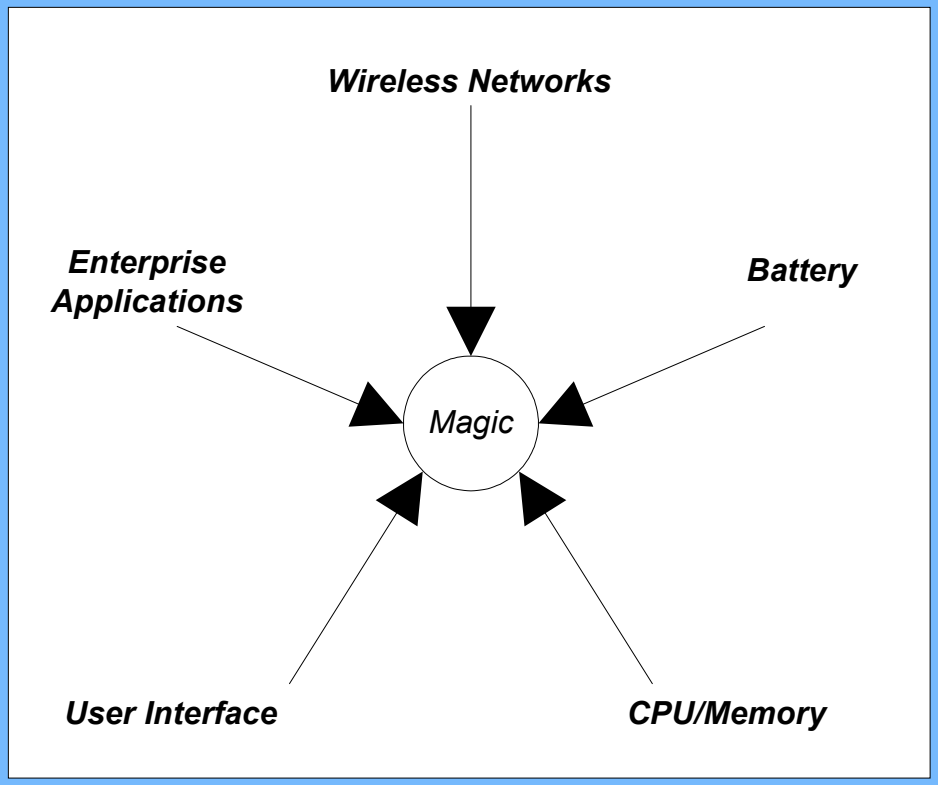
Mobilize Your Enterprise

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*

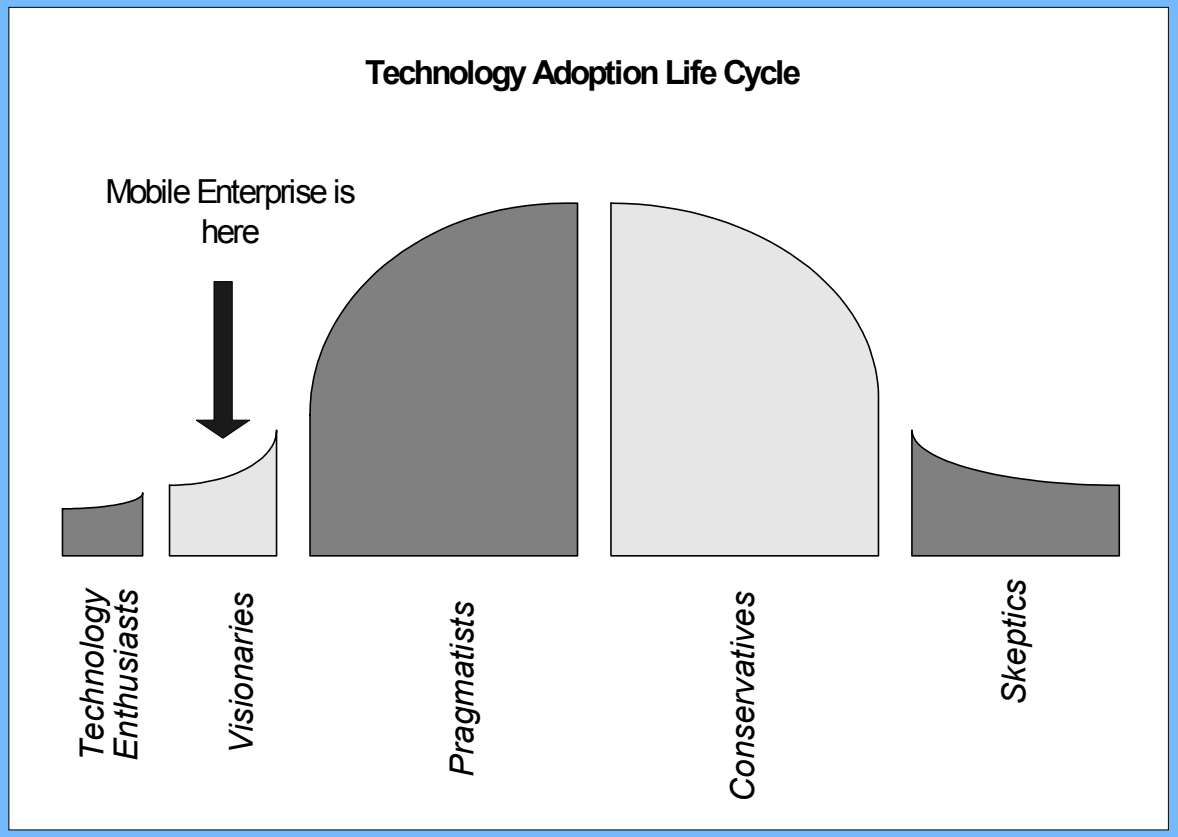
Ways of Getting Information:

- ✓ *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:

