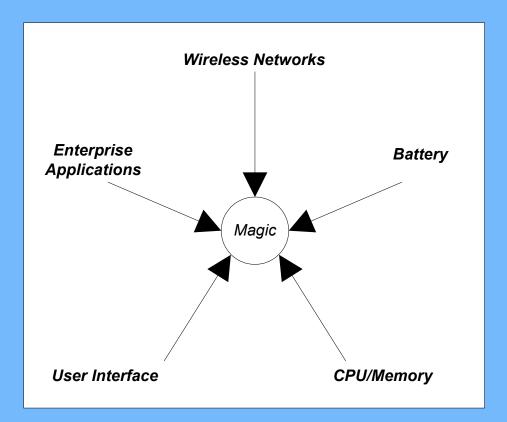
Mobilize Your Enterprise

Achieving Competitive Advantage through Wireless Technology



The Future is Wireless



Friction Free Sales & Service:

- "Perfect" knowledge
- Orders taken on the spot
- Automatic dispatch
- Bills generated immediately
- Fewer trips to the office
- Employees work while traveling

Companies must understand this new paradigm now!



Today's Possibilities



Business Information:

- ✓ Customer Relationship Management (CRM)
- ✓ Enterprise Resource Planning (ERP)
- ✓ Supply Chain Management (SCM)
- √ Knowledge Management (KM)
- ✓ Email

Ways of Getting Information:

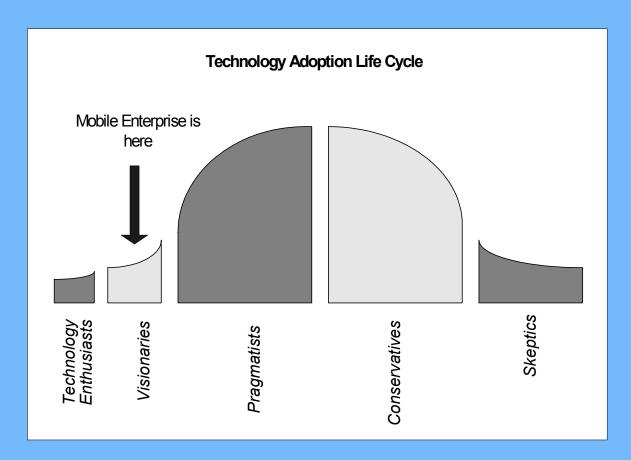
- ✓ Paging Networks
- ✓ Data Networks
- ✓ Cellular Networks
- √ Voice Interface
- ✓ Offline Access

Ways of Presenting Information:

- √ Cell Phone
- ✓ PDA
- √ Smart Phone
- √ Tablet
- ✓ Notebook



The Cautious Visionary



Risks to Mitigate:

- > Cost Overruns
- > Network Coverage
- > Security Infrastructure
- > Uninterested Users
- > Poor User Interface
- > Lost or Stolen Devices



The GAP

Problem: There is a class of business processes for which the lack of information is a bottleneck.

Mobile Professional

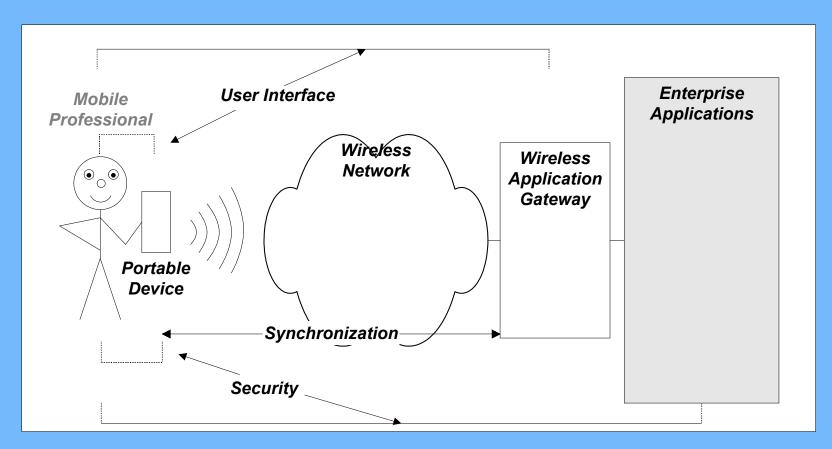
Enterprise Applications

GAP !!



