

Overcoming Obstacles and Achieving ROI from Mobile/Wireless Solutions



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Agenda

- **Mobile/Wireless - Today's Realities**
- **Overcoming the Obstacles**
- **ROI – Real Mobile Solution Case Studies**

iAnywhere Solutions Mobile & Wireless Computing



Delivery of Enterprise Information Anywhere



- **Mobile Computing**
Extending enterprise applications to mobile users beyond traditional corporate walls
- **Wireless Computing**
Wirelessly accessing enterprise data and applications from any device, anywhere, at anytime
- **Embedded Computing**
Powering third-party applications with leading embedded data management and synchronization technology

iAnywhere Recognized Leadership in the Mobile Computing Market

**“Sybase's [Adaptive Server] Anywhere
is the clear leader in the industry today”**

— Lan Times
February 1998

**Sybase wins Mobility Award....
awarded top honors in the Database Category
at the sixth annual Mobile Insights Conference**

— Mobile Insights
Conference
March 2000

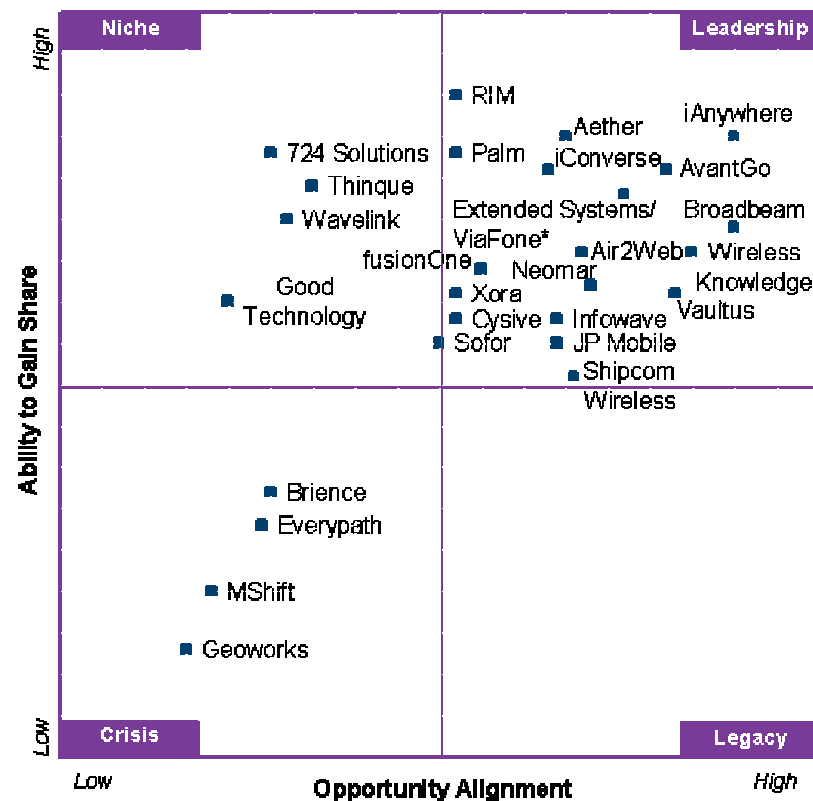
**“iAnywhere Solutions further increased its five-year
dominance of the mobile database market by seven
share points in 2000, reaching a 68% share.”**

— Dataquest
August 2001

***...with over 600 OEM Partners, 10000 Corporate
Customers, and 6 Million deployed seats***

iAnywhere Recognized Leadership in the Mobile Computing Market

IDC Leadership Grid: Enterprise-Centric Vendors



Source IDC: June 2002
Worldwide Mobile Middleware

Mobile/Wireless - Today's Realities

Why Go Mobile?

Extend IT solutions/benefits to “non-tethered” employees

Boost revenue, Improve service:

- Field sales & service
- Turn service people into salespeople
- Reduce errors, order-reject rates
- Respond quickly to opportunities, changing conditions

Cut costs:

- Call centers, customer support, order entry
- Supply-chain management - inventory, procurement
- Time-and-expense management
- Customer billing

Source: Summit Strategies, Inc.