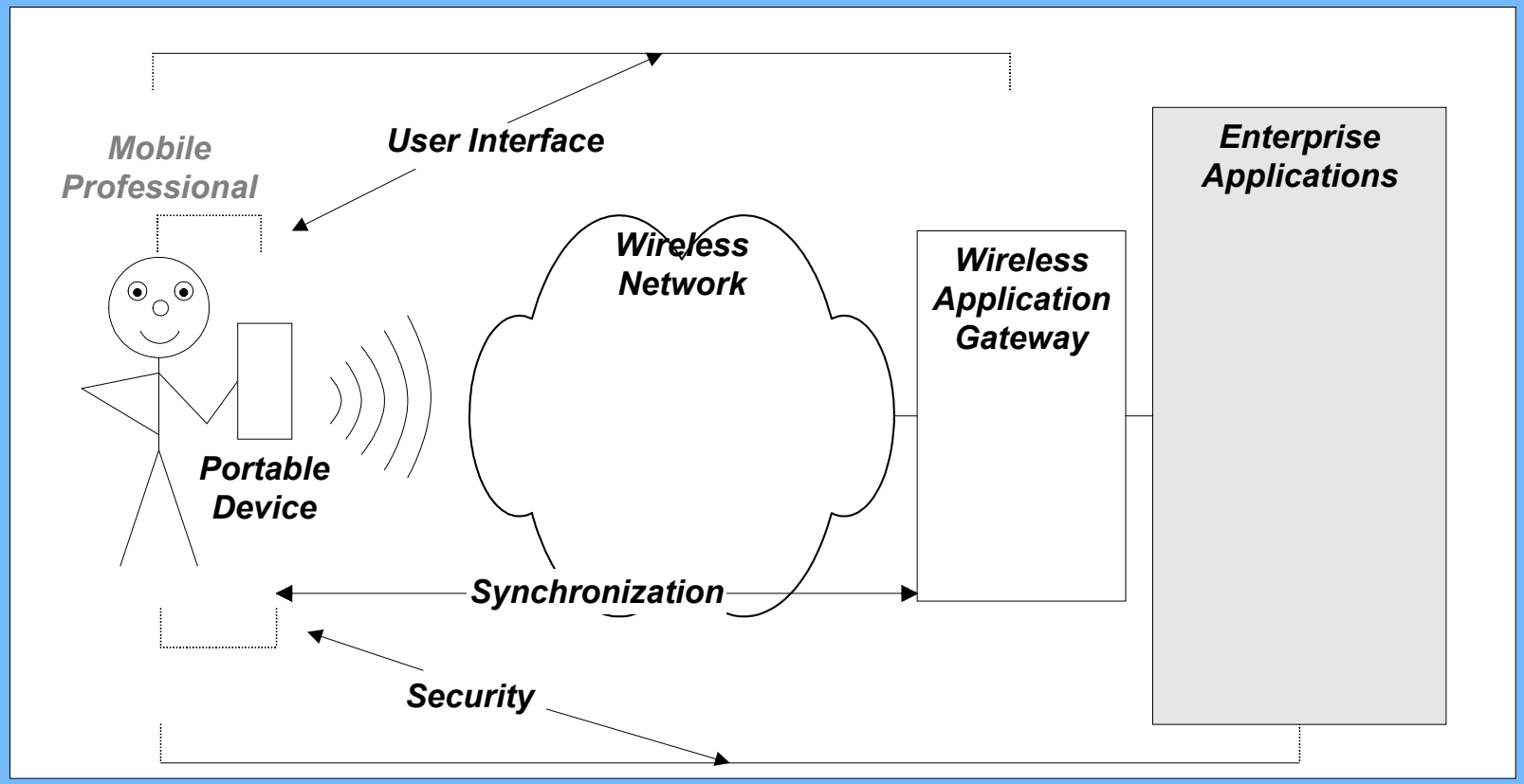
- ***Cost Overruns***
- ***Network Coverage***
- ***Security Infrastructure***
- ***Uninterested Users***
- ***Poor User Interface***
- ***Lost or Stolen Devices***

The GAP

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

Closing the Gap

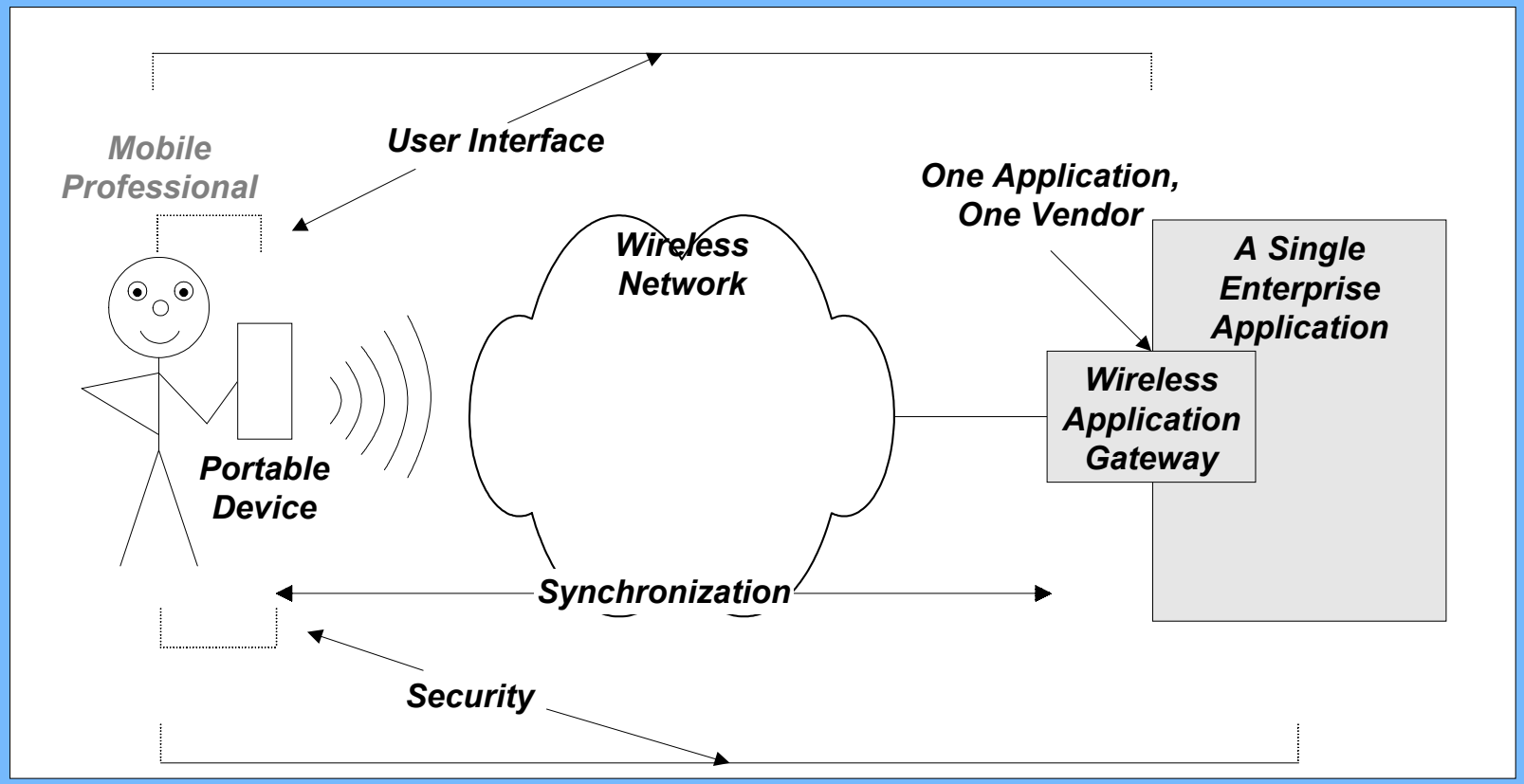
Solution: ***The building blocks to close the gap between mobile professionals and critical information are ready to be put in place.***



