THE JOURNEY
PART 2 - APPS

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SMACNA
A QUICK REVIEW ON GETTING STARTED

What can we do to stay relevant? Make an Impact? Benefit our members?
WHAT’S THE BIG DEAL ANYWAY?
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What do you guys think about developing an app?
WHY MAKE AN APP?

To remain relevant

- When asked what was the most useful item that SMACNA had developed that you or one of your employees has used in the past 6 months? The member responded with “SMACNA’s Duct Leakage app, what we have realized is that if you want someone in their twenty's to learn something or be aware of something you need to have an app, they expect it.”

Internal barriers included…

- It will cost too much
- No one would use an app for our kind of work
- What the heck is an app?
- What would be the benefit to having an app?
- We had software in the past and it didn’t sell/get used.
We took this…a complicated process.
CHANGE THE INDUSTRY

- And turned it into this…
THE REALITY OF APPS

- By utilizing the computing power of an everyday device
- We can save time, and time is money...
- We can increase accuracy because “people make mistakes”
  - Only 2 ways to do something...right, and again.
WHERE TO START

- Start with something “simple”
- Start with something “useful”
- Try to start with something “unique” or specific to your organization
- Start with something “popular”
- Maybe an “app” already exists and you just don’t know it
WHERE TO START

- Turns out we had an “ancient” app already...

- We opted not to use this because after some research we found several already available.

- We went for simple, useful, unique, and “controversial”
 EARLY STEPS

➤ After you have an idea of what the app should do…
➤ Try to put the process in a flow chart (this is also why the first app needs to be simple)
➤ Even a numbered list would be a starting point
➤ Keep the app simple, it is really easy to get excited and make the app overly complicated
➤ Once you have a basic process down, get some bids
  ➤ We had wide ranging cost proposals (low to high of 3 to 4 times)
OUR FIRST APP

- We decided to make our first app a Duct Air Leakage Calculator

WHY?

- We wanted to get the rest of the industry to utilize our method
  - Already in the codes and other relevant standards
- The process was simple but tedious
- It is something that can be applied in the field
- We have the only ANSI standard on the subject
- Nothing like it existed
- We were releasing a new edition of the related manual
OUR SECOND APP

- Because of the popularity of our first app we decided to make a second one
- The second app was a much larger undertaking
- The app is based on our most popular standard
- The process is considerably more complex
- There are a different set of concerns for this app
GOALS

- To have an app that really made an impact
- We also wanted to generate “non-dues” revenue
  - Our first app was offered for free
  - We used this to see if apps would get any “action”
- Get “non-compliers” to comply by utilizing the app
- Benefit our membership
- Market SMACNA and its membership as relevant/cutting edge
CONCERNS

- Costs
  - We spent 6x the money to develop the second app
- Would the app replace the standard?
  - Standards are a considerable source of revenue for us
- Would it be accepted by the industry?
- Are we benefitting non-members?
  - Yes, but every association benefits the industry not just members.
- OVERLOAD – do we have the staff to handle the inquiries
BENEFITS OF THE FIRST APP

- The app has made an impact on how the industry addresses leakage testing
- Our members have seen the following benefits
  - Specifications are more likely to be correct
  - Reduced conflicts with the specifier
  - Reduction of time required to perform the calculation
  - Reduction in errors, misunderstandings, miscalculations
- The app has drawn interest from around the world
BENEFITS OF THE SECOND APP

- The app has been greatly appreciated by our membership
- The app has proven to be a time saver
- The app has proven to improve accuracy
- The app has caught the attention of “the industry”
- The app shows potential for generating non-dues revenue
About a month after the release of our second app our CEO said to me “The app isn’t selling so well” I replied “Of course it isn’t”...