Closing the Gap

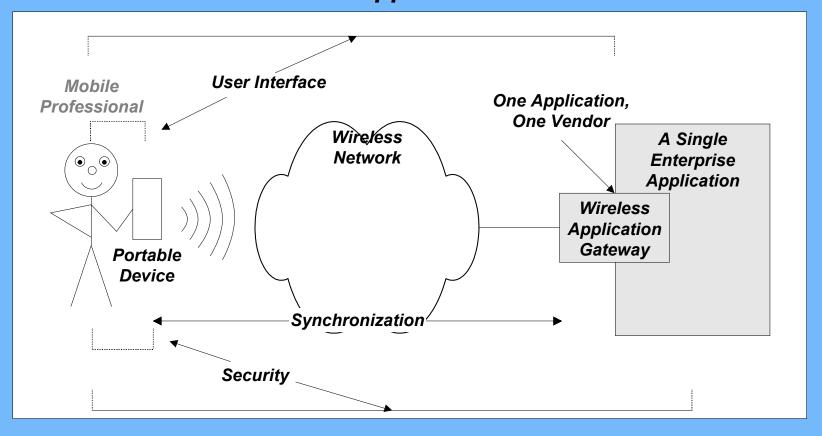
Solution: The building blocks to close the gap between mobile professionals and critical information are ready to be put in place.





Closing the GAP

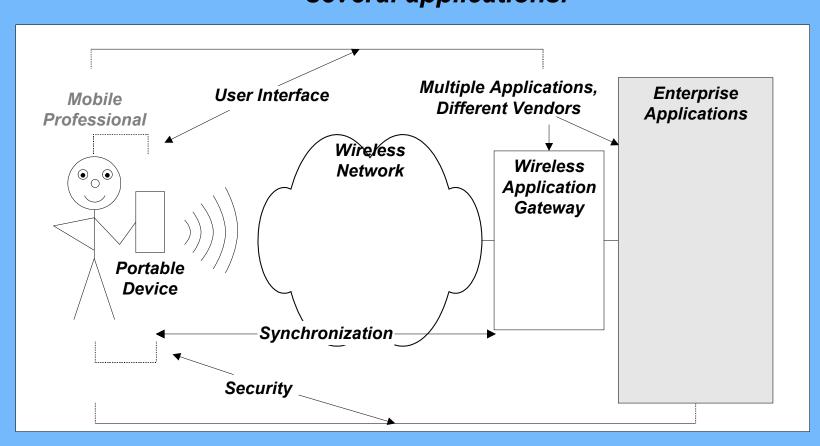
Solution: One way of arranging the building blocks is to add wireless application gateway functions to enterprise applications.





Closing the GAP

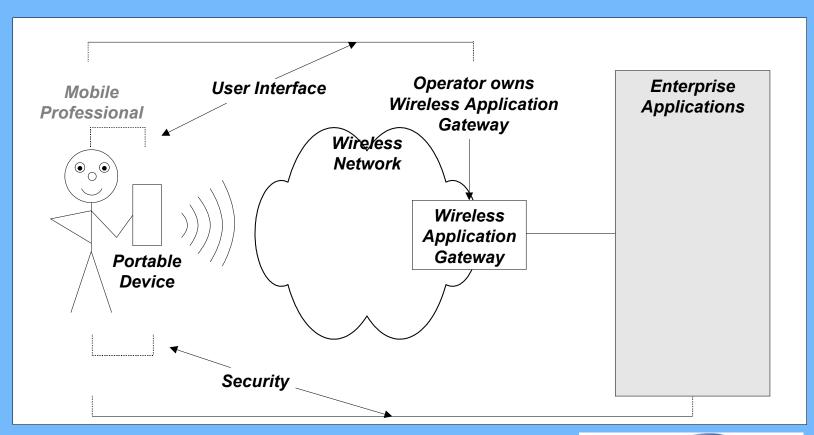
Solution: Another way is to keep the wireless application gateway as a separate component enabling access to several applications.





