Transcript - IP Mobility - Mia Urman of AuraPlayer

[00:04:51] **Hall Martin:** Hello, this is Investor Perspectives, I'm the host of Investor Connect, Hall T. Martin, where we connect startups and investors for funding. Today we have joining us Mia Urman, founder and CEO of AuraPlayer. Mia, thank you for joining us.

[00:05:06] **Mia Urman:** Thanks for having me.

[00:05:07] **Hall Martin:** So tell us more about your work and what do you do in it.

[00:05:12] **Mia Urman:** So basically, on a daily basis, I love my work, is working primarily with Oracle customers. So these could be customers with very large enterprise applications, most of them are kind of in legacy or maintenance mode, and we help them modernize to mobile applications, to tablets, to chat, to automation. So it's really trying to leverage their existing investments in their back office applications, and how we can bring those into the digital world without major risks and rewrites and things like that. So it's kind of understanding people's businesses, what are the gems that they have in terms of business logic that they are unable to really bring into the digital world and kind of helping them achieve that. So that's what we do through our solution AuraPlayer.

Hall Martin: [00:06:08] Great. Well, let's talk more about the growth in the mobility segment. What do you see going on there?

[00:06:13] **Mia Urman:** So this year has been quite interesting, because on the one hand, COVID kind of put the fear in everybody about what's going to be in the future. But on the other hand, created this incredible drive to mobility. So there's kind of like three major trends in terms of relating to COVID where we saw people needing to work from home, a lot of employees working from home, so there became this whole mobility for self-service employee applications that we saw, people being able to log their work hours from home, to see their pay slip information, to be able to do all different types of HR functionality, and to be able to access those systems from anywhere. Another one was customer self-service, even if you think about the delivery industry. Basically, every restaurant needed a mobile application within a minute, or they couldn't service any customers with delivery. So there became this huge push with regard to customer self-service, also because you had less employees in-house. People try to offload a lot of the call center capabilities to mobile, where customers could get their own information, their own status information, answers to questions without needing a staff member on hand. And then there was this whole push towards, we call contact lists office or warehousing. So where in the past we used to have to interact with customers all the time, you ship an order, they have to sign something, you give them a package, you all share the same pen. People really wanted to start with a type of automation where customers could digitally sign things, for instance, and you could send them by mobile,

they're paid their order slips or their invoice slips, so they won't have to actually get physical paper and things changing hands. So we did a lot of things with regard to bidding and things like that, where people didn't have to actually physically come into offices, they could do things virtually and over mobile. So there's a whole kind of trends with regard to the workplace becoming contactless and digital. And then, of course, a major one was also the rise of automated business processes to be able to do things over mobile without so much human intervention. Because people were working from home, because there was less staff in the office, because people had to do layoffs, businesses really looked to automate certain business processes that didn't require lots of human interaction, repetitive tasks, common tasks, things that happen all the time, but that they couldn't find _____ robotic processes. And finally, the rise of chat, where people do not want to be trained on all these applications. So if you're a major transit authority, and you want to give a mobile app to 25,000 employees, you're not going to have time to train them for every aspect of this new mobile application. You're going to want to have a really easy chat interface where they can kind of talk in natural language to the mobile application, get answers to their questions, and very easily interact with a mobile application. So that was another huge trend we saw within our mobile environments. And again, we really focus on enterprise mobility, so I'm sure if you talk to another startup who did, what we call, B2C, business to customers, we focus on B2B, business to enterprise or business to business, but these were the major trends that we saw in that area.

[00:10:15] **Hall Martin:** Well, great. You talked about a lot of great trends going on there. If you had to pick one as the primary trend going on in this segment, what do you think is the main driver, the main thing we'll see in the next few years?