Today's Typical Mobile Applications

- Field Sales Automation
- Field Service Automation
- Commerce
 - Transportation & Logistics
 - Inventory Management
- Finance
 - Banking, Trading, Services
 - Insurance
- Healthcare
 - Point of care
 - Prescriptions
- Retail
 - Point of sale
- Travel/Hospitality
 - Point of activity
- Government
 - Point of service



Obstacles and Challenges for Mobile and Wireless Solutions

Mobile Infrastructure

- Thin-client, Smart (Fat)-client models
- Occasionally connected, always connected
- Many point-solutions

Enterprise Application integration

- Applications, data, synchronization, transaction integrity
- Messaging - Alerts and Notifications
- Expectation – 7x24x365

Security

Mobile Device Management

Device Limitations

- Device-specific development environments
- Rapid replacement cycle
- Differing User Interfaces
- Battery life

Wireless-usage

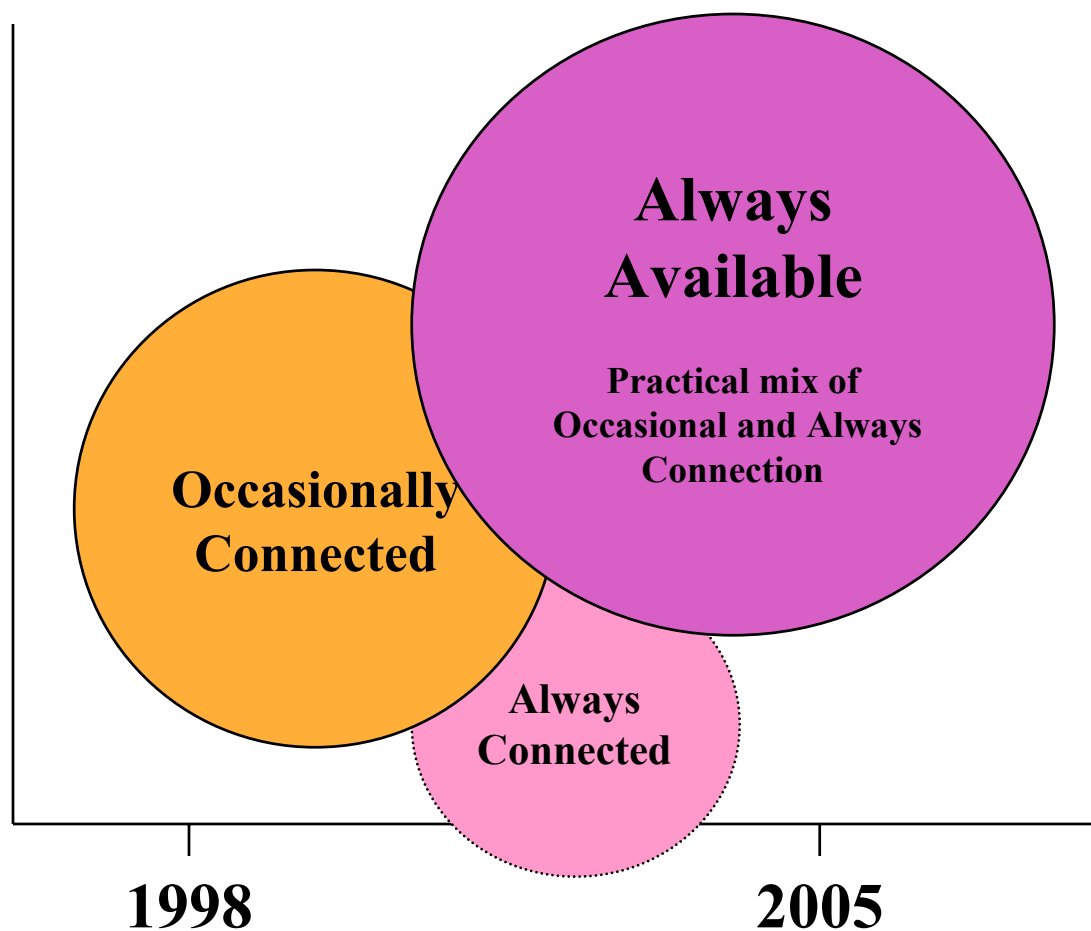
- “Hype” vs. Reality
- Connection “stew”
 - Multiple devices and networks
 - Emerging standards
- Low wide-area bandwidth
- Cost
- Incomplete coverage