HP WORLD 2002 Conference & Expo

Closing the GAP

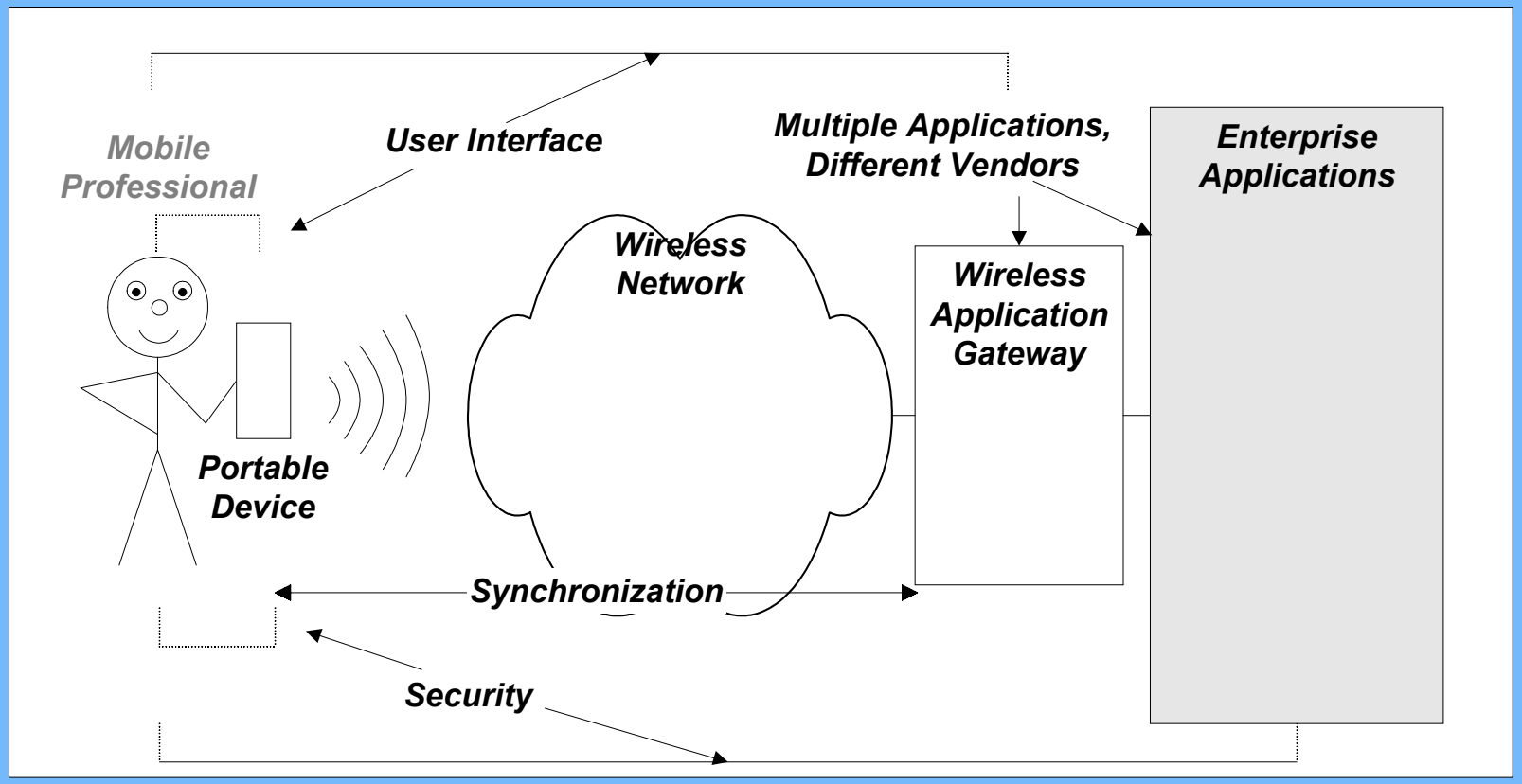
Solution: ***One way of arranging the building blocks is to add wireless application gateway functions to enterprise applications.***