[00:10:26] **Mia Urman:** In the next few years coming up, I see a huge rise in automation and chat and the prevalence of digital assistants, because I think that more and more businesses are going to want to incorporate some of the exciting trends we see on the consumer applications. We have Google Home and Amazon Alexa and Siri on people's phones. People are starting to work with digital assistants in their everyday life, and I think they're going to want to work with the same type of mobile applications with digital assistants on their enterprise applications, to be able to say, hey, do you have any Adidas shoes, size 4, in stock. It's very kind of simple, natural, friendly, digital assistant way.

[00:11:17] **Hall Martin:** Great. And so, what makes for a successful company in this segment?

[00:11:22] **Mia Urman:** What we saw in COVID how we were able to ride the wave is really just agility. It's like being able to pivot, to understand the business needs to have a deep understanding of focusing on a customer need, and being able to kind of rule with how you could assist the customers in their business challenges with a really quick time to market and ability to deliver. So that's what we really focused on during COVID is

understanding from our customers if they were having any challenges, what we could easily quickly deliver to mobile, and agility was key. There's no more companies who could afford to do projects that span over a year or two, projects need to be delivered in a one to three-month cycle where mobile applications are kind of constantly being rolled out. So the companies that we saw that ended up being successful were ones that could really deliver in a phased way and work with agility to kind of get mobile applications out to the masses as quickly as possible.

[00:12:45] **Hall Martin:** Great. So what is your participation in this segment so far?

[00:12:49] **Mia Urman:** Sorry?

[00:12:50] **Hall Martin:** What is your participation in this segment, what are you guys doing with it?

[00:12:54] **Mia Urman:** Oh, so we are actually – we have a solution that basically takes back office applications and wraps it in a way where you could put a digital front end, the mobile front end on top. So Oracle E-Business Suite legacy applications, Oracle Forms legacy applications are not available out of the box to run on mobile devices. And what we do is we put in a middle layer that enables them using we call REST services to have mobile applications running on top. So we are very fortunate to work with incredible companies in the public sector, industry, financial, what have you, to build them mobile applications on top of their back office application. A good example of this is what we've been doing for New York City Transit, MTA. So their whole HR application is written in Oracle Forms, and it was not available to employees in the field. And then all of a sudden, you have 25,000 employees who can't come in to use desktop applications _____ bus drivers, subway drivers, train drivers who need to be able to get the information on, what is their scheduled routes, how could they request vacation without going into a crewing office. So in the past, in order to, for instance, call in sick or to request a vacation or relieve someone on vacation, they had to do all this in person in a crewing office or wait very long wait times over the phone. They were having thousands of calls a day, and they were almost crashing the call center because so many people either had COVID or wanted to replace somebody with COVID, and we were able to use our solution literally within less than a month, I think _____ two weeks to put out an application where people could provide these requests over a mobile application. So the MTA Insight application, it's an award winning application, and literally, it's been incredible to see these big public sectors and think they're not really able to move so quickly to service their employees doing really innovative and an impressive thing.

[00:15:23] **Hall Martin:** Great. And so, what do you look forward to invest here, do you invest in these areas or do you provide solutions?

[00:15:33] **Mia Urman:** No. So we've also been invest – so again, I'm a personal investor, but I think in the mobility sector, some interesting trends with regard for investing is really going to be the data privacy and security area. I think that more and more data that wants to go on mobile devices, the problems of how to protect that data on device, how to protect that data in transit, those problems have not been dealt with a 100% effectively. I think that there's definitely some companies doing interesting things in the area. I don't know if I'm allowed to list them or not, but that's one thing I would definitely look into in terms of investing. Now, there is, in the digital assistant space, like we said, companies doing chatbots and digital assistants. I think that that's going to be something that's definitely on the rise, and it's just at the infancy, because right now, we still haven't really channeled these digital assistants, we are able to do proper anticipation of our needs and recommend things to us. So far it's still more of a pull type model where you ask Siri for something and you'll get a response. Whereas in the future, Siri might say to you, hey, it's Monday, it's seven o'clock, don't you usually play basketball at this time _____ make sure, you know what I mean. Those types of things, where they could analyze the data and the trends that they see in your calendar, email, other types of mobile applications, and be able to offer up recommendations for people. with regard to almost like a real digital system, a real life system. And like we mentioned, the automation, there's a lot of automation companies called RPA, robotic process automation, and that's going to also be a big trend in the world of mobility, and a good place to invest.

