

Achieving true ROI from Mobile and Wireless Solutions

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Agenda

- **Mobile/Wireless - Today's Realities**
- **Where to Start**
- **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 Solutions

Recognized Leadership in Mobile Computing Market

• Market Leadership

- 73% market share in Mobile database market (DataQuest Dec 2002)
- 7 Million Deployed Seats
- 800 OEM Partners
- Mobile Middleware market leader (IDC June 2003)

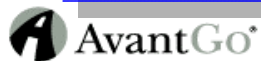


• Widespread Customer Adoption

- More than 12,000 corporate customers in 50 countries
- 78 of the Fortune 100
- World's largest mobile device application
 - 8 million registered users of MyAvantGo



**...with over 800 OEM Partners, 12,000 Corporate Customers,
7 Million embedded seats, and 8 Million Consumers ...**



iAnywhere Solutions

Over 800 OEM Partners and Alliances

Sales/Field Force Automation



Retail & Hospitality



Healthcare



Financial Services

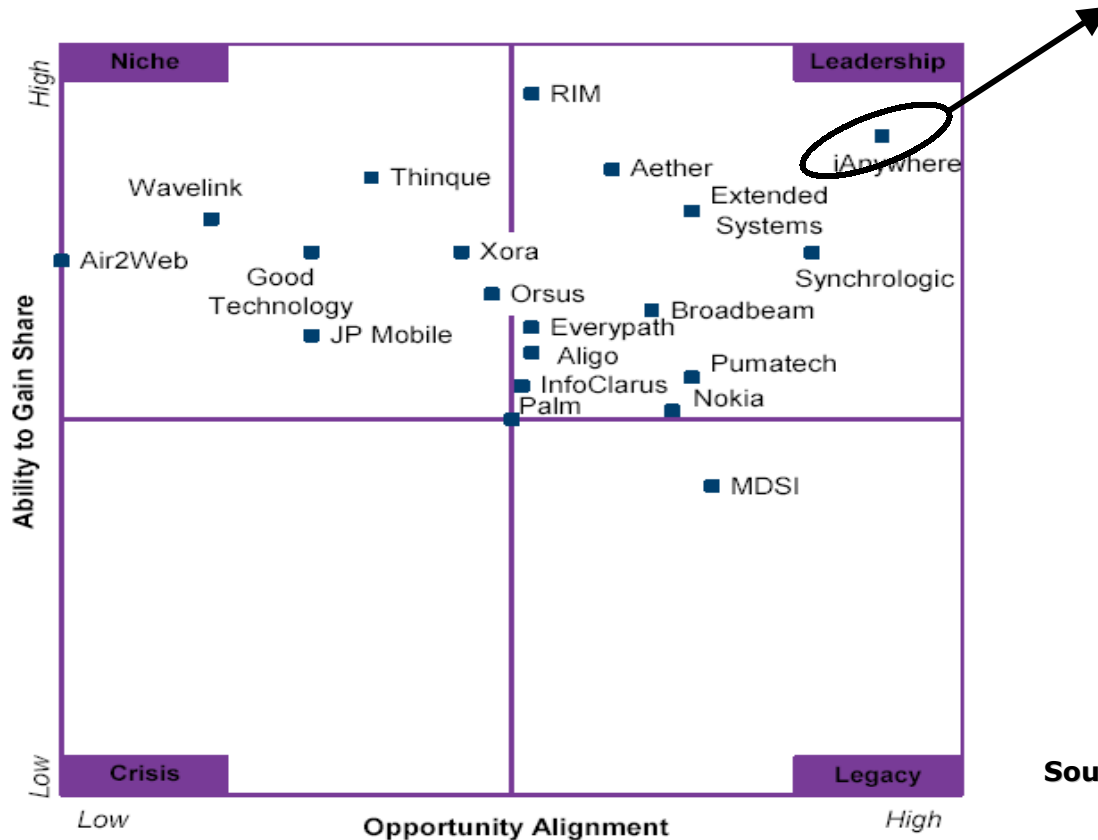


iAnywhere Solutions

Recognized Leadership in Mobile Computing Market

Mobile Middleware Infrastructure

IDC LEADERSHIP GRID: PURE-PLAY ENTERPRISE-CENTRIC MOBILE MIDDLEWARE MARKET



The combination of iAS and AvantGo creates unrivalled industry leadership

Source: IDC June 2003



Mobile/Wireless - Today's Realities

Why Go Mobile?

Extend IT solutions/benefits to “Unwired” employees

Improve Service, Grow revenue:

- 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.

Mobile/Wireless - Today's Realities

■ Continued rapid adoption of mobile technologies

- Primary enabler is better devices
- Wireless improvements secondary
- Smart client applications provide best performance



■ PDAs proliferating in enterprise

- Personal productivity tools, Mobile work automation (SFA, FFA)
- 60 million mobile workers in western world 2004(IDC)