HP WORLD 2002 Conference & Expo

Closing the GAP

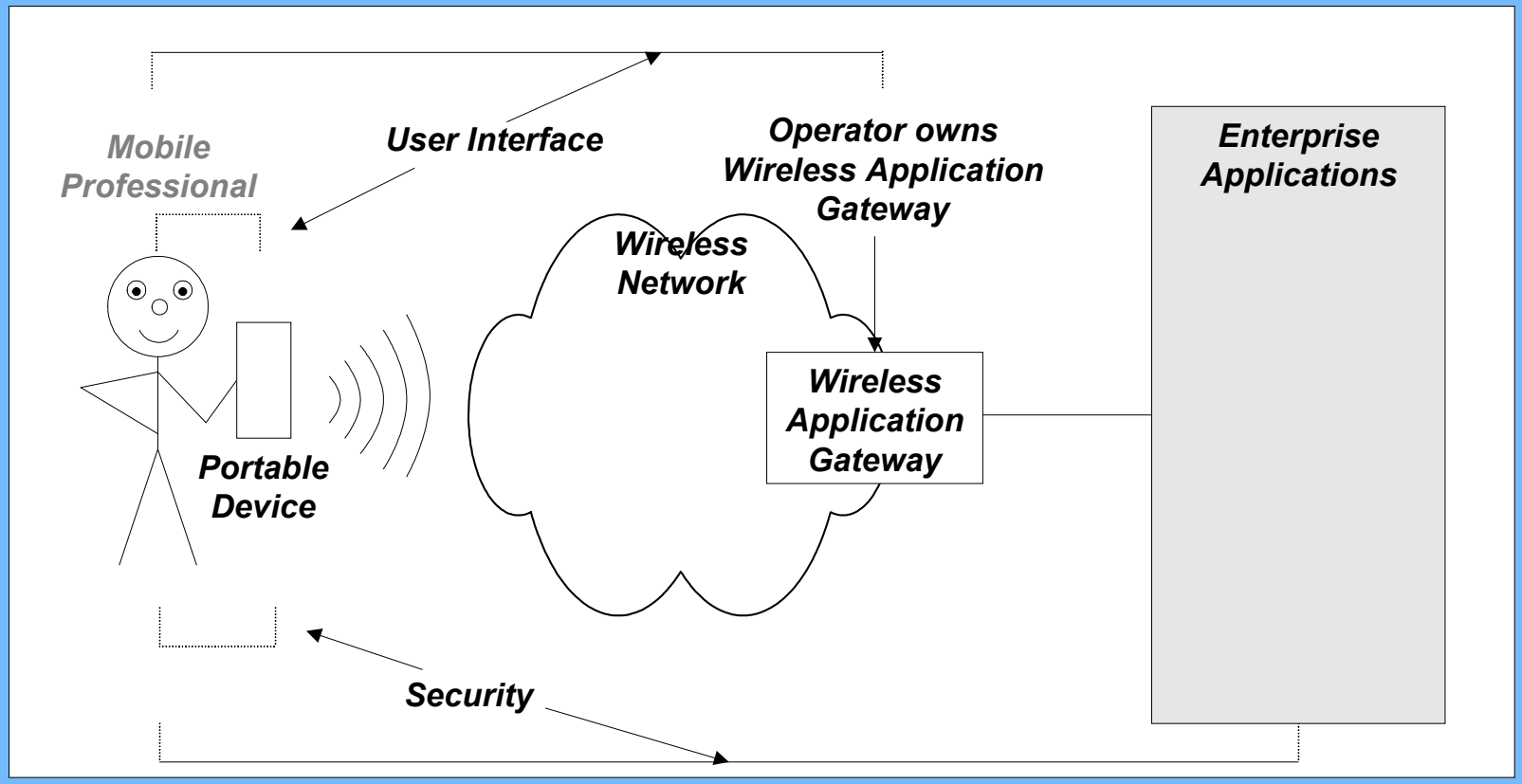
Solution: ***Another way is to keep the wireless application gateway as a separate component enabling access to several applications.***