Closing the GAP

Solution: The wireless application gateway might also sit on an operator network to provide a subscription service to enterprises.





Choosing Devices





Picking a Wireless Application Gateway

Device Recognition

Presentation

Content

Applications Server-Side Offline Application Application Management Executiion Business Logic Business Object User Managment Encapsulation Workflow Request Content Syndication Management Prioritization Mobility Device Management Bandwidth Detection Synchronization Session Forward Caching Proxy Services Management N o tific a tio n ChannelSwitching Location

Computing Platform

High Availability

Load Balancing

Single Sign-on

Transaction Integrity



Legacy Integration

E-Mail Connectivity

Selecting Business Information

ERP

- Pricing
- Order Entry
- Order Management
- Parts Ordering
- Inventory Management
- Timekeeping
- Invoicing

ΚM

- Document Retrieval
- Collaboration
- Expertise Tracking
- Learning
- Knowledge Capture

CRM

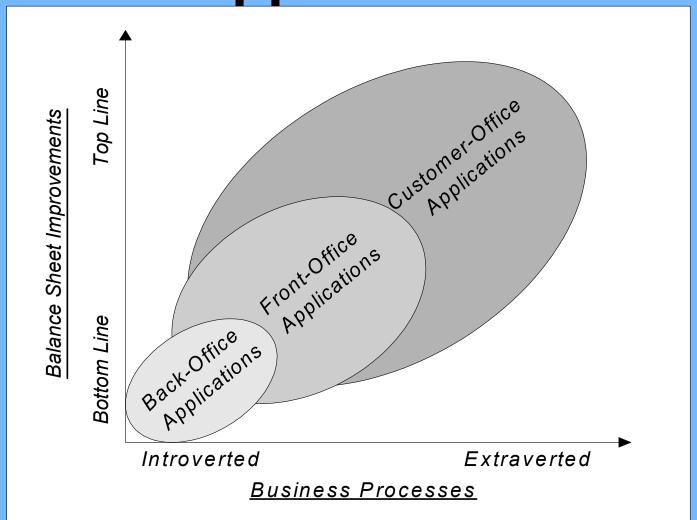
- Opportunity Management
- ContactManagement
- ActivityManagement
- Quote and Order Generation
- List Management
- Lead Management
- CustomerInformation
- Expense Reporting