■ Adoption driven by real operational improvements

- Increased productivity and flexibility
- Improved customer service



Mobile/Wireless - Today's Realities

Many Good Status Summaries



Tips and Traps in Deploying Mobile Technology

Friday, July 11, 2003

*Dennis Gaughan, Lindsey Sodano, Fenella Scott,
David O'Brien*

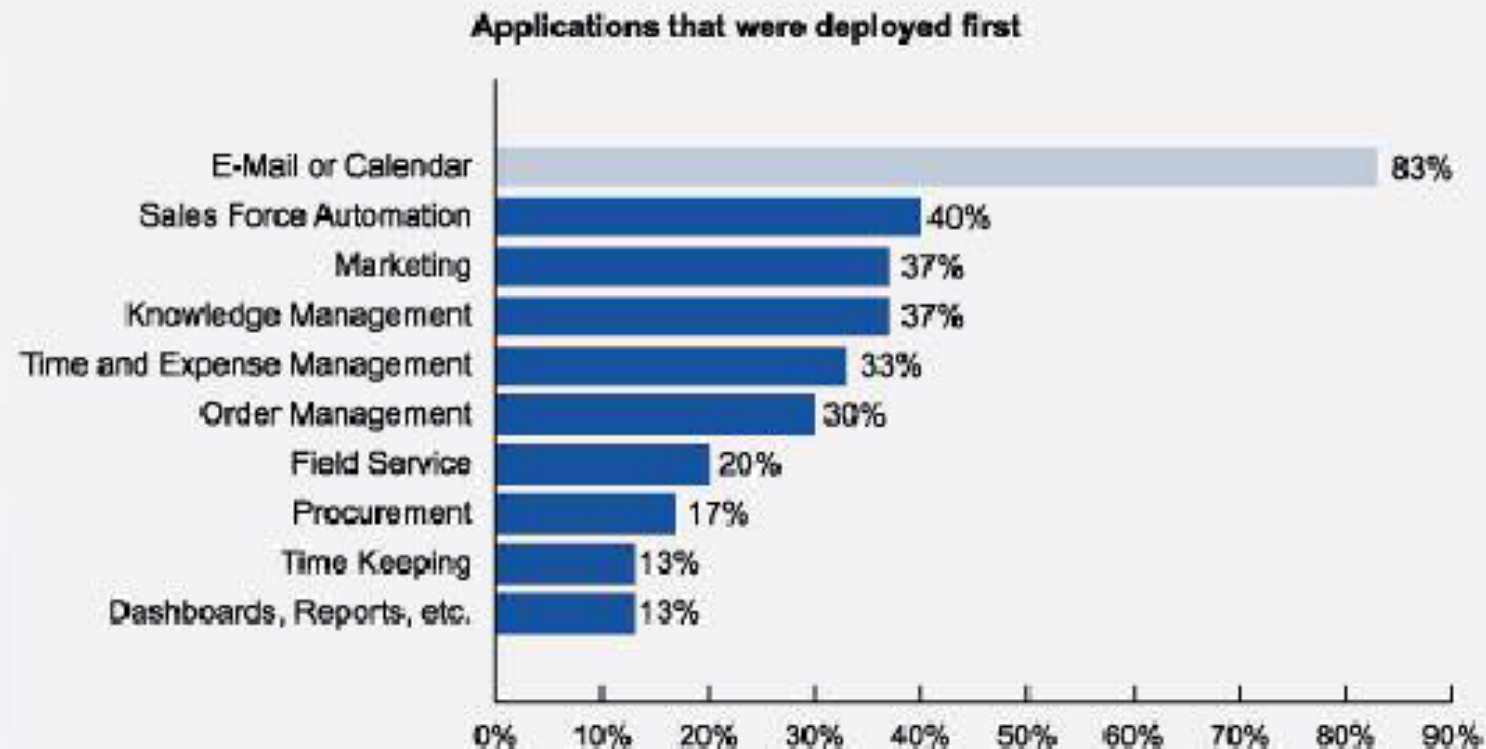
The Bottom Line: Five years after all the initial hype, there are still not many successful wide-scale mobile deployments, mostly a result of initial project selection lacking quantifiable ROI.

With one-third of your employees are working remotely, you need to find the most effective way to communicate with them

Source: AMR Research 2003

Mobile/Wireless - Today's Realities

Figure 1: E-mail is the most popular application by far

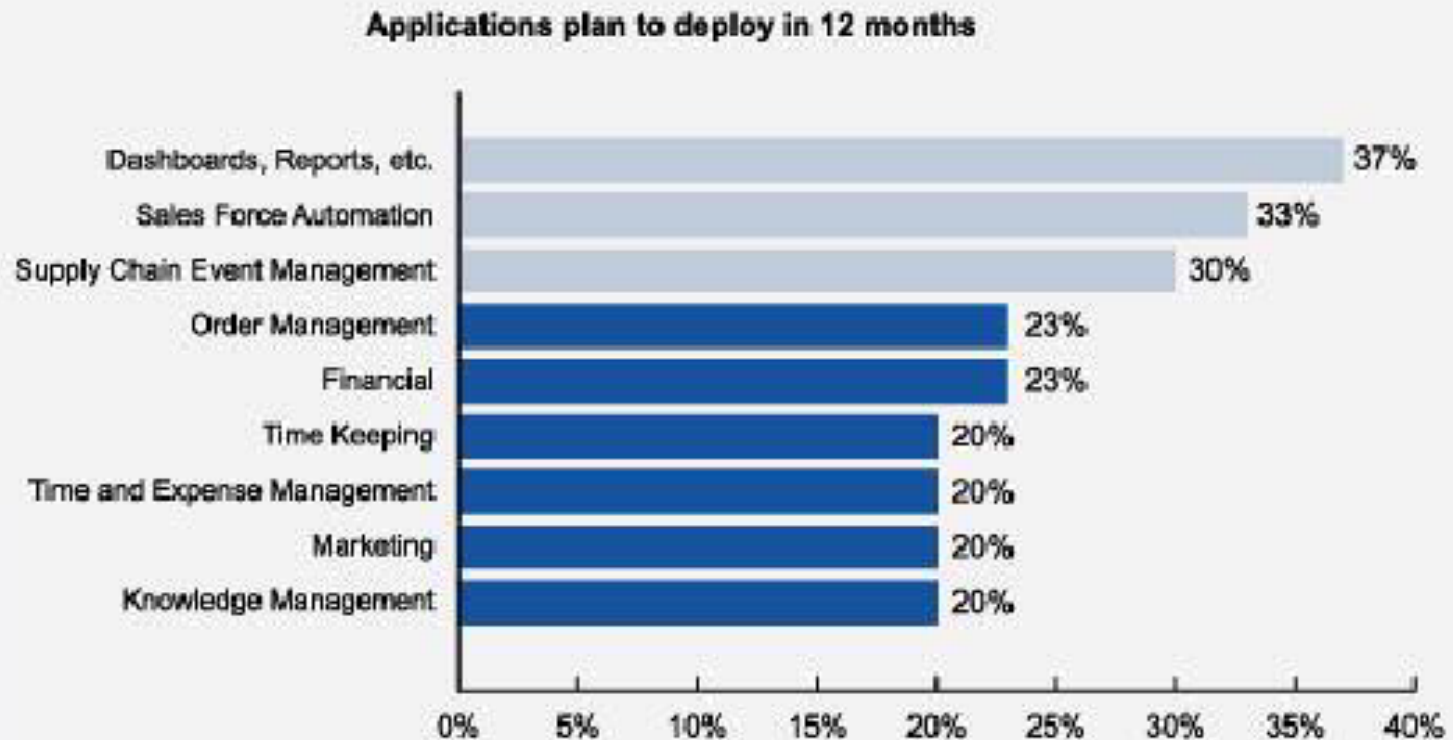


[Download Larger Version](#)

Source: AMR Research, 2003

Mobile/Wireless - Today's Realities

Figure 2: More strategic applications planned for future projects



[Download Larger Version](#)

Source: AMR Research, 2003

Mobile/Wireless - Today's Realities

■ Why Go Mobile?

