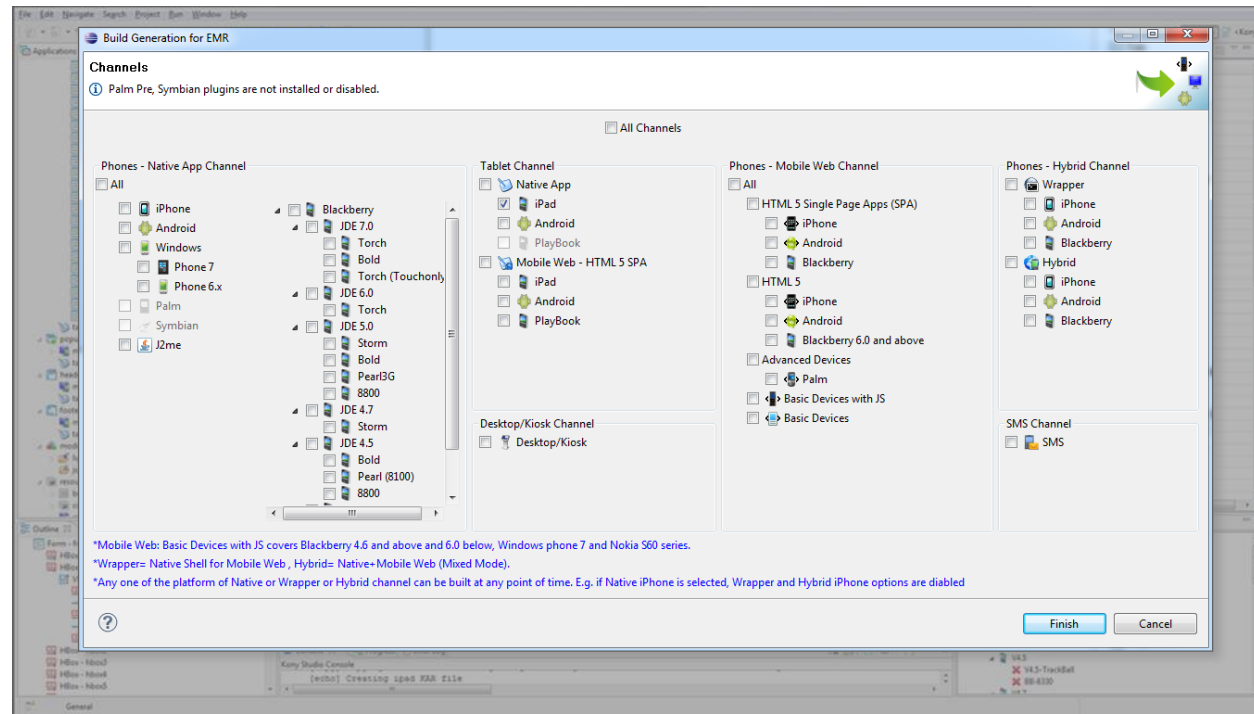
| Property | Value |
|---|-------------------------------------|
| General | |
| ID | calendar514782561293516 |
| Visible | true |
| Render | iphonetrue, bbtrue, j2metrue, wintr |
| Data | |
| Date | |
| Format | dd/MM/yyyy |
| Appearance | |
| Alignment | middle-center |
| Expand (Applicable to Rich Clients, Except fr | (btrue, vfalse) |
| Margin (%) | iPhone: (T1, R1, B1, L1) |
| Padding (%) | iPhone: (T1, R1, B1, L1) |
| Location | (1,587) |
| Size (pixels) | (447,28) |
| Size (%) | (100,4) |
| Skin | |
| Normal | None |
| Focus | None |
| iPhone | |
| Image | wheelCalendar |
| View | |
| Start Date | |
| End Date | |
| BlackBerry | |
| Native Look | false |
| View | gridCalendar |
| Image | |
| J2me | |
| View | gridCalendar |
| Image | |
| Android | |
| Native Look | true |
| Image | |
| Win Mobile | |
| picker | |
| Thin Client Xhtml Basic JS | |
| View | normal |
| Thin Client (iPhone/Android/Palm/BlackBerry) | |
| View | normal |

Platform-Specific UI







Kony One Studio: Application Deployment











Kony One HTML5 Support


 CSS3


 Application Cache


 Web Storage


 Web SQL Storage


 Multimedia

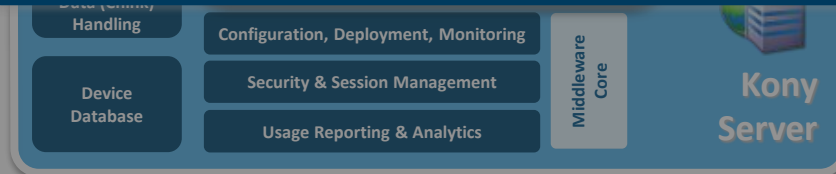
 Geolocation

 Viewport Definition

 Canvas API

 Motion Sensors

 Fixed Position



NATIVE SUPPORT FOR 7 OSs










MOBILE WEB

| HTML5 | LEGACY |
|---|--|
|  | <div>BASIC</div> <div>MEDIUM</div> <div>ADVANCED</div> |