[00:17:50] **Hall Martin:** Great. What else should we know about this segment?

[00:17:57] **Mia Urman:** Yeah, so that's really interesting. The interesting thing I think most about the mobility segment is how things are starting to kind of mesh together. So the digital world is kind of becoming the digital world, I guess, of the kind of consumer based world that we're used to, is going to slowly start meshing with the mobility segments that we see in the enterprise world. So a lot of the features, like we've talked a lot about chat, but a lot of that kind of chat, natural language, being able to talk to a mobile application or if you talk to a person, the whole world of what we call, machine learning, a mobile application, or a digital assistant being able to analyze past trends and being able to do recommendations, proactively preempting users for things that they might be interested in, and for activities they might want to do, that to me is going to be the real area of growth to be able to really understand human language, to merge the mobile world with the human interaction, the human language world. So that could be – that to me is the area to watch as we say.

[00:19:39] **Hall Martin:** Great. So what changes do you expect to see in say the coming 12 months?

[00:19:47] **Mia Urman:** Yeah, so essentially, the changes in the next 12 months, I hope, would be a big push towards mobility with a lot of the existing kind of Fortune 500/public sector companies. We have a huge gap between the mobile applications

available to us on the consumer side, and the mobile applications available to us on the enterprise side. When you go to pay a parking ticket, you don't get a digital parking ticket on your phone or a barcode that you can easily pay. You still get a physical tickets on your windshield and you have to pay it. When you go on the bus, you still have a physical card that you have to go and swipe it. So we're still so far behind in the mobile realm with regard to public sector entities and major enterprises, so my hope is that the next 12 months we'll start to see people feel less and less fear because of COVID, and more willingness to invest in becoming digital with regard to their enterprise – the enterprise applications that we all use so often.

[00:21:16] **Hall Martin:** Great. My last question is, what else should we cover that we haven't?

[00:21:22] **Mia Urman:** Yeah, so my big message to investors, and hopefully, to people out there, I'm a big fan of, like we said, modernization. I'm a big fan of, we say reduce, reuse, recycle, So, right now, I'm recycling all the applications and bringing them into the next generation. So with regards to investors, I think it's really keen for them to really look at companies who are doing innovative things, by figuring out how to bring with them existing technologies into the new world. So whether that's database companies that can easily take and automate old versions and bring them into the cloud, whether that's connecting new plugins on existing applications to enable chat on older websites, whether that's applications that provide a security layer on top of existing mobile applications, that's where I'd really love to focus, on companies who understand the where existing enterprises lie, where that could be 20 years back with regard to their digital platform, and companies that are assisting those companies to really move into the next generation. So, for instance, UiPath, that's doing it with robotic process automation; Okta, that's doing it with regards to security. The Google applications are doing incredible things with regard to moving things to – with regard to forms and applications. Oracle Digital Assistant with regard to chat has a whole set of plugins that you can take older customer service applications and add chat, some even out of the box from existing systems. So that would really be my focus is companies that are going to help huge enterprises move forward. Again, that's just me.

[00:23:46] **Hall Martin:** Well, great. Thank you for taking...

[00:23:48] **Mia Urman:** And, of course, AuraPlayer, which I forgot to mention, my own company. We're doing similar things, bringing old existing systems into the mobile and chat world.

[00:24:01] **Hall Martin:** Cool. Well, that's great. Well, I want to thank you for joining us today, and hope to have you back for a follow-up soon.

[00:24:07] **Mia Urman:** It'd be my pleasure.