Extend IT solutions/benefits to “Unwired” employees

■ Where to Start ?

- Select a mission-critical application with strategic operational value
- Mobility is now ready to be a true element of efficiency improvement
- Demonstrable ROI and process improvement



Mobile/Wireless - Today's Realities

- **Select a mission-critical application with strategic operational value**
 - Which business processes are needed to stay in the money...
 - Map practical technology to these processes
 - Identify your business process benefits
 - Identify your customer benefits
 - Use technology for a true competitive advantage

- **“Back to basics”**
 - Focus relentlessly on building and delivering true long-term business value

Source: [Knowledge@Wharton](#) July 2003

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



Today's Typical Mobile Applications Transportation & Logistics

- **Tracking and dispatch applications to pinpoint assets**
 - Tracking of shipping routes, real-time dispatch information, inventory levels, military resources
- **Link warehousing, distribution and transportation services**
- **Benefits**
 - Optimize routes to decrease mileage and field costs
 - Manage mobile assets to reduce theft or lost of goods
 - Accommodate real-time route changes
 - Facilitate timely change of data between field and head office



Today's Typical Mobile Applications Today's Delivery challenges...

Paper-based Systems

- Error-prone
- Difficult to measure delivery performance
- Limited ability to provide real-time package tracking and timely proof of delivery (POD) information



Custom, Proprietary Mobile Systems

- High maintenance costs
- Difficult to migrate to new hardware
- Expensive to extend