NATIVE DEPLOYMENT

PURE NATIVE APP

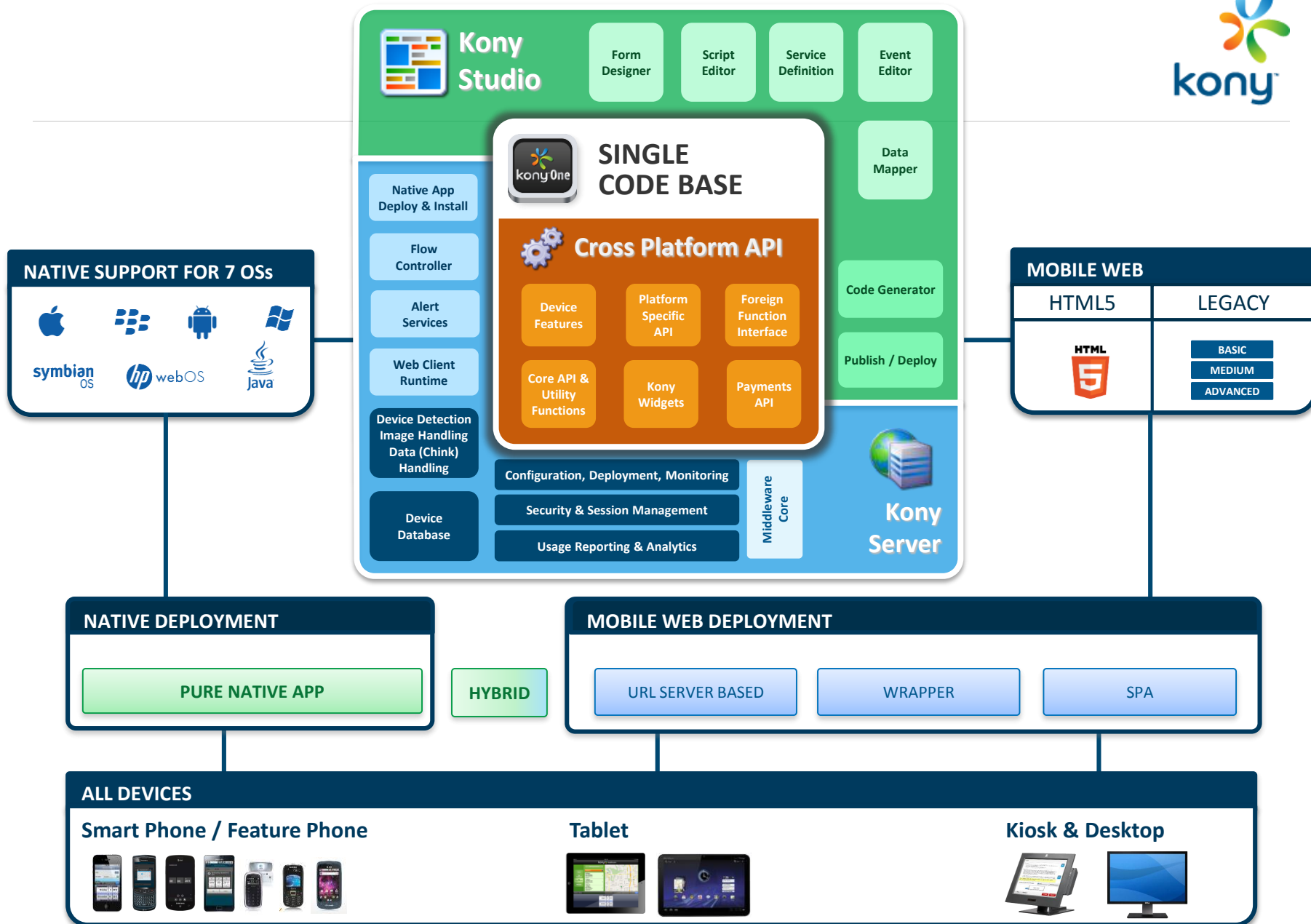
HYBRID

MOBILE WEB DEPLOYMENT

URL SERVER BASED


WRAPPER

SPA




Future Proofing Your Application



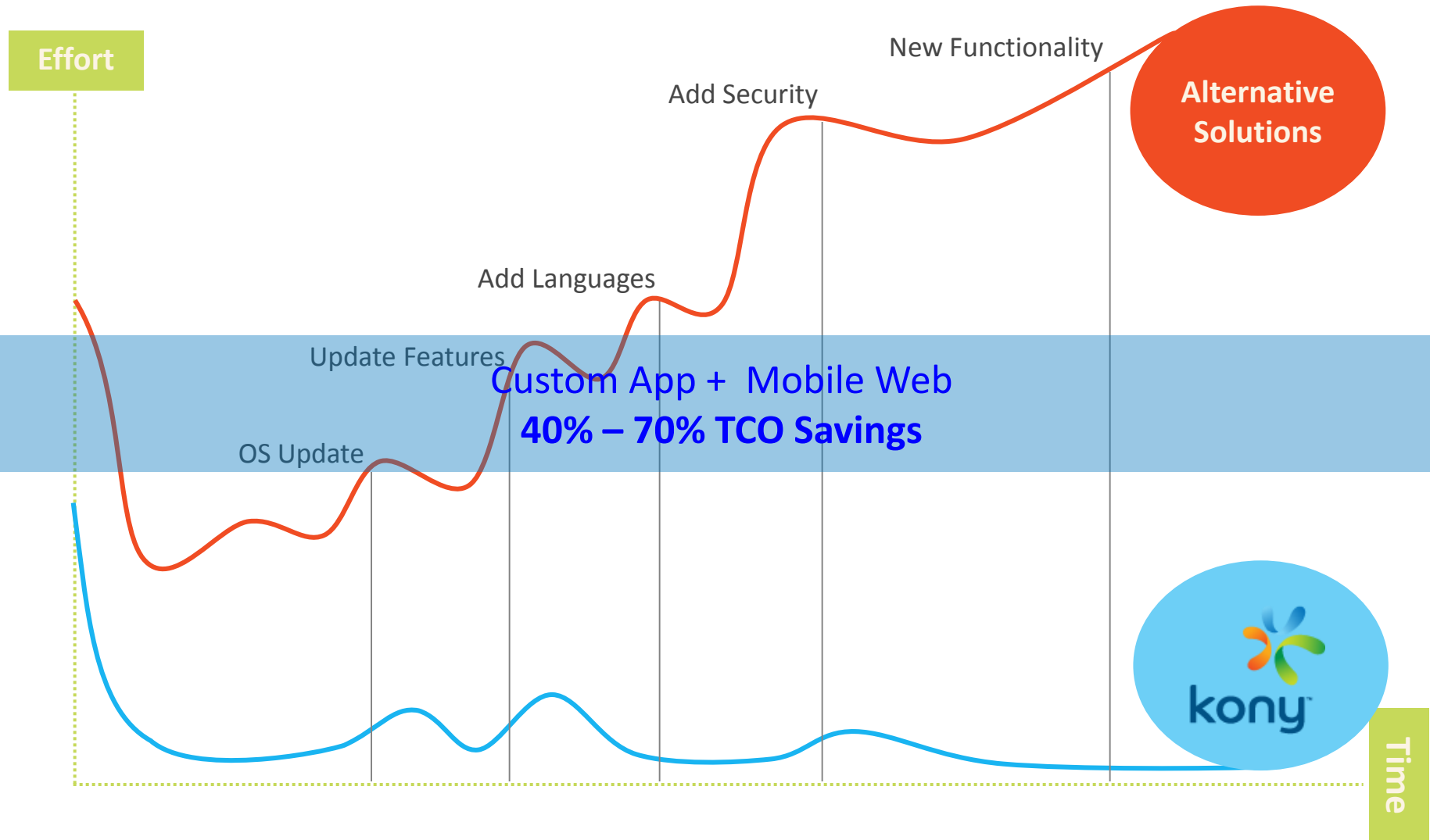
| Kony Platform Version | 1.0 | 1.5 | 2.2 | 2.5 | 3.0 | 3.5 | 4.0 |
|--|-----|-----|-----|-----|-----|-------|-----|
|  Apple iOS | | | | | | Today | |
| | 2.x | 3.x | 4.x | | 5.x | | |



Kony has you covered
OS Upgrade – **30 days***
New Device on New OS – **90 days***
* from release to developers

| | | | | | | | |
|--|--|--|--|-----|--|--|-----|
|  Windows Phone | | | | | | | |
| | | | | 7.0 | | | 8.0 |

Change Once, Change Everywhere



Your Success Factor



- Rapid time to market
 - Plug n play vertical solution
- Reach more consumers
 - Write once, run everywhere
 - Change once, change everywhere
- Future proof – Kony SLAs
- Stay ahead of the market/competition
 - Mobile – Native, Mobile Web, HTML5, SMS
 - Tablets, Social Media, Kiosk, Web Gadgets
- Lowest TCO – 40% 70% Savings



Thank you !

A light gray world map serves as a background for the central text.

Q&A

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