We had only promoted the app at one event at our convention

The audience was made up of only our members
  - Those who came to convention
  - Those who attended this particular seminar

We provide members with free access to a web based version

We ran into this same pattern with “software” created years earlier
THE REALITY

- Apps are not likely going to be your financial salvation...
- "Apps are too cheap" by Dave Addey May 2013
  - http://daveaddey.com/?p=1084
- 57% of apps on the App store are free
- 21% are only 99¢
- It was decided (a mixed decision) to offer our app at $12.99
- Here is one response from a Facebook post about our app

![Joey Hovarter](image) $12.99! Why is everything SMACNA made of gold? I'm sick of SMACNA being 4 times as high as it should be.
February 3 at 10:34pm · Like
THE REALITY

- There really is an expectation for apps to be cheap
- This attitude isn’t going to change anytime soon
- But are there other benefits besides money?
- Is there other “money” not generated from sales of apps?
THE REALITY

- There is potential for non-dues revenue
  - Advertising has a huge potential
  - *Good Morning Mark: I am reviewing the SMACNA Duct Construction App this morning ... Also, has their been any progress on the ability to advertise on this App? We are still interested.*
  - Can charge for the add space directly
  - Can offer as a “perk” for certain level of sponsorship
THE REALITY

- The people who matter most like it! – feedback from our presentation at convention
  - SMACNA is on the cutting edge. Great resources and technology. Glad to see the functional apps.
  - Progressive stuff good work
  - Good to see new technologies being implemented.
  - Awesome with new apps!
  - Good content, like the direction the tech division is headed.
  - Great takeaways! Eli & Mark are the tech innovators needed by this industry & SMACNA contractors. Not pie in the sky - real get it/done applications.
  - Mark & team are bringing the information into the 21st century. The electronic copies are very user friendly. What a powerful tool.
WHAT SHOULD WE SELL IT FOR?

- Background
  - National average wage for our members $32.22/hr.
  - Total including benefits $51.87/h

- Time trial
  - For me to do a “manual” by the book look-up and include all info required varies from ~3 minutes to ~15 depending on the choices made
  - For a “novice” once given a briefing on the terminology and regardless of choices could get compliant results in 3 minutes or less.
  - The app saves you 5 minutes or more per use.
  - If it saves you 15 minutes you brake even at $12.99
WHAT SHOULD WE SELL IT FOR?

- But it saves you more than just time...
- It is accurate, so accurate that while testing it I found errors in the manual.
- It also generates a nice output and a picture.

Fabrication Report

User Name:
Company Name:

Your duct that is 36 inches x 24 inches and nominally 5 ft long for positive pressure of 2 inches water column can be fabricated from:
Use 26 gage or heavier for the duct, add an external reinforcement on side 36 inches.
1.) Reinforcement Class: D
2.) Reinforcement Angle: H 3/4 x 3/4 X 1/8

The T-25 a/b TDC/TDF on the 36 inches side.
The T-25 a/b TDC/TDF on the 24 inches side.

Longitudinal Seam:
Either L-1(Pittsburgh) or L-2(Button Punch Snap) is permitted

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SECOND APP

- We had 10 pages like this
- The flow chart was far from complete
- In this case it was easier to teach the programmers how to use the standard and let them develop a flow chart
EASY PEASY...
EASY PEASY...
Result

- Use 22 gage or heavier for the duct
- Use 26 gage or heavier for the duct and add an external reinforcement on side 36 inches
- Use 26 gage or heavier for the duct and add an internal reinforcement on side 36 inches
- Use 26 gage or heavier for the duct and add an external reinforcement on side 36 inches and side 24 inches
- Use 26 gage or heavier for the duct and add an internal reinforcement on side 36 inches and side 24 inches
- Use 26 gage or heavier for the duct and add an external reinforcement on side 36 inches and add an internal reinforcement on side 24 inches
- Use 26 gage or heavier for the duct and add an internal reinforcement on side 36 inches and add an external reinforcement on side 24 inches

[Buttons: Edit, Generate Report & Email, Generate Report & View]
Fabrication Report

User Name:
Company Name:

Your duct that is 36 inches x 24 inches and nominally 5 ft long for positive pressure of 2 inches water column can be fabricated from:

Use 26 gage or heavier for the duct, add an internal reinforcement on side 36 inches.