HP WORLD 2002 Conference & Expo

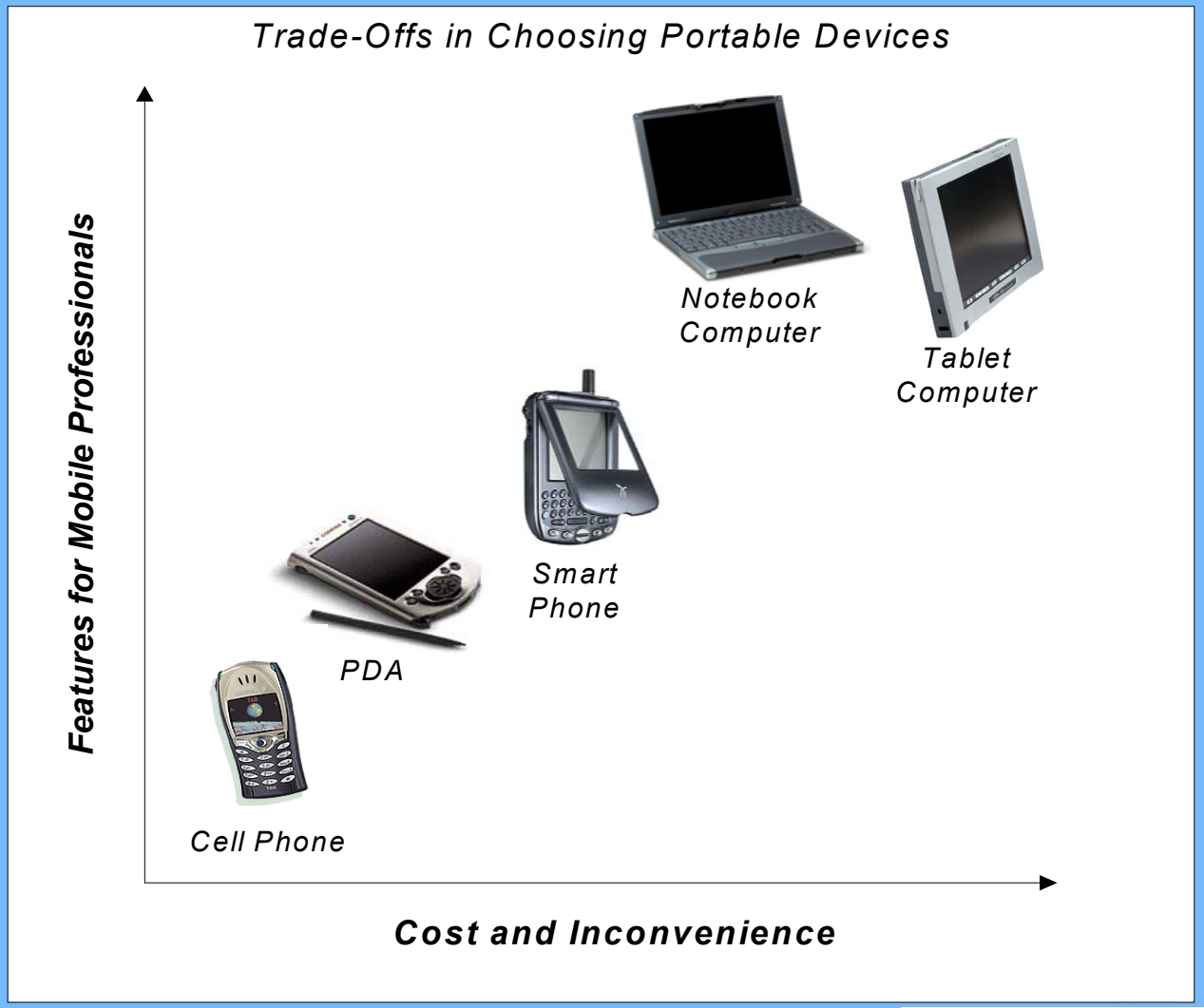
Closing the GAP

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



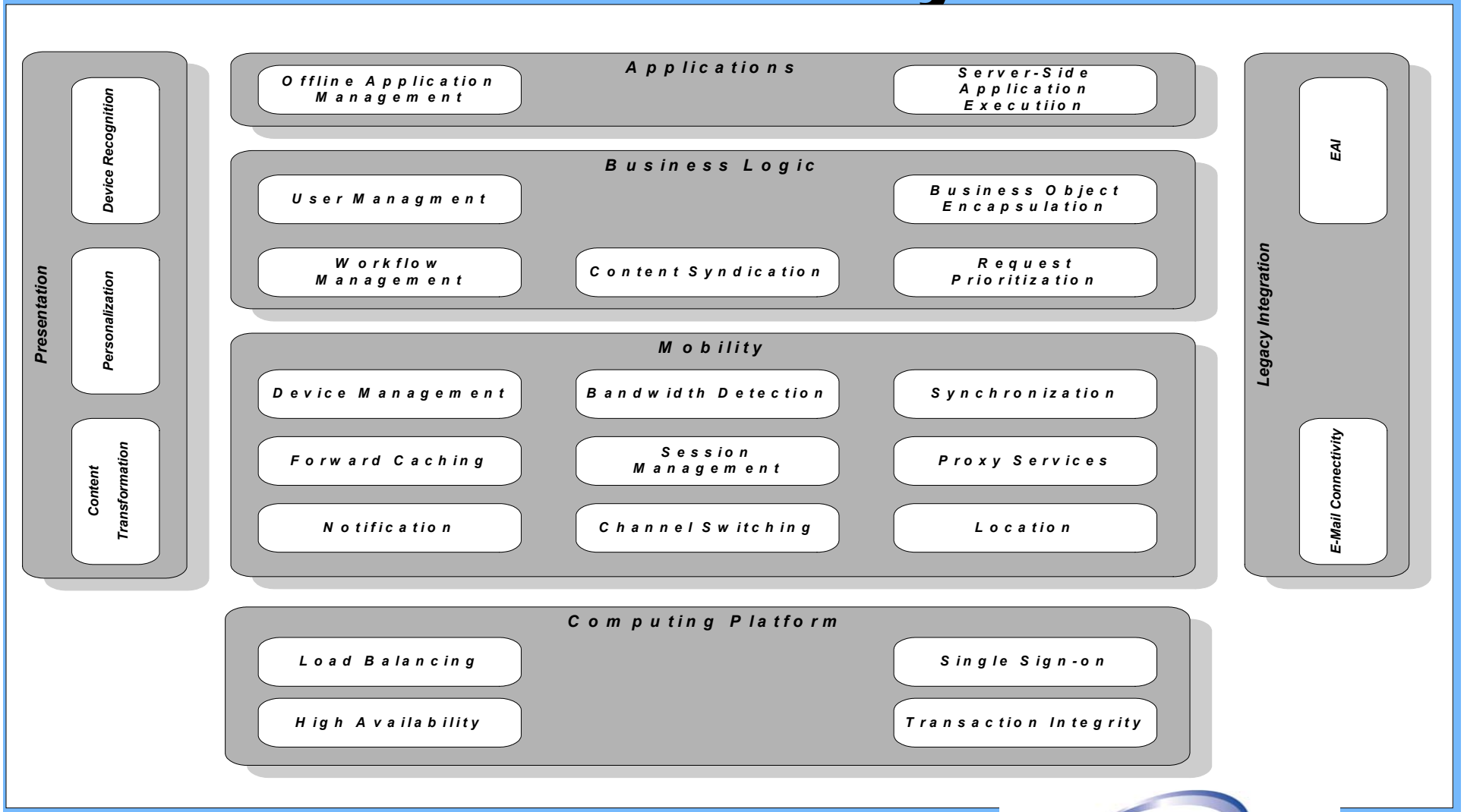
HP WORLD 2002 Conference & Expo

Choosing Devices



HP WORLD 2002
Conference & Expo

Picking a Wireless Application Gateway



Selecting Business Information

ERP

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

CRM

- *Opportunity Management*
- *Contact Management*
- *Activity Management*
- *Quote and Order Generation*
- *List Management*
- *Lead Management*
- *Customer Information*
- *Expense Reporting*