Today's Typical Mobile Applications

Mobile Delivery

- Integrate with Existing Systems



- Route Management
- Load Verification
- Stop Information

• Reduce delivery errors

• Reduce lost & stolen packages



• Improved on-time delivery performance

• Real-time delivery info to customers

• Eliminate POD write-offs



- Wireless or Offline Communications

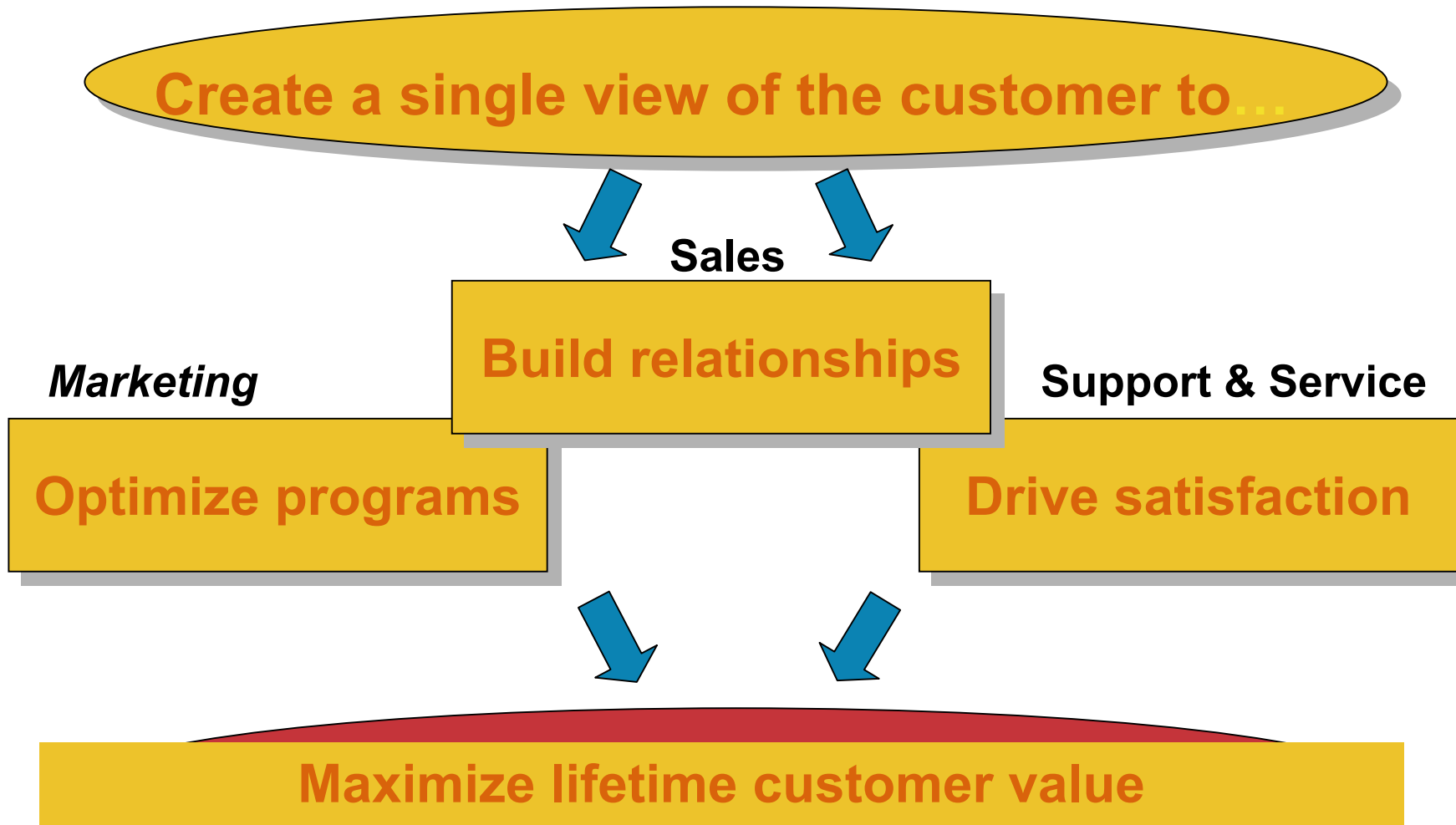
- Electronic Signature Capture



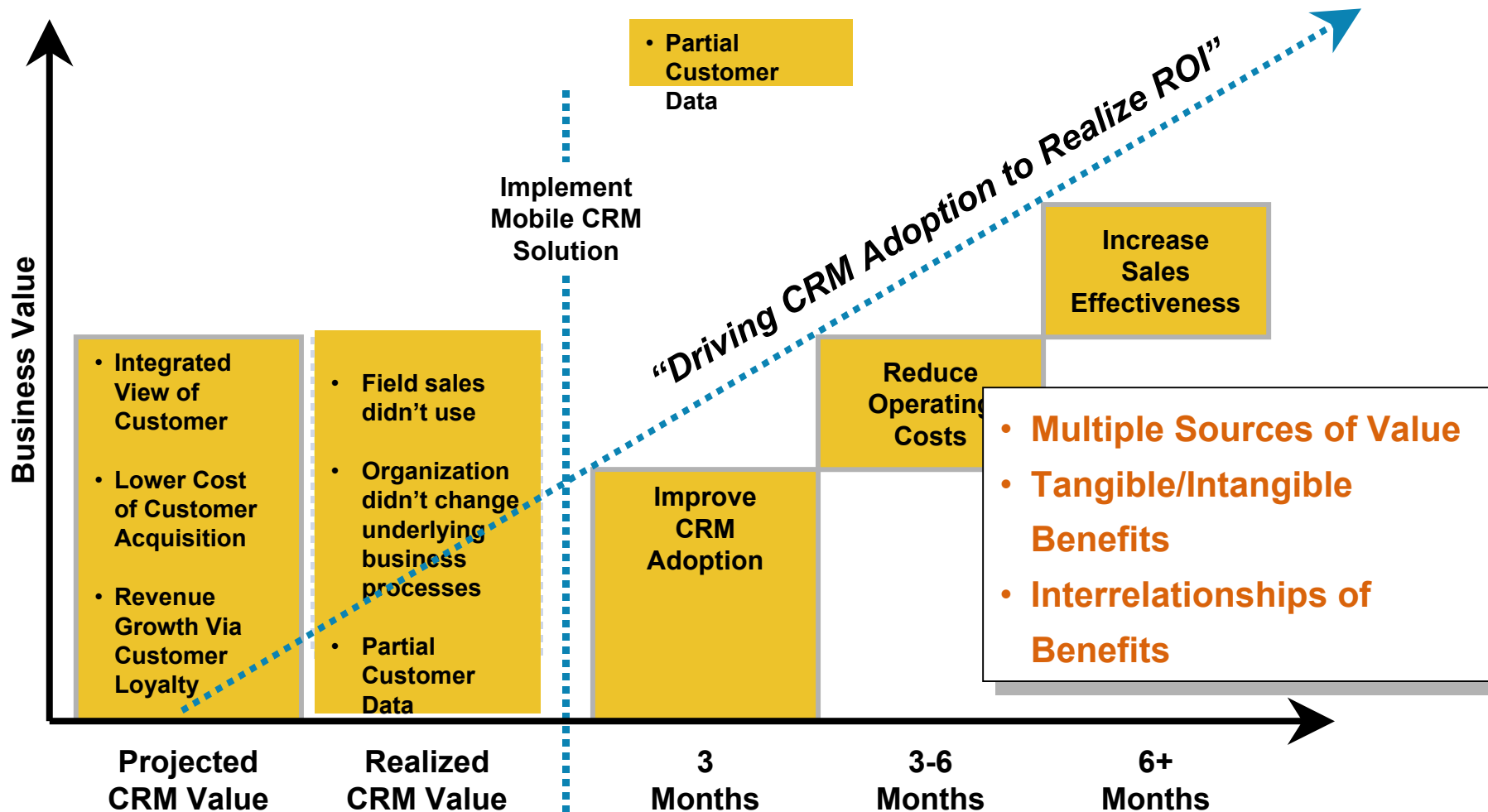
- Manifest Reconciliation
- Exception Handling
- Returns & Pickup

Today's Typical Mobile Applications

The Promise of CRM ...



Framing the Mobile CRM Value Proposition



Today's Typical Mobile Applications

"Mobile Inspections"



Organizations that:

- Collect data in the field with paper forms
- Enter field data into information systems
- Analyse and mine collected data
- Require frequent changes to existing forms and/or require new forms

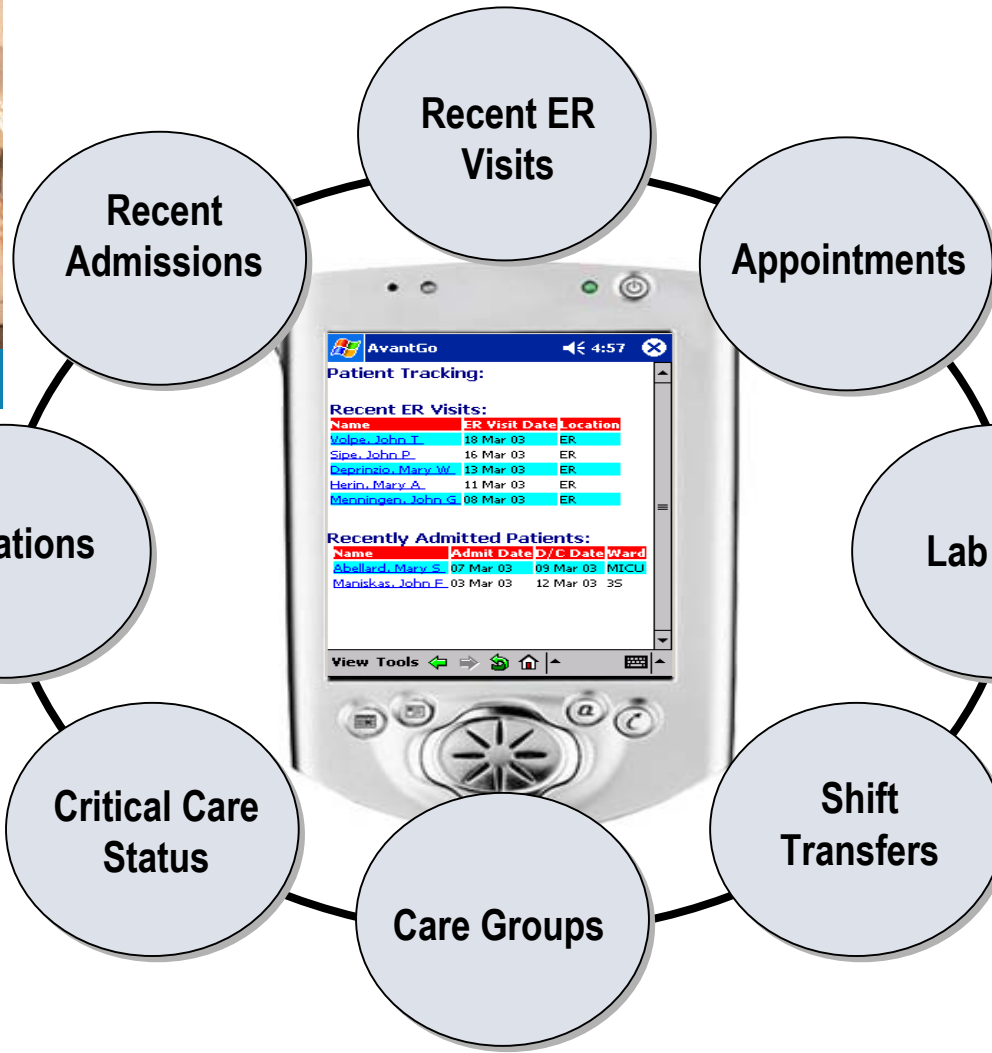
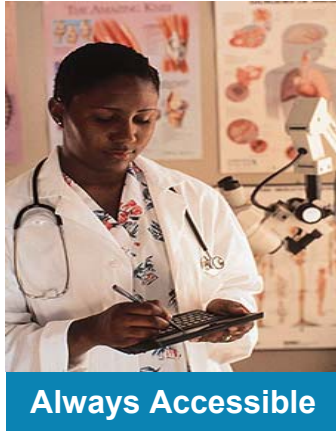
Will Benefit by:

- | | |
|-------------------------|---|
| Robust Inspection Forms | <ul style="list-style-type: none">• eliminates transcription errors• eliminates data entry costs• improves data standardization |
| Access to Backend Data | <ul style="list-style-type: none">• Improves inspection quality• Increases productivity |

Today's Typical Mobile Applications "Mobile Inspections"

Industries	Applications
Government	Regulatory/Code Compliance
Manufacturing	Environmental Audits
Construction	Equipment Inspections
Energy/Utilities	Facilities Inspections
Insurance	Safety Inspections
Retail	Asset Management/Tracking
Food Service	Mystery Shopper
	Loss Prevention

Point of Care – A Demonstration



Point of Care – A Demonstration



Tony Woods
Systems Consultant
iAnywhere Solutions

Obstacles and Challenges for Mobile and Wireless Solutions

Mobile Infrastructure

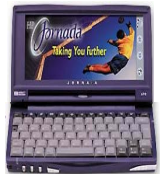
- Many point-solutions
- Thin-client, Smart (Fat)-client models
- Occasionally connected, always connected

Enterprise Application integration

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

Wireless-usage

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



Mobile Device Management

Achieving ROI

Security

Device Limitations

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



Information Access Challenges

Mobile Application Models



Always Connected Model

- Application has persistent link to a server/almost entirely server-based
- Real time data access and update
- Typically requires thin client and/or microbrowser
- Very limited functionality without connection

Occasionally Connected Model

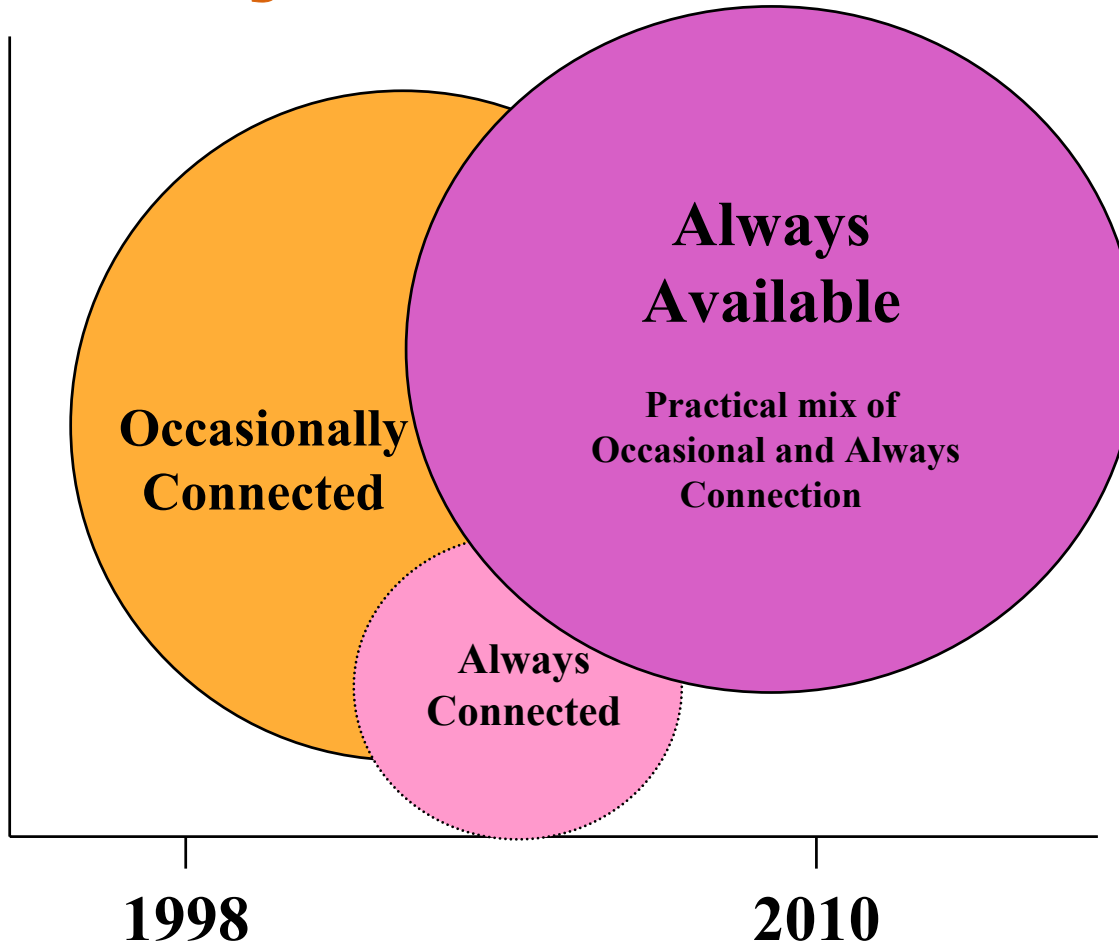
- Mostly disconnected application, connected periodically to server for synchronization
- Utilizes local application and data storage on the device
- Minimizes communications costs
- Application not dependent on connectivity

Always Available Model

- Application is connected when possible/needed, and is still fully functional without server link
- Utilizes local application and data storage on the device

Wireless Access iAnywhere Wireless Enablement

“Always Available”



Provides the best of both worlds:

- **Wireless Constraints**
 - Bandwidth
 - Battery
 - Coverage
 - Cost
 - Security
- **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