Achieving ROI



Wireless Access

Overcoming Obstacles- “Always Available”



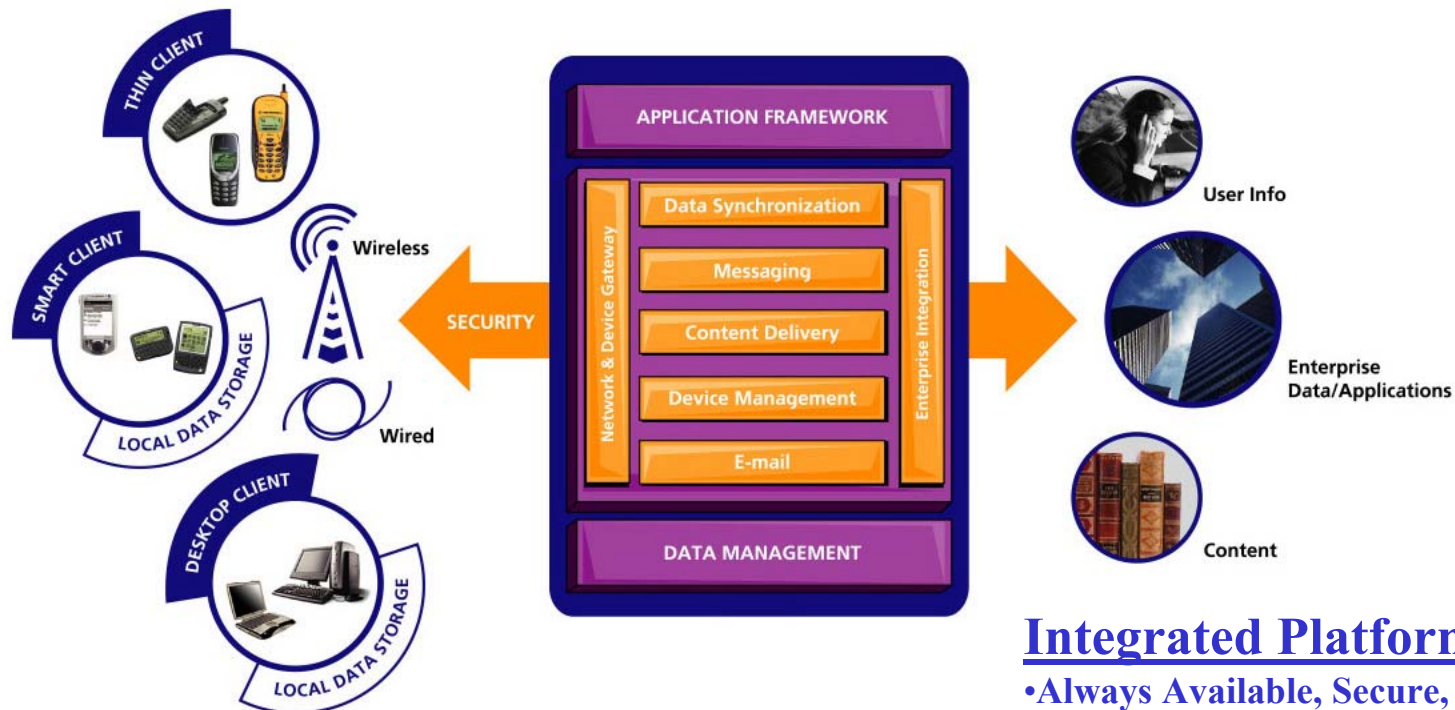
Provide the best of both worlds:

- **Occasionally Connected**
 - Enables offline use
 - Minimizes network use & cost
 - Local applications and data
 - Sync with enterprise data
- **Always Connected**
 - Typically Thin-client
 - Requires connection
 - Real-time, central data



Mobile & Wireless Infrastructure

Overcoming Obstacles- “m-Business Platform”



Integrated Platform

- Always Available, Secure, Scalable
- Network and Device Transparency
Wired, Wireless, Cradle,
- Heterogeneous Enterprise Integration
- Increased Developer Productivity

Mobile and Wireless Solutions

Meeting the Critical Needs



Enterprise Needs

- **Mobile Applications Development**
 - Data and Transaction management
 - Enterprise synchronization and integration
 - Enterprise Messaging
 - E-mail and PIM extensions
- **Mobile Device Management**
 - Heterogeneous – laptop, PDA, phone, ...
- **Wireless Access**
 - Emerging, variable and complex ...
- **Security**
 - Access, transmission, data and device
- **Domain Expertise**
 - Application development and deployment
- **Industry Solutions**
 - Robust mobile applications



iAnywhere m-Business Platform

Adaptive Server Anywhere & UltraLite
MobiLink Server & Enterprise-Connectors
Message Anywhere
Mail Anywhere

Manage Anywhere

Wireless Server

Built-in options

Professional Services

iAnywhere & over 600 Partner Applications



Mobile and Wireless Solutions

Overcoming Obstacles- “Pilots & Prototypes”

Avoid: “The engineers dream and the businessman’s failure”

Start wherever best fits a specific business application priority:



- Specific Enterprise Application mobility
- Smart-Client (Local application and transaction data) and/or Thin-client (Microbrowser)
- E-mail and PIM extension
- Enterprise Application Messaging extension

Jumpstart your Pilot/Trial/Full-Scale Mobile Solutions:

- Get Rapid Development and Deployment assistance
- Industry Partner Solutions



Mobile and Wireless ROI

ROI – is it always this easy ?

“.. the benefits that mobile systems provide to enterprises and end users – productivity, flexibility, connectivity, timeliness, etc. – can generate a positive return on investment in **less than six months.**”

- GIGA Information Group:2000

“..Firms can save as much as **46%** of the five-year cost of a wireless rollout by deploying PDAs instead of traditional laptops.”

- Forrester Research:2001

Mobile and Wireless ROI

The Factors to Consider

- Focus on a specific application deployment
- Identify all associated business process tasks & costs
- Quantify associated incremental productivity/benefit gains
- Include technology costs and also savings
- Include user training and support costs
- Cooperate with vendors, integrators
- Custom-tailor available or industry “models”
- There can be some “intangible benefits”
- Be conservative, be wary

Mobile and Wireless ROI

Application Specific – ROI Calculator

Sales Force Automation Project

Application	Maximum Annual Savings	Minimum Annual Savings
1.0 Field Sales Productivity	\$ 145,600.00	\$ 36,400.00
2.0 Inside Sales Productivity	\$ 49,920.00	\$ 16,640.00
3.0 Inventory Reduction	\$ 1,000.00	\$ 250.00
4.0 Eliminate Telephone Time	\$ 4,992.00	
5.0 Reduced Clerical Data Input Time	\$ 5,600.00	
6.0 Reduction of Paperwork	\$ 1,250.00	\$ 500.00
7.0 IT Cost Savings	\$ 24,000.00	\$ 16,000.00
Totals:	\$ 232,362.00 (A)	\$ 80,382.00
Average Potential Annual Savings	\$ 156,372.00 (C)	
Capital Investment on Hardware	(D)	
Capital Investment on Software	\$ 200,000.00 (E)	
Depreciation Period in Years	1 (F)	
Annual Depreciation	\$ 200,000.00 (G)	
Analysis Based On :		
1. Payback Period	1.28 Years	
2. Return on Investment	78.19%	
Projected Monthly Cash Generation	\$ 13,031.00 per Month	
Average Potential Annual Savings:	\$ 156,372.00	
Your company's profit margin:	10% (enter any figure)	
Additional revenue required to achieve same impact to bottom line:	\$ 1,563,720.00	