1.) Number of MPT: 1
2.) MPT Load: 73.0 lbs
3.) Use: 1/2 inch EMT which is good for 73.0 pounds.

The T-25 a/b TDC/TDF on the 36 inches side.
The T-25 a/b TDC/TDF on the 24 inches side.

Longitudinal Seam:
Either L-1(Pittsburgh) or L-2(Button Punch Snap) is permitted
EASY PEASY...
BY THE NUMBERS

- Apps are certainly driving traffic
- #1 is a free webinar
- #2 is Adobe reader – we use PDF for almost everything
- #3 is link to DCS app on iTunes
- #4 is link to DCS app on Google Play (Droid)
- ADD #3 and #4 and they become #1...

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BY THE NUMBERS

- You can see a huge increase in the amount of traffic to the apps
- Consistently ~10% of total visitors to our site go to the apps page
- Last 28 days new app is #1 and #2
BY THE NUMBERS

- Increase in the DCS (183%) but decline in the DALC (2.7%) past week
BY THE NUMBERS

- Last 28 days $$$ up 271% proceeds $570 App store only
- Why?? We pushed for promotions which appear to be working
BY THE NUMBERS

- By promoting our DCS app both apps have seen an increase
- Leakage app up 24% in the last 30 days
- DCS app up 256% in the last 30 days
- Overall up 50% in the last 30 days
BY THE NUMBERS

- First app, Free
- 2011 ~2.8K, 2013 ~3.8k
- Most Downloads 2012 ~4,250 Apple only
WHERE IN THE WORLD?

- 76.9% USA and Canada
- 8.4% Asia Pacific
- 8.3% Africa, Middle East, and India
- 3.5% Latin America and The Caribbean
- 3.0% Europe
WHAT WE DID DIFFERENTLY THE 2\textsuperscript{ND} TIME

- Legal stuff
  - “Terms of use” implemented as a result of a questions asked at the SES Conference in New Orleans.

- Link to our Bookstore

- About Us – info on SMACNA

- Will promote the app

- Request to add advertisement came in <30 days before scheduled release – Work on it for future apps
3rd Time is a Charm

- Add ability for banners / advertisements
  - Associate Members (Sponsors)
  - Promote SMACNA products
- Add ability to better track usage
  - Links
  - Number of times app is used
- Add Links
  - Bookstore – already there
  - Direct to the relevant standard – new
  - Technical Inquiry
  - Relevant and related documents – free and for purchase
3rd TIME IS A CHARM

- Dual units (add metric)
  - Increase the potential audience
- Work on “in-app” purchases
  - Can offer the base app for free or cheap but “buy up” for full features
- Keep some apps web only, and members only
- Include a relevant topics link
- Considering adding BlackBerry as a platform
LESSONS LEARNED/TO BE LEARNED

- First app
  - Simple, unique, useful!!
  - Missed opportunity
    - Link on the device to purchase the relevant standard or standards
  - Use pros – unless you have a full time app developer

- Other revenue
  - Advertising?? caution UBIT(Unrelated Business Income Tax)
  - Possibly a member/sponsor benefit

- Does not reduce the sales of manuals, not sure if it increases them either.

- Apps are world wide, the “audience is huge”
Once the app is out there every platform has a method for users to leave feedback

Use the feedback to create V2.0, 3.0 etc.

Also get info on other desired apps

Have a thick skin

Negative comments tend to be the loud minority
THE FUTURE
The “future” or present will be the combining of apps and standards

Users will require on demand standards

Digital, e-book, standards with built in apps
  - Interactive drawings
  - Calculators
  - Links to additional resources - help

We have already begun developing these “Smart Standards”
SMART STANDARDS

- We demonstrated “Smart Standards” at convention
- The members saw the benefit of having a single source
  - Standard available
  - Link to relevant information
    - Code updates
    - Technical/White papers
  - Embedded Video
    - Able to provide “just in time training”
    - “Third party” objectivity on known/common issues
  - Link to apps
    - Provide calculators that save time and improve accuracy
THANK YOU

Questions?

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