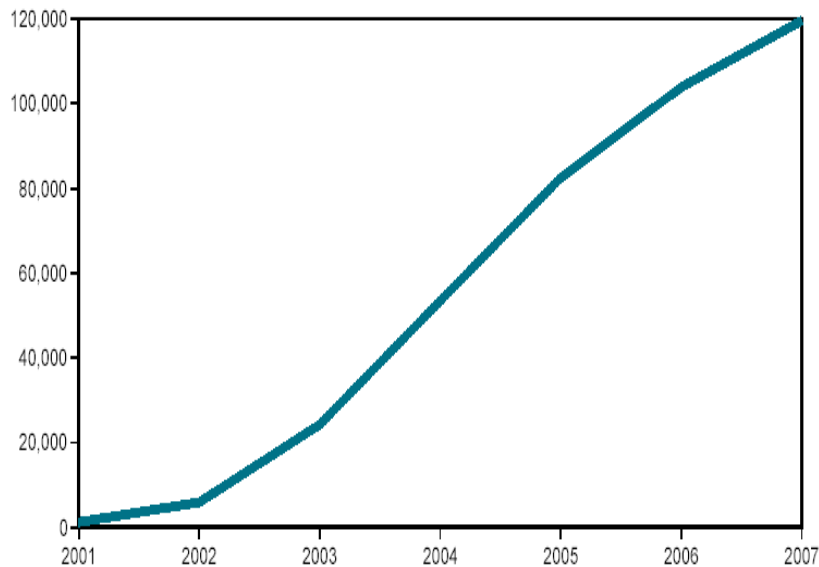


WiFi Explosion of Wireless LAN

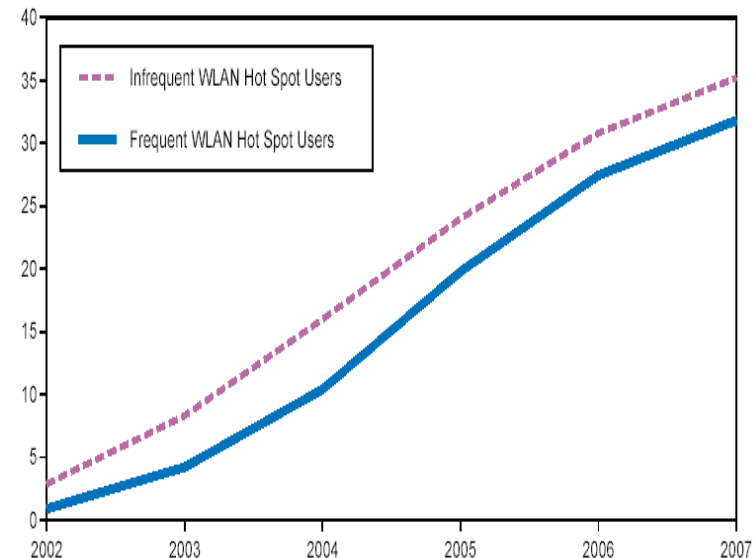
**WLAN growth is 3x faster
than Internet at same stage**

**2002 hot spots: 12,235
2007 hot spots: 145,417**

Number of Locations



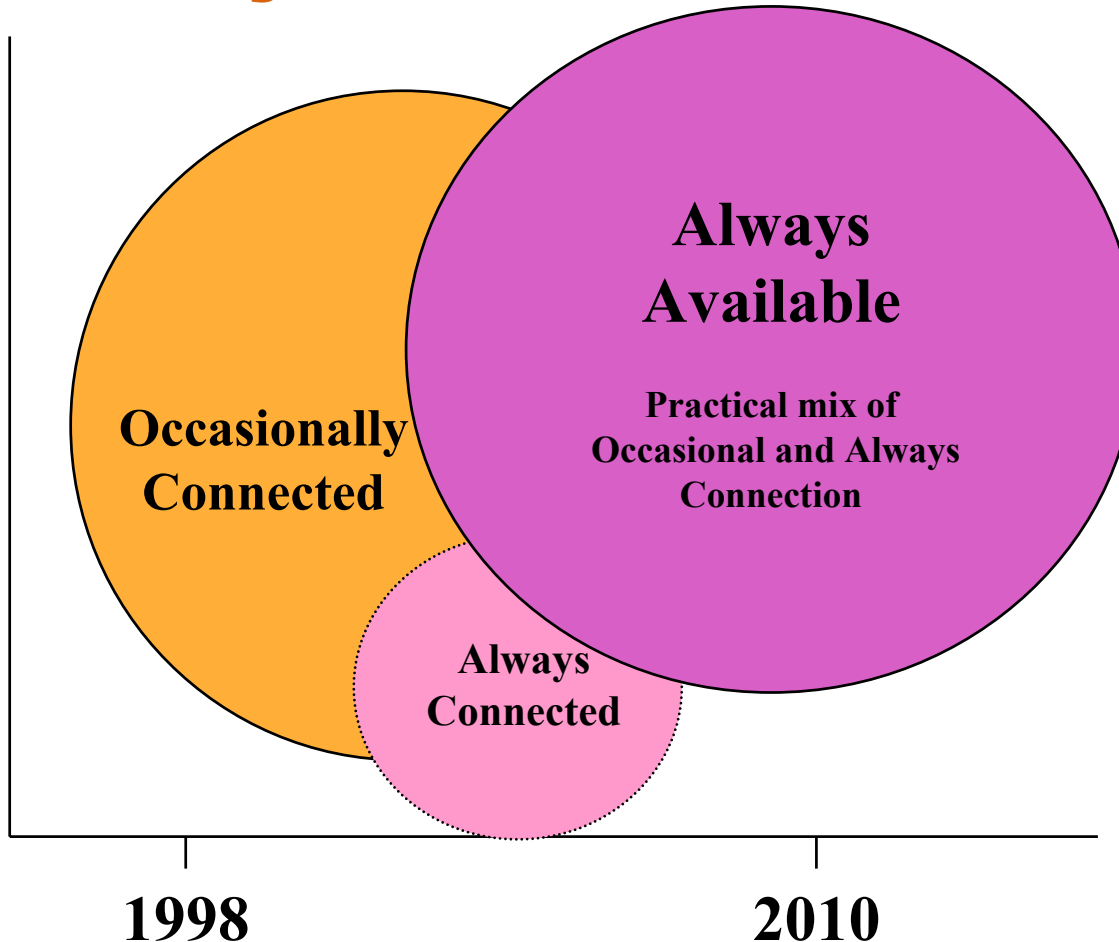
Millions of Users



Source: Gartner Aug 2002

Wireless Access

“Always Available”



- The increasing pervasiveness of wireless, will actually continue to drive the dominance of Occasionally Connected and Always Available applications



