

Mark Hjerpe Uncovers Must-Know Tech Trends for Digital Businesses

Written by Australian Business

KATONAH, NY, September 14, 2013 /**24-7PressRelease**/ -- As a professional working in both global communications and technology markets,

[Mark Hjerpe](#)

is one individual who understands the importance that mobile culture plays in the continued progress of international commerce. In fact, Hjerpe currently specializes in managing translation platforms for Fortune 500 businesses in order to provide businesses, their partners and clients with improved communication on a global scale. While mobile devices have already proven to reshape the landscape of commerce and consumer trends within the United States, Hjerpe emphasizes that all those participating in global markets will also have to utilize emerging tech trends to establish most seamless international communication for business.

In order to illustrate just how progressive technology trends are in the mobile and global communications markets, Mark Hjerpe points to a recent [article](#) from Resource Nation that accentuates the critical nature of innovative tech resources for digital businesses and beyond. On the consumer level, for instance, the article highlights the importance of designing technology for greater analytics, specifically to create the foundation for real-time data and decision-making from companies.

The article explains, "It's no longer about acquiring data for business, it's about harnessing it. Companies must design their products and services in such a way that the data collected will be the right data for their user to utilize. This is especially the case for software providers - they must design their software with the analytics, and key questions that will be answered with that data, the user wants in mind. The data a solution delivers must allow businesses to create new initiatives, refine processes, and make better decisions overall. While applications must meet functionality needs, they also need to be designed to deliver data that answers more of an organization's questions."

While these trends are certainly important for all those on the software development side of business, Mark Hjerpe says this is a practice that all industries will have to engage in. He states, "The importance of these trends cannot be overstated and it is crucial to also view them in the context of mobile. With more and more content being made available on mobile every day and better and better mobile experiences becoming available, always having an eye on optimizing content for mobile is an important part of any digital strategy."

Although this improved mobile communication strategy is essential to better connect companies and their end users, the article also stresses that such development in tech is pushing the way businesses communicate internally and with other leaders in the field. For example, Resource Nation explains, "Social, collaborative applications are now being used across entire companies...Where this trend is really taking off is in its integration with business process and software. Social collaboration, across an integrated network, can lead to reformed business

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process based off those internal, organization-wide conversations."

Agreeing with this observation, Mark Hjerpe concludes, "Whether in the area of mCommerce, mPharma, mRetail, or anywhere that content is consumed via mobile devices, good business strategy is becoming more and more closely linked with good mobile strategy."

ABOUT:

[Mark Hjerpe](#) is a leading professional in global communications and technology. Currently, Hjerpe is focused on assisting in the management of translation platforms, working to develop products fit for Fortune 500 companies. As a global professional, Hjerpe has extensive work experience overseas and has studied abroad as well. After gaining his Bachelor of Arts in Spanish from Humboldt State University, Hjerpe earned a Masters in Latin American Studies, allowing him to focus his travels, studies and professional endeavors on Spanish-speaking countries, including Spain and Mexico. Apart from his professional achievements, Hjerpe is dedicated to philanthropy, including previous consultation work for Building Bridges to the Future--a foundation that helps construct bridges and rebuild cities damaged in natural disasters.