

**Deloitte Acquires Übermind to Boost Mobility Professional Services**

January 05, 2012 - IDC Link

By: [Gard Little](#)

On January 4th, Deloitte announced its acquisition of [Übermind](#), a creative digital agency focused on mobile and emerging technologies. Founded in 1999, with offices in Seattle and Denver, Übermind has 150 people working at the intersection of creativity and technology defining, executing, and evolving mobile initiatives for some of the world's most recognizable brands. Services include mobile design, strategy, user experience, and engineering of heavily integrated enterprise-grade mobile apps and websites. Key industries in its client portfolio include commerce/retail (e.g., Target, Apple, and REI), transportation (Alaska Airlines and Amtrak), and entertainment/media (Turner, CBS, and FOX). When it comes to the demand for mobile solutions, Shehryar Khan, CEO of Übermind, mentioned, "We are seeing explosive demand originating out of both marketing and IT organizations including demand from a new position straddling IT and marketing with titles like V.P. of mobile." IDC believes the marketing function of organizations will be a new source of mobility-related spending growth for the traditional business and IT services firms.

Übermind will be the centerpiece of a new service line within Deloitte extending Übermind's service offerings with Deloitte's existing capabilities in mobile, web, e-commerce, social, content management, enterprise mobile device management, and security. This new service line will be headed up by Mike Brinker. Deloitte's SAP/Sybase Unwired Platform capabilities will also be merged into the new service line, as will its related Oracle capabilities around mobility. As Bill Allison, Global Technology Leader for Deloitte, pointed out, "Mobility helps with the agility and asset reuse of ERPs. And regarding our alliances, we're trying to pull all levers and make mobility a part of every ERP discussion." For now, the approach will be to keep using the Übermind brand and keep the company separate enough to attract and retain the industry's top talent that have melded the art and science behind their success. Khan will join Deloitte as a principal, along with Übermind founder, Donald Brady.

Deloitte has been investing in mobile over the past 18 months as part of its transformation agenda, but IDC believes this acquisition is significant because it adds to the creative capabilities of Deloitte. As an advisory firm, Deloitte has significant strategy and operations experience in the domains of business and technology, and has applied that experience to the mobile revolution to help its clients use mobile technology and applications to transform their businesses. What's new is an advisory firm adding the domain of creativity and marketing services to the mix of business and technology; clearly there has been a creative element in Deloitte's past engagements, but if you take a look at some of Übermind's work online you will see a level of eye-popping applications and user experience previously not offered by Deloitte. The firm plans to use the tag line, "Business led. Creative infused. Technology enabled." and to grow mobile solutions beyond a \$100 million business in the next few years. IDC predicts other advisory firms and IT service providers will be looking to add similar capabilities in the new year. Last year, IBM released its first C-level study of chief marketing officers, signaling it plans to address the needs of marketing officers, who are a very different animal for IBM to go after, compared with the IT customers IBM has been selling to for the past 50 years.

Why did Übermind pick Deloitte among what were presumably a large number of suitors? Khan said there was an affinity since both were such heavily relationship-based businesses that focus on transformational work. Since Übermind's people are at the heart of the company, IDC asked what Khan said to his staff to convince them of the wisdom of the merger. Khan replied, "Not much convincing was needed. People immediately picked up on how Deloitte's vast network of clients and resources coupled with our complementary service offerings would play into a combined entity that could lead the mobile revolution.

We've had 99% retention since it was announced and everybody at Übermind is excited about the opportunities ahead."

Clearly, mobility professional services will be a hot topic for 2012, not only as a standalone service but also in conjunction with services related to ecommerce, ERP, social networking, cloud, and analytics. [IDC's recent mobile enterprise application development research](#) by Rona Shuchat and Mukesh Dialani describes a future where it will be important for providers to, "introduce innovative ways of marketing and product positioning to build new revenue streams." IDC believes the Übermind acquisition is a good move by Deloitte to help its clients build relevant and innovative business solutions in the new year.

Please contact the IDC Hotline at 800.343.4952, ext.7988 (or +1.508.988.7988) or sales@idc.com for information on applying the price of this document toward the purchase of an IDC or Industry Insights service or for information on additional copies or Web rights. Visit us on the Web at www.idc.com. To view a list of IDC offices worldwide, visit www.idc.com/offices. Copyright 2011 IDC. Reproduction is forbidden unless authorized. All rights reserved.