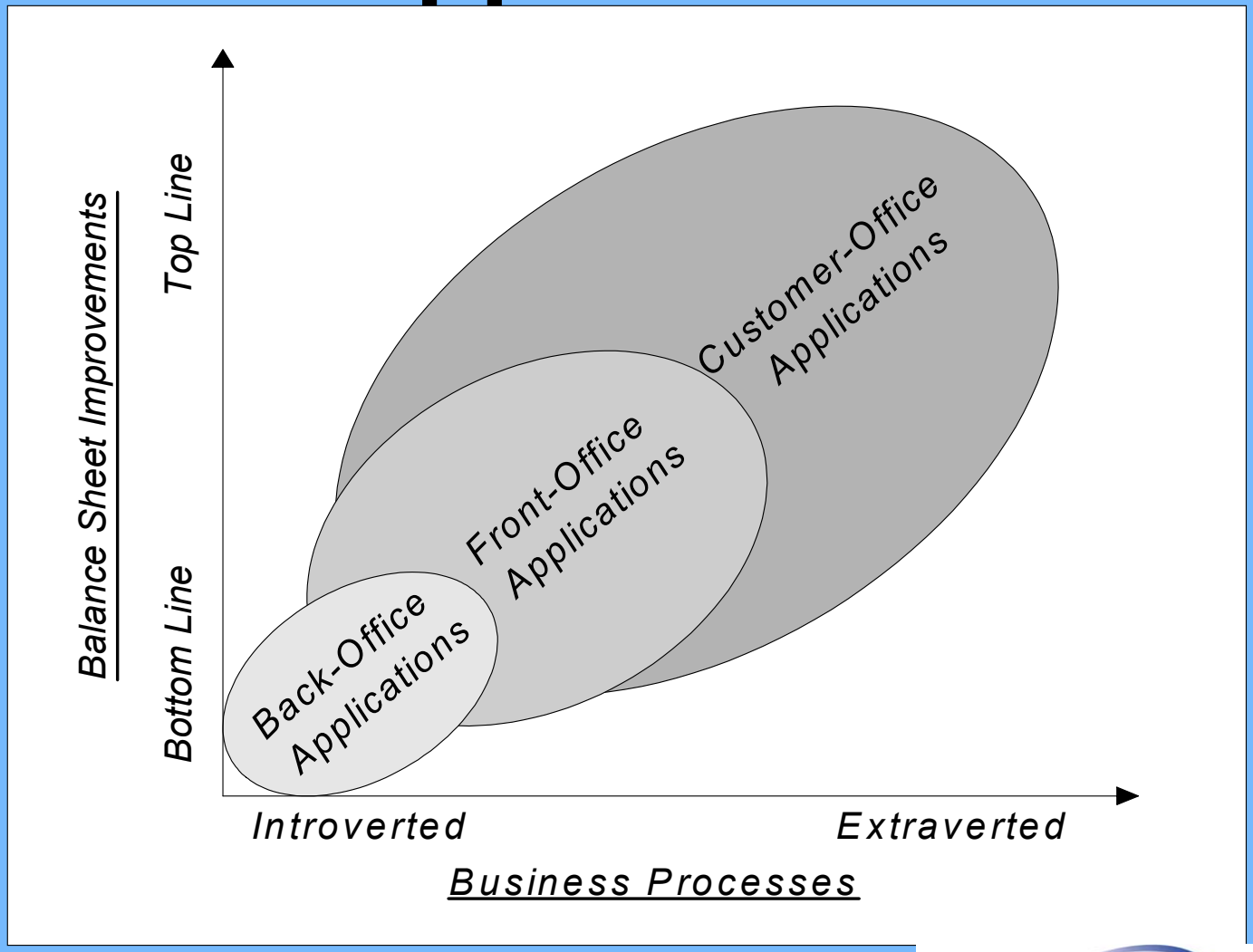
KM

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

Email

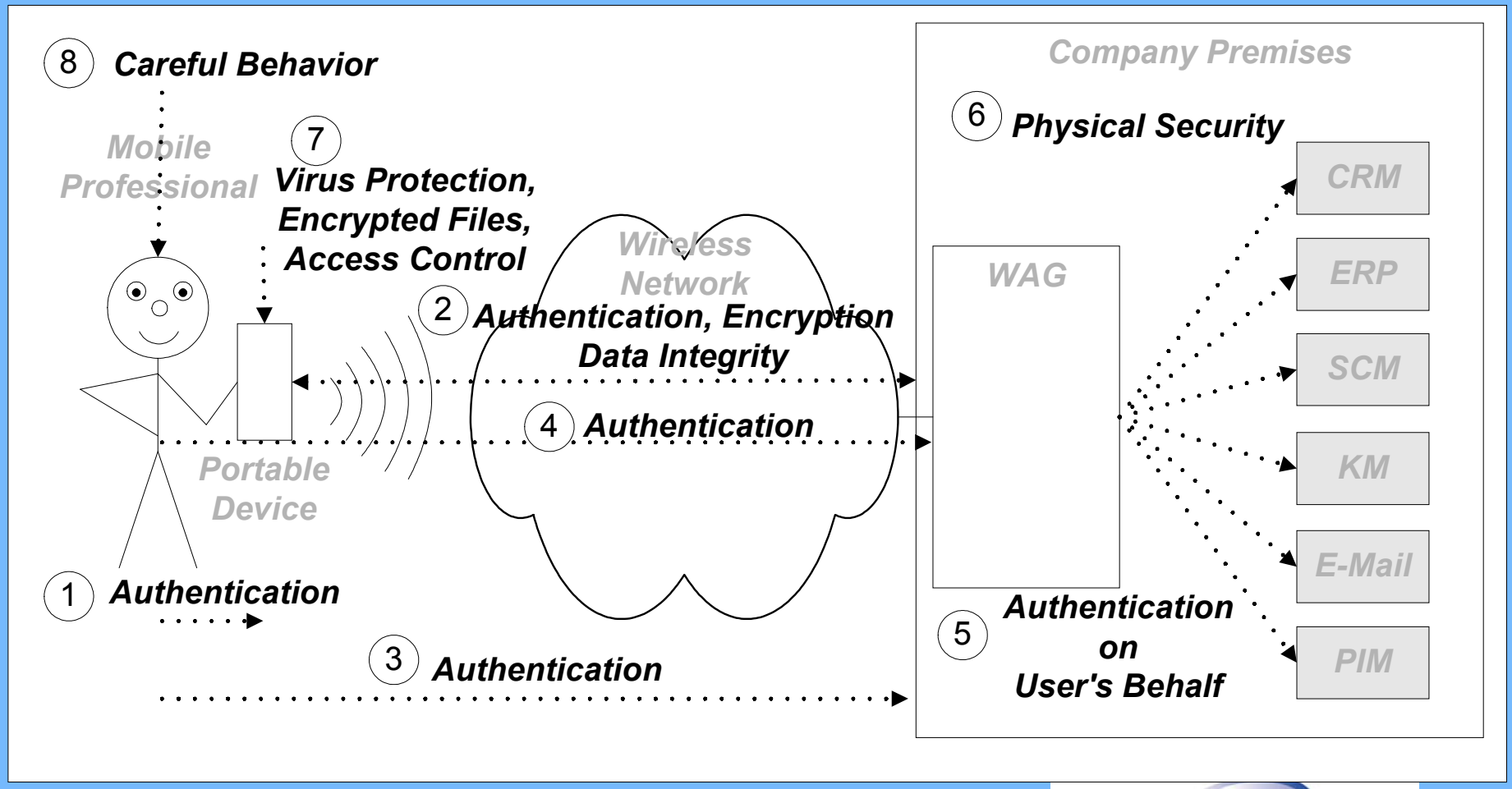
- *Messaging*
- *Calendar*
- *Contacts*
- *Tasks*
- *Knowledge Sharing*