ROI – Mobile Solution Case Study

Northeast Utilities

Field Force Automation

- Laptop application provides NU linemen with up-to-date, detailed maps of service areas
- GPS Tracking System establishes precise location of crews and equipment
- Spill Reporting Application
- Equipment Asset management application
- Deployed field-hardened Windows-based laptops

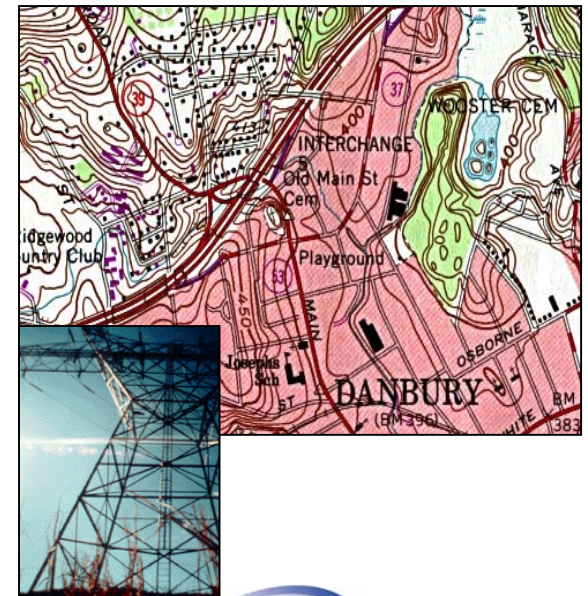


ROI – Mobile Solution Case Study

Northeast Utilities

Return On Investment

- Avoided “accidental outages” valued at **\$2-\$3 per customer**
 - e.g., avoiding 15-minute outage for 1000 customers saves **\$30,000**
- Saved **\$383,000** on map printing costs
- Save on special trucks
- Increased productivity of linemen



Northeast
Utilities System

ROI – Mobile Solution Case Study

Proctor and Gamble, Millstone Coffee

Route Management

- Handheld application enables drivers to capture detailed sales and marketing data at store level
- Store data locally and transmit nightly to company headquarters
- Deployed 450 Symbol handhelds
- Extending solution to other P&G brands, including Folger's coffee



ROI – Mobile Solution Case Study

Proctor and Gamble, Millstone Coffee

Return On Investment

- **30%** annual return on investment
- Reduce connection time from **10-20 minutes** to **2 minutes** per handheld, saving **\$428,000** per year
- System reliability saves **\$3,000** per month
- Save **5-10 minutes per stop** (x12 stops/day = **2 hours**)
- Improved data capture, data updates and management
- Increased customer satisfaction

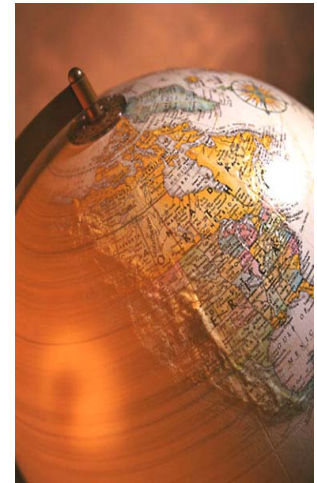


ROI – Mobile Solution Case Study

Military Sealift Command

Inventory Management

- Fast, flexible, easy-to-learn portable application allowing MSC to manage inspections and inventory collection on US Navy ships

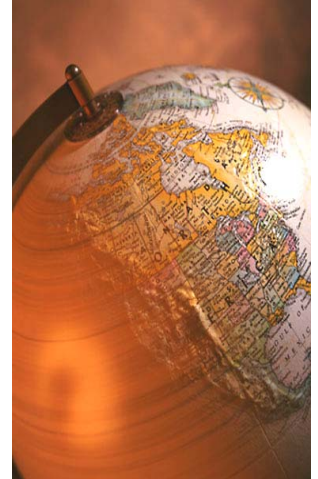


ROI – Mobile Solution Case Study

Military Sealift Command

Return On Investment

- “Snapshot” reduced inspection man-hours by **50%**
- Data latency reduced from **one year** to **48 hours** allowing more frequent inspections
- Transcription errors reduced by **factor of 4 (20% to 5%)**
- Lowered cost of equipment and saved almost **\$2000** per device



