# DSA Mobile Mindmap

- Mobile Infrastructure
  - Administration
    - Device Procurement
    - Asset Management
    - Device Logical Security
    - Device Physical Security
    - Server/Storage Administration
  - Hosting
    - Network/Device Monitoring
    - Backup & Contingency Mgt
    - Access Security
    - Account Setup & Admin
    - Content & App Acquisition
  - Billing
    - Content Subscriptions
    - Airtime & Data Usage
    - Product Purchases
    - Settlements & Clearing
    - PCI Compliance
  - Provisioning
    - Airtime & Data
    - Messaging
    - Content Subscriptions
    - Service Activation
  - Roaming
    - International Voice/Data
    - WiFi
  - Logistics
    - Order Management
    - Device Fulfillment
    - Reverse Logistics
  - Support
    - Help Desk
    - Technical Support
  - Reporting
    - Marketing Analytics
    - Usage Analytics
    - Location Analytics
- Mobile Ecosystem
  - Advanced Devices
    - Advanced Features
      - High Res Displays
      - Interactive Touchscreens
      - Compasses
      - Accelerometers
      - GPS Chipsets
        - True GPS
        - Cell Assisted
        - WiFi Assisted
      - Cameras
        - Front Facing
        - Rear Facing
        - Video
        - 3D
      - Multi-Network Capable
        - Wide Area Networks
        - Local Area Networks
        - Personal Area Networks
    - Advanced Operating Systems
      - iOS
      - Android
      - Win Phone 7
      - RIM 6
      - WebOS
    - Advanced Dev Environments
      - Web Based
        - HTML5/CSS3
        - Webkit
        - Sencha
        - Javascript
        - jQuery
        - PHP
        - Objective C
      - Native
        - C#
        - Java
      - Cross Platform
        - PhoneGap
        - Kony
  - Mobile Broadband Networks
    - Wide Area Wireless
      - 3G
        - GPRS
        - EV-DO
        - GSM
        - CDMA
        - WiMAX
      - 4G
        - LTE
        - HSPA+ (GSM)
    - Local Area Wireless
      - Public WiFi
      - Secure WiFi
    - Personal Area Wireless
      - Bluetooth
      - NFC
      - RFID
  - Mobile Optimized Content
    - Public Content
    - Purchased Content
    - User-created Content
  - Mobile Commerce Platforms
    - Content Stores
      - iTunes
      - Amazon
      - Audible
      - ThumPlay
    - App Stores
      - iTunes App Store
      - Android Market
      - Amazon App Store
      - RIM App World
      - Windows Phone Marketplace
      - GetJar
      - Handmark
  - Mobile Applications
    - Networked
    - Stand-alone
    - Web-based
    - Native
- Services and Solutions
  - Consumer Class
    - Education Services
      - Emergency Notification
      - Campus Calendaring
      - Campus News & Events
      - Classroom Administration
      - Instruction & Collaboration Tools
      - Student Generated Content
    - Conference & Events Services
      - Event News & Information
      - Cont/Event Literature
      - Collaboration Tools
      - Local Points of Interest
    - Ticketing Services
      - Transportation
      - Events & Entertainment
    - Marketing Services
      - Proximity Marketing
      - Location-based Marketing
      - Search Marketing
      - Application-based Marketing
      - Browser-based Marketing
      - Couponing & Promotions
      - Text & SMS Marketing
      - 2D Barcodes
    - Location Services
      - Mapping & Travel Assistance
      - Navigation & Wayfinding
      - Person/Device Tracking
      - Augmented Reality
    - Personal Communications Services
      - Voice Communications
      - Data Communications
      - Visual Communications
      - Messaging & Mail
    - Personal Shopping Service
      - Product/Price Comparison
      - Store Location Finding
      - In-store Wayfinding
      - Product Information
      - Inventory Availability
    - Personal Commerce Services
      - Peer-to-peer Payments
      - In-venue Payments
      - Closed Loop Payments
      - Remote Payments
    - Personal Entertainment Services
      - Games
      - Video (Movies, TV Shows, etc.)
      - Audio (Music, Books)
      - Textual (Books, Magazines, etc.
      - News, Sports, Weather
    - Personal Convenience Services
      - Stocks, Indexes
      - Personal Security
      - Travel Info (FIFs, Itineraries, etc.)
      - Virtual Assistants
    - Personal Safety/Security
      - Emergency Notification
      - Location Tracking
      - Remote Monitoring
      - Emergency Response
    - Personal Health Services
      - Remote Monitoring
      - Reference Assistance
      - Logging & Tracking
    - Social Media Services
      - Location-based Services
      - Peer-to-peer Communications
      - Community Communications
  - Business Class
    - Field Services
      - Trouble Ticketing
      - Service Manuals
      - Task Scheduling
      - Event Logging
      - Parts Management
    - Aviation Services
      - Flight Manuals
      - Service Manuals
      - Flight Records
      - Maintenance Management
    - Delivery Services
      - Route Management
      - Delivery Management
      - Vehicle Maintenance
    - Healthcare Services
      - Patient Management
      - Records Management
      - Asset Management
    - Salesforce Automation
      - Lead/CRM Management
      - Travel Management
      - Schedule Management
    - Insurance Services
      - Claims Management
      - Claims Adjustment
      - Schedule Management
    - Retail Services
      - Customer Service
      - Inventory Management
      - Order Management
- Emerging Trends
  - Digital Signage Integration
    - Integration Strategies
      - DTMF
      - 2D Barcodes
      - Text Messaging
      - Proximity (Bluetooth/Wifi)
      - Object Recognition
      - Web Links
      - Mobile Apps
      - NFC
    - Systems Integration
      - Content Management Systems
      - Design/Scheduling Systems
      - Campaign Management Systems
  - Mobile Wallet
    - NFC-enabled Smartphones
      - Smartphone Chipsets
      - SD/Mini SD Cards
      - SIM Cards
      - Stickers
    - Systems Integration
      - Point of Sale
      - Payment Terminals
      - Loyalty Systems
      - Inventory Systems
      - Ticketing Systems
    - Application Integration
      - Marketing & Promotions
      - Payment Solutions
      - Smart Objects
  - Social Media Integration
    - Marketing & Promotions
      - Coupon Sharing
      - Location-Centric Content
      - Favorites
    - Messaging
      - Peer-to-Peer
      - Group
      - Short Messaging (Twitter)
- Emerging Mobile Technologies
  - Near Field Communications
    - Passive
      - Modes
        - Transmit Only
      - Applications
        - Identification Cards
        - Access Cards
        - Credit Cards
        - Tickets
    - Active
      - Modes
        - Card/Secure Emulation
        - Peer-to-Peer
        - Read/Write
      - Applications
        - Mobile Payments
        - Person to Person
        - Smart Objects
  - Emerging Networks
    - Ultra-Wideband
    - Wireless HD
    - Zigbee
  - 2D Mobile Barcodes
    - QR Codes
    - MS Tag
    - Shoprite
  - Image Recognition
    - Google Goggles
  - Remote Telemetry
    - Biometric Sensors
    - Intelligent Objects
  - Sub-Audible Audio
    - Proximity Notification
    - Passive Notification
  - Augmented Reality
- Industry Issues
  - Patent Litigation
  - Carrier Consolidation
  - Platform Fragmentation
  - Spectrum Allocation
  - Personal Privacy
  - Tower Siting
  - Encryption
  - Authentication
  - Recycling
  - Taxation
  - Regulatory Management

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