Mobile and Wireless Solutions Addressing the Critical Needs

Enterprise Needs



- **Mobile Applications Development**
 - Data and Transaction management
 - Enterprise synchronization and integration
 - Web-application mobilization
 - 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
M-Business Server
Pylon Anywhere



Manage Anywhere

Wireless Server & Wireless Framework SDK

Built-in options



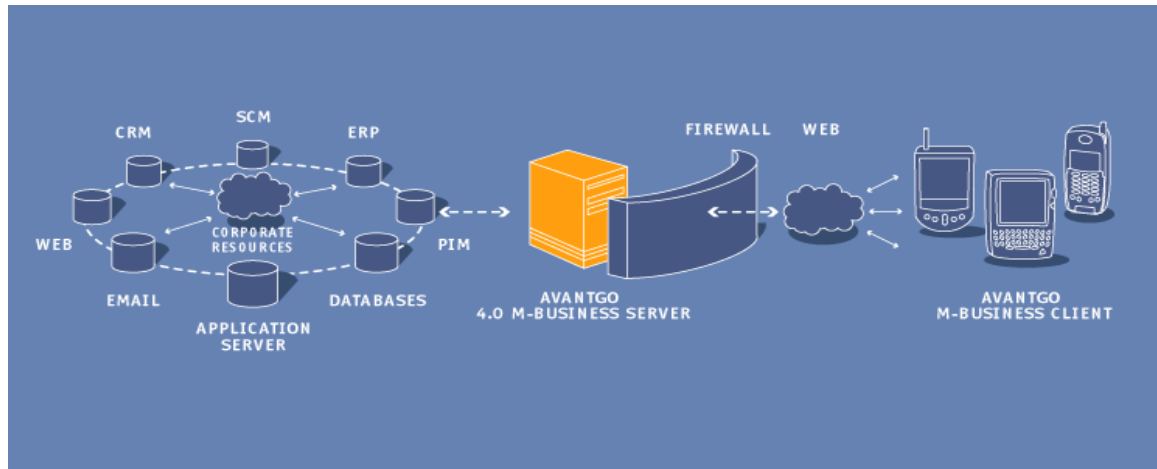
Professional Services

iAnywhere & over 800 Partner Applications



Mobile and Wireless Solutions Web Application Mobilization

M-Business Server – “Web Anywhere”



Mobile Business Applications

Mobile Sales
Mobile Pharma
Mobile Inspection
Mobile Delivery

Mobile Internet

M-Business Server
- Web-Apps on PDAs

Mobile Consumer

My AvantGo
- 8 Million+ active users
- 2000+ Channels

Mobile E-mail & PIM

Pylon (Notes & Exchange)

iAnywhere Solutions Total Mobility Infrastructure Solution



Mobile Security - *The Problem*

- ***The FBI reported Tuesday it had tentatively determined that more than ... 184 laptop computers – including one that contained classified information – are unaccounted for. (CNN, July 19, 2001)***
- ***The Federal Opposition has revealed that more than 500 Commonwealth laptop computers, some containing classified Cabinet and commercial information have been lost or stolen in just one year. (ABC Australia January 16, 2002)***
- ***Denver International Airport, where hundreds of laptops and cell phones have been left, has posted "Got Laptop?" signs to prompt passengers leaving security checkpoints to check for their belongings. (Bill Bergstrom, AP, March 19, 2002)***

Mobile Security Challenges

■ Theft or loss of device

- Loss of data; Unauthorized access to data, potentially to enterprise
- Defenses: backups, power-on password, encrypted data, password-protected applications with inactivity-timeout
- Need to enforce backups, track devices



■ Rogue access to data on device

- Multiple services (ftp server, shared disk, web server) or operating system flaw can provide access to device contents
- Need to monitor for unauthorized software; ensure system configuration (e.g. personal firewall, browser security) and OS security updates



■ Virus infection

- Potential for virus running on mobile device or just using device as transport into the enterprise
- Need to keep OS and virus protection to latest level



Security through Management Need to Proactively Ensure it Happens!

- Need to deploy and manage smart clients
- Need to install OS security update
- Need to keep virus protection to latest level
- Need to enforce system configuration
- Need to monitor for unauthorized software
- Need to enforce backups
- Need to track and potentially disable devices



Can't rely on user to "lock the doors"!



Specific Mobile Requirements

- Traditional management tools don't address mobile specific challenges
 - Varied connection profile
 - Operation outside of the firewall
 - Interrupted operations
 - Offline operation
 - PDA support (cradled and direct support)
 - Device discovery
 - Remote control
 - Security

Mobile Device Management Manage Anywhere

- **Central management of software and hardware**

- Optimized for mobile, remote, distributed systems



- **Five key functions**

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



Achieving true ROI - “Pilots & Prototypes”

Start wherever best fits your specific business application priority:

- Apply Mobility to selected strategic operational systems
- Smart-Client - Local application and transaction data
- Smart-Client - Web application mobility with disconnected usage
- Thin-Client access
- E-mail and PIM extension
- Enterprise Application Messaging extension



Jumpstart your Pilot/Trial/Full-Scale Mobile Solution

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



Mobile and Wireless ROI

Application Specific – ROI Calculators

Sales Force Automation Project

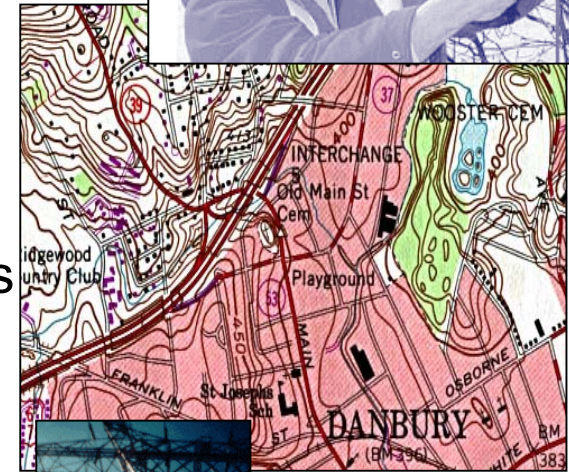
Application	Maximum Annual Savings	Minimum Annual Savings
1.0 <u>Field Sales Productivity</u>	\$ 145,600.00	\$ 36,400.00
2.0 <u>Inside Sales Productivity</u>	\$ 49,920.00	\$ 16,640.00
3.0 <u>Inventory Reduction</u>	\$ 1,000.00	\$ 250.00
4.0 <u>Eliminate Telephone Time</u>	\$ 4,992.00	
5.0 <u>Reduced Clerical Data Input Time</u>	\$ 5,600.00	
6.0 <u>Reduction of Paperwork</u>	\$ 1,250.00	\$ 500.00
7.0 <u>IT Cost Savings</u>	\$ 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)	
<u>Analysis Based On :</u>		
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