Evolving Enterprise Applications



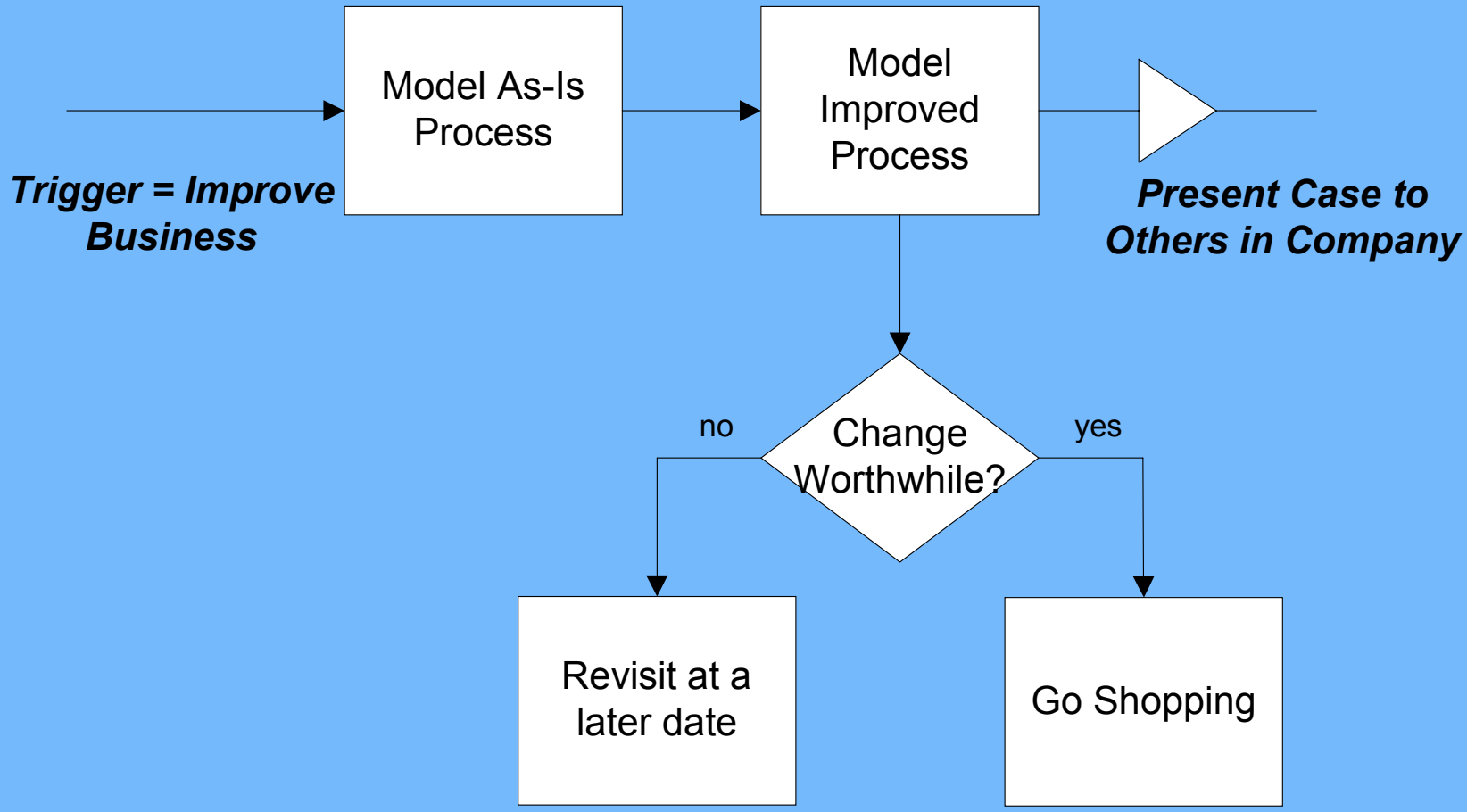
HP WORLD 2002 Conference & Expo

Securing the Mobile Enterprise

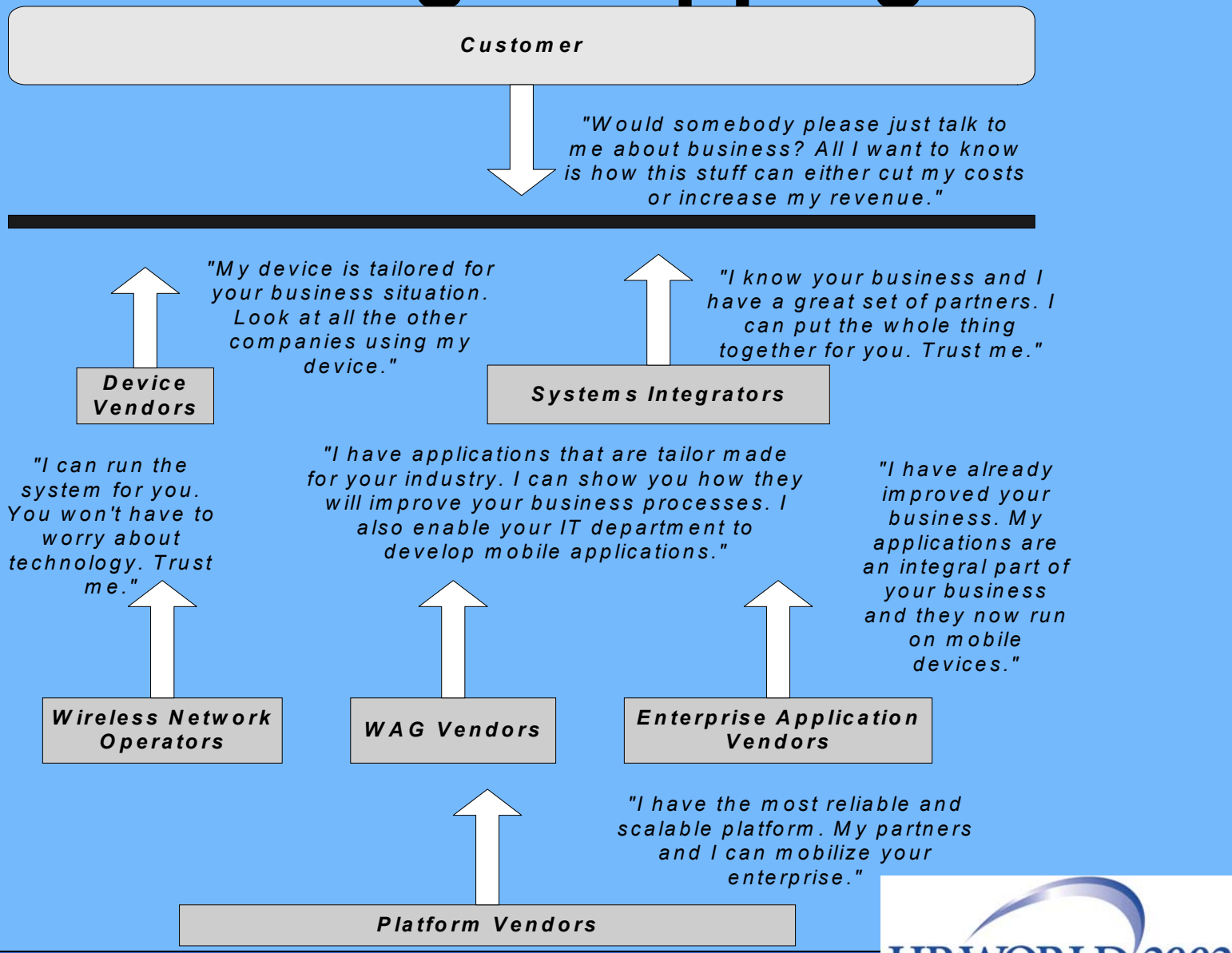


HP WORLD 2002 Conference & Expo

Reengineering Business Processes

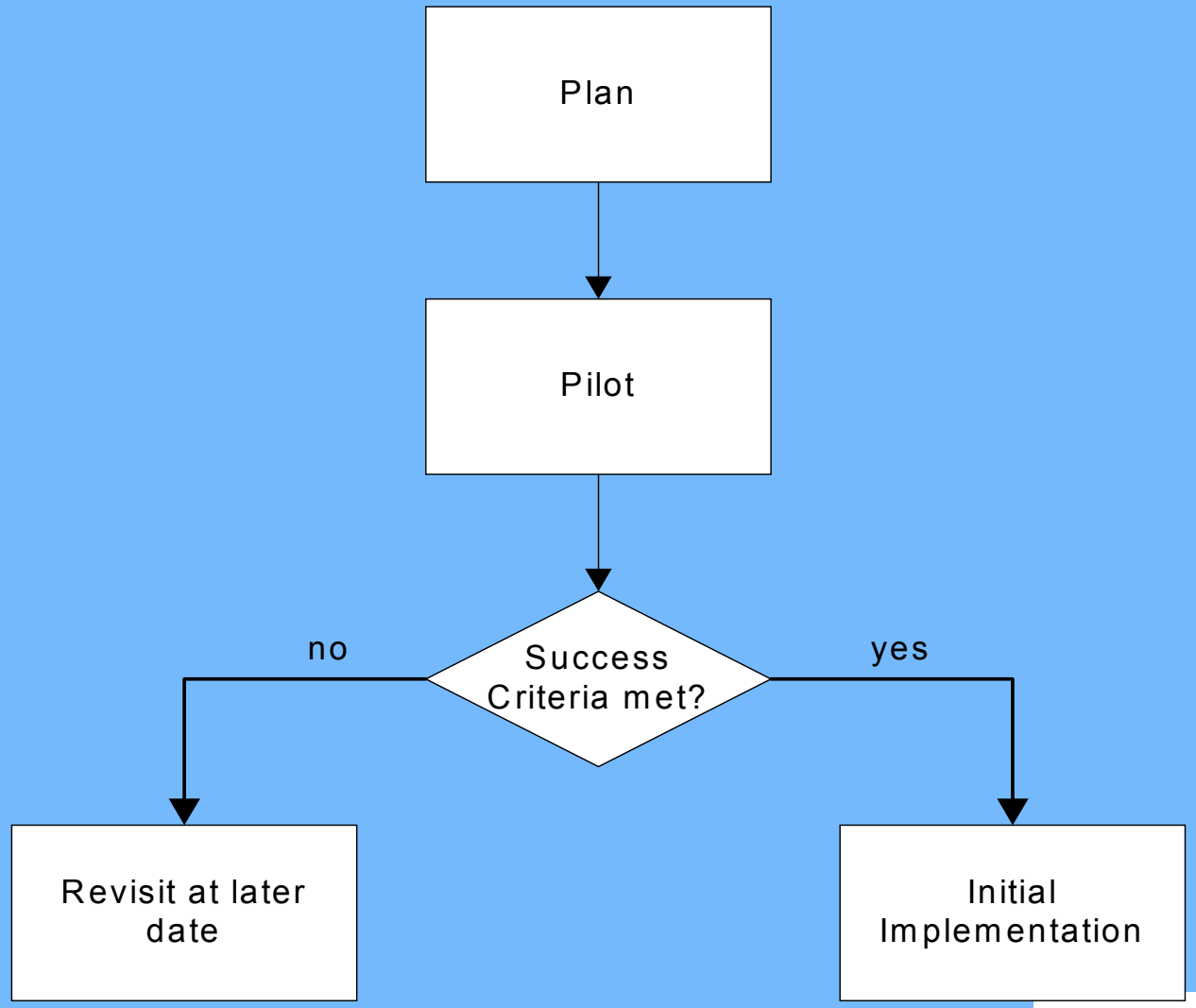


Going Shopping



HP WORLD 2002 Conference & Expo

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!

Mobilize Your Enterprise:
Achieving Competitive Advantage through Wireless Technology

Patrick Brans
Prentice Hall PTR and HP Books, 2002

ISBN: 0-13-009116-2

Order at:
http://www.phptr.com
http://www.hp.com/hpbooks