ROI – Mobile Solution Case Study

Foremost Insurance Group

Client Management Software Application

- CRM application automates Foremost's sales, marketing and service areas
- Provides immediate and complete access to customer base
- Deployed on laptop/Palm devices



ROI – Mobile Solution Case Study

Foremost Insurance Group

Return On Investment

- Expects to see savings of **\$1.2 million** by the end of year
- Automated support, saving **\$908,300**
- Eliminated word processing, faxing and postage fees, savings **\$109,440**
- Trimmed travel and automobile related expenses of **\$94,000**
- Increased sales



ROI – Mobile Solution Case Study

Jose Cuervo

Inventory Management

- Field application used to gather current inventory, sales and competitive information
- 150 Symbol devices deployed in Mexico



ROI – Mobile Solution Case Study

Jose Cuervo

Return On Investment

- Inventory, sales and competitive information now available on a daily basis
- **30% increase** in sales resulting from daily competitive analysis



ROI – Mobile Solution Case Study

Don't Forget - Mobile Device Management

Single point of control to manage all mobile devices and applications

- Automated central software distribution
- Inventory and asset management
- Secure application and system configuration
- Live support remote control

ROI and Benefits

Typical savings \$800-\$1200 per device per year

•Reduce Costs

- Reduced support desk / help desk calls

•Simplify and Speed Deployments

- Centralize task scheduling and task management
- Automated application installs and upgrades

•Protect Investment

- Deploy and schedule virus protection updates to all systems
- Recreate device & application image
- Protect system configurations such as VPN settings, or dialup networking settings

How many pdas/handhelds does your company have?	200	
How many laptops does your company have?	650	
# of support calls per mobile user per year into the help desk	4	
On average, how long do you spend with each user to fix each problem? _____ hours	0.5	Hour(s)
How many applications do you update per year?	3	Identify planned activities:
How many new applications do you roll out per year?	3	Identify planned activities:
How many file updates do you do per year? (virus definition updates and data updates)	12	Identify planned activities:
On average, how long do you spend working on a laptop, per task? _____ hours	1	Hour(s)
How often do you Courier CD's with software updates and instructions to users per year?	1	
Approximately how many laptops do users have to send back in for repair per year?	2	
Average # of trips a technician takes per year to do roll-outs	0	
Average cost per trip	\$ 500.00	
Downtime - On average, how many hours is a user without their system during maintenance or repair per year?	20	
Hourly Salary of IT Manager	\$ 37.00	(Industry average is \$37/hour which includes fringe benefits)
Hourly Salary of Help Desk Support Staff (outsourced or in-house)	\$ 25.00	
Hourly Salary of User	\$ 25.00	(This is a conservative estimated average across executives, sales and customer support)
Total IT Support Costs	\$ 32,500	
Total IT Management Cost	\$ 432,900	
Total Hard Costs (Shipping CD & systems, Travel)	\$ 6,900	
Total User Downtime	\$ 325,000	
	\$ 797,300	
Costs associated with Manage Anywhere Studio:		
Client Cost - Laptop**	\$55,250	*Based on laptop seat of \$85
Client Cost - PDA**	\$7,000	**Based on pda seat of \$35
Server Price:	\$9,995	

Mobile and Wireless Solutions

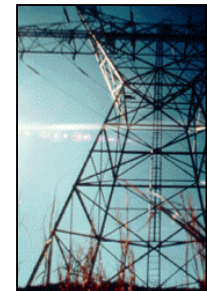
Overcoming Obstacles- Summary

Mobile Infrastructure Platform

Always Available

Pilots & Prototypes

Increase Revenue, Improve Service, Cut Costs



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Thank You !

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