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FEATURES: Guest reporter Peggy Ann Salz, from MSearchGroove joined us at Mobile World Congress in Barcelona

Is More Really Better?

<http://www.bnettv.com/viewArticle.php?id=54&actionLogin=fail&id=54>

Not when it comes to the Web. This guest column from Peggy Anne Salz, Founder & Chief Analyst MSearchGroove, connects the dots in Michelle Sklar's recent interview with Randy Cavaiani, Novarra Vice President, Marketing, and tells us why the company's oneweb solution might be just what the industry needs.

Reams have been written about the impact of the Apple iPhone on content production and content creation. Yes, we should be excited about the avalanche of apps and content, but we must also cope with the hard reality that one Web presence may not be enough.

In fact, it may be that we are witnessing the emergence of a new Internet – one focused on delivering us an awesome experience across a plethora of touchscreen devices from dozens of handset makers.

Indeed, the outcome of recent platform and device innovation is what Forrester's Josh Bernoff calls the "Splinternet" (with a well-meant nod to Doc Searls and Rich Tehrani).

As Bernoff points out in his blog: "The whole framework of the Web (and Web marketing) is based around the idea that everything is in a compatible format. Any browser, any computer, any connection, you see pretty much the same thing. Now with iPhones, Androids, Kindles, Tablets, and TVs connecting to the Web, that's not true."

Put another way, the age of divergence is upon us. Sure, the Internet used to be the one place that connected everything and where all things digital were findable, consumable and accessible. Not anymore.

Now we have fixed, mobile and touchscreen Internets – to name a few.

How can we cope with a multitude of "Webs", platforms, devices and content types? The jury is out on that one, but Novarra launched a solution that potentially delivers a rich and unified Internet experience to users on their mobile phones – feature phones and smartphones – everywhere on the planet.

This is the aim of Novarra's oneweb service, a service designed from the ground up to provide a personalized web experience with thousands of apps. As Randy put it in the interview: The vision of oneweb is to remove fragmentation hurdles facing the mobile ecosystem by seamlessly enabling web, apps and widgets across a broad range of handset platforms.

To achieve this oneweb enables mobile developers to cost effectively create apps by providing a rich and familiar web-application development environment. The cloud-based solution is easy for consumers to adopt, so service providers and internet brands can quickly expand reach and generate revenue.

Put simply, oneweb draws on Novarra's corporate DNA (a wide array of tools, technologies and know-how to make content and services accessible on ALL mobile devices) to unify the Web on our phones. In practice oneweb is fast, always-on access to daily-use favorite activities (and apps), including social networking, streaming video, webmail, news and information via a single unified dashboard. Thus we have access to apps, widgets and services (dynamically updated, by the way).

But it's not just about convenient one-click access to our favorite apps and stuff. Operators, service providers and OEMs also have a seat at the table since they can brand/customize the apps on the dashboard. In addition, the cloud-based solution reduces network congestion significantly, providing faster browsing speeds and – ultimately – a better user experience. What's more, Randy tells us he is committed to expanding oneweb as a similar platform-agnostic solution to meet the needs of the mobile developer community.

My takeaway: oneweb is more than an offering; it lays the groundwork for an important business ecosystem.

Fragmentation (and the Splinternet) is the mega-headache that threatens to hinder mobile innovation. Solutions such as oneweb cover the bases to encourage innovation and deliver (literally) One Web to the billions in emerging markets for whom the mobile screen is the ONLY screen. More on this topic when I interview Randy in a podcast over at MSearchGroove in the run up to CTIA.