Email

- Messaging
- Calendar
- Contacts
- Tasks
- Knowledge Sharing

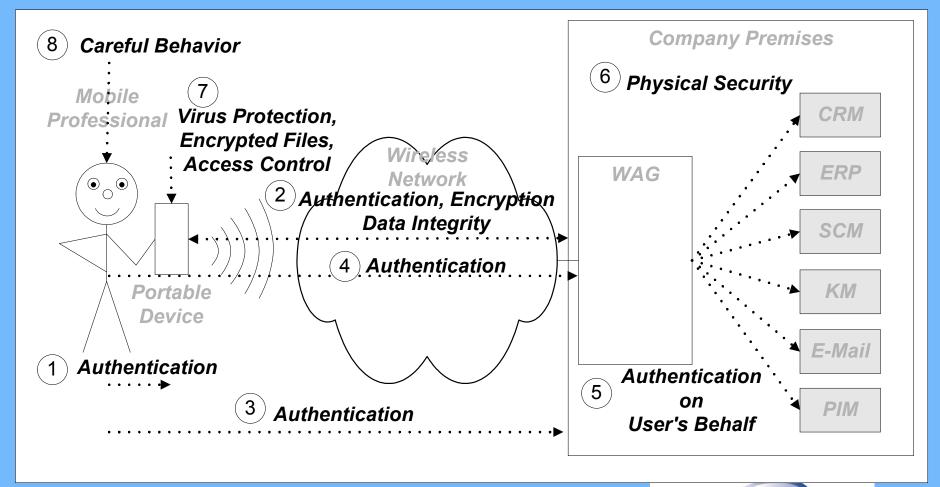


Evolving Enterprise Applications



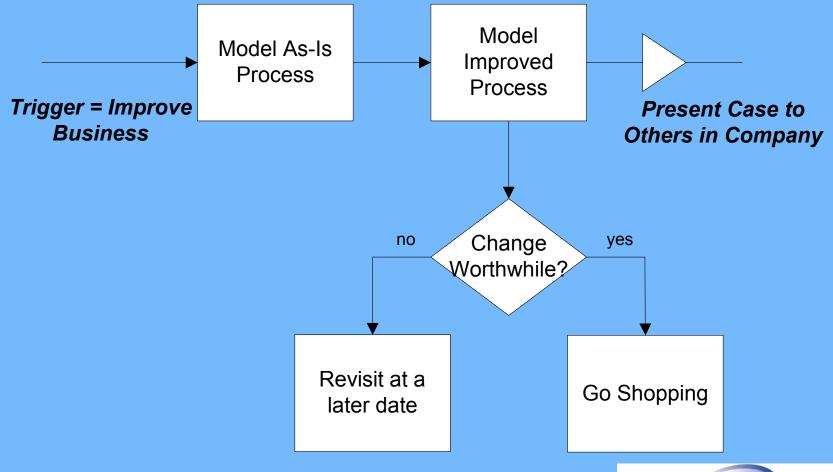


Securing the Mobile Enterprise





Reengineering Business Processes





Going Shopping

Customer

"Would somebody please just talk to me about business? All I want to know is how this stuff can either cut my costs or increase my revenue."

"My device is tailored for your business situation.

Look at all the other companies using my device."

"I know your business and I have a great set of partners. I can put the whole thing together for you. Trust me."

Systems Integrators

Device Vendors

me.'

"I can run the system for you.
You won't have to worry about technology. Trust

"I have applications that are tailor made for your industry. I can show you how they will improve your business processes. I also enable your IT department to develop mobile applications."

"I have already improved your business. My applications are an integral part of your business and they now run on mobile devices."

Wireless Network Operators

WAG Vendors

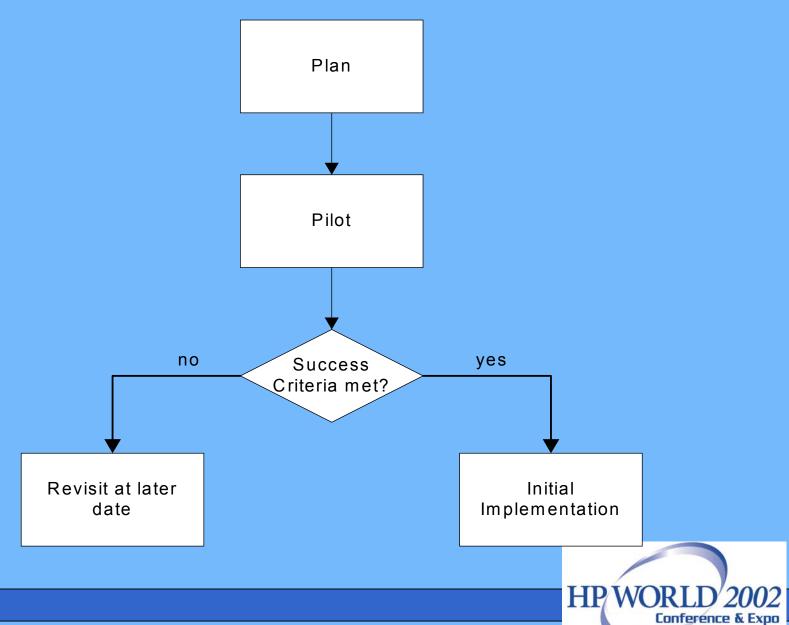
Enterprise Application Vendors

"I have the most reliable and scalable platform. My partners and I can mobilize your enterprise."

Platform Vendors



Deploying with Caution



Measuring the Difference

- Time to Repair
- Dispatch Time
- Miles per Jobs
- # Up-sells/Cross-sells
- Update rate
- Customer Satisfaction survey
- Employee Satisfaction survey



Thank You!

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