

# Cybercom Develops Mobile Site for HSB

Cybercom is developing a mobile web site for Sweden's largest housing organisation, HSB. The mobile site is a key component in the mobile strategy being developed by HSB in conjunction with Cybercom.

"Interest in reaching HSB's web site from mobile devices is increasing very much. We see the number of visitors surfing from mobile devices has increased to 22,000 visits in November 2011, compared with 13,000 visits in May 2011," says Maria Isacson, digital channel manager at HSB. "This is why it is incredibly important that our site is easy to navigate, even from a mobile device."

Cybercom and HSB have developed a mobile strategy that begins with making HSB's web site mobile. The web site will initially show HSB's selection of co-operative flats, rental flats, scheduled open houses, and contact information. A second step may be to make applications that allow visitors to more easily navigate between the different apartments available through HSB.

"HSB is a very important customer for us," says Mikael Grönlund, senior web strategist at Cybercom. "We are helping HSB with parts of their digital presence."

In addition to the mobile web site, Cybercom has also completed a prestudy for HSB's intranet and is now working defining its requirements. Cybercom is also helping HSB develop a web strategy for the company's external web site. Cybercom also operates, maintains, and continues to develop HSB's digital platforms.

"HSB works very actively through its many digital channels," says Martin Dolk, customer account manager for HSB at Cybercom. "There is a conscious plan in place for how to reach operational goals using these channels."

Find out more at [www.cybercom.com](http://www.cybercom.com) [1].

**Posted by Janine E. Mooney, Editor**

December 18, 2011

**Source URL (retrieved on 12/27/2014 - 6:51am):**

<http://www.wirelessdesignmag.com/news/2011/12/cybercom-develops-mobile-site-hsb>

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Published on Wireless Design & Development (<http://www.wirelessdesignmag.com>)

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[1] <http://www.cybercom.com>