Northeast
Utilities System

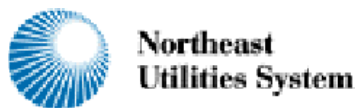
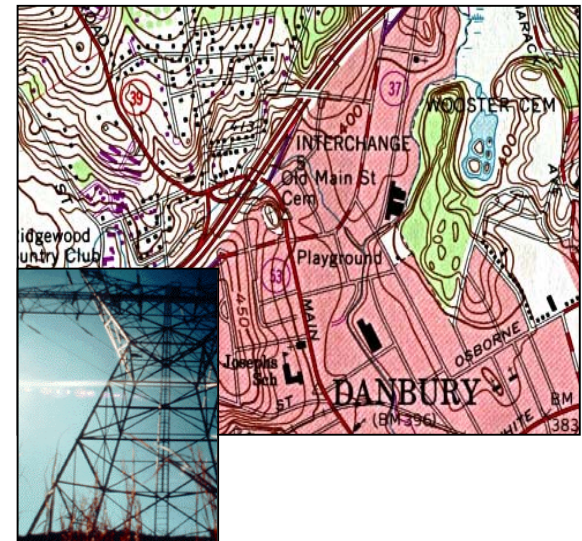
ROI – Mobile Solution Case Study

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



Public Safety – First Responders

- **First responders need access to critical information at their fingertips**
 - Police, fire, emergency officials
- **Share data with other agencies to improve public safety**
- **Results**
 - Improve response times
 - Increase safety among first responders with increased communication
 - Increase collaboration between agencies
 - Improve accuracy and timeliness of information



Public Safety

Typical Applications

■ Mobile Law Enforcement

- Wireless access to criminal records, motor vehicle and warrant information
- Messaging capabilities to alert first responders and request assistance in the field
- Improve accuracy of field interviews
- Improved safety with real-time silent communications

■ Mobile Fire Services

- Wireless access to occupancy data, on-duty rosters, certifications and hydrant locations
- Enhanced ability to make decisions in emergency and inspection situations

Customer Example in Public Safety

Clayton IDS

Solution:

- Field service data collection solution for emergency medical services
- Wireless component allows workers to be productive in poor coverage

Benefits:

- Streamlines and simplifies charting, improving accuracy of patient information
- EMS workers are quickly back in service with no paperwork to complete
- Data processing costs have been slashed by as much as 90 percent
- EMS departments are better able to comply with state reporting, HIPPA and Homeland Security requirements



Public Safety - Healthcare



- **Provide healthcare information to caregivers in the field**
 - Review patient records, test results, diagnosis information and consult drug formularies
- **Help public safety organizations identify health trends and respond**
 - Bioterrorism, outbreak of disease, food poisoning
- **Results**
 - Improve patient care
 - Increase sharing of information with other healthcare agencies
 - Ability to spot and respond to healthcare trends

Customer Example at the Point of Care: Advance PCS



Solution:

- Prescription writing applications that allow Physicians to generate and transmit electronic prescriptions at the point of care

Benefits:

- Doctors can transmit prescriptions in their office or at the point-of-care to a pharmacy
- Improve quality of care, improve guideline compliance, reduce overall cost and enhance physician's efficiency and effectiveness at the point of care



Customer Example at the Point of Care: Beyond Now Technologies



Solution:

- RoadNotes is built to offer homecare providers a complete point-of-care clinical documentation system on pen-based tablets

Benefits:

- Nurses can easily document every step of patient care, synchronize it to a back office, and access patient information while on-site
- Improve quality of care, increase productivity by reducing time spent entering patient data into system



ROI – Mobile Solution Case Study

Harvard Medical School

■ Challenge:

- Communication between students and faculty
- Untimely feedback to faculty
 - Hospital environment not conducive to information access and data collection
 - High cost paper and manual processes

■ Solution:

Class Schedules, Hospital Case Log Notes, Lecture Notes, Illustrations, Course Evaluations, Exam Calendars, Admin Announcements

■ Benefits:

- 80% feedback compliance (vs. 20%)
- Same day feedback to faculty (vs. 6 weeks)
- Reduced paper survey costs - \$150k saved in first 6 months
- Ability to better monitor and manage class performance
- High level of student adoption and usage
- Overwhelming positive feedback from students



The Value of Mobile Solutions McKesson MIS

MCKESSON

Empowering Healthcare



Closed Loop System

- Millions of dollars in cost savings
- Reduced delivery error complaint calls from 75 per day to zero
- 20% cost reduction in delivery error claims
- More on-time deliveries
- Reduced claims over disputed merchandise by 50%
- Can provide same day package tracking information to customers
- Management reports available to track delivery performance
- Leveraged existing systems

Background:

- 32 distribution centers, 2600+ drivers, and over 30,000 customers.

Goals & Challenges:

- Eliminate paper-based delivery system
- Improve delivery accuracy
- Improve on-time delivery performance
- Track deliveries & reduce costs of proof-of-delivery write-offs

Solution:

- AvantGo Mobile Delivery & Symbol SPT 1700 Palm OS mobile device

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

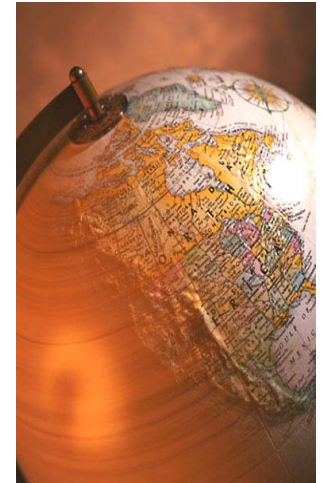


ROI – Mobile Solution Case Study

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

Sales & Marketing



COMPUSA

First Mobile Digital Coupon

Outstanding Results:

- Over 7 million impressions
- Click-through rates 3x higher than Internet advertising
- Over 18,000 users saved the coupon
- Redemption rates 10x higher than traditional coupons

ROI – Mobile Solution Case Study

Pepsi Bottling Group

Pepsi Refreshes, Wirelessly



Known as “the Hummer of handhelds,” the Melard Sidearm runs a mobile database and lets Pepsi technicians connect over the Cingular network.

Ask a Pepsi Bottling Group service technician what’s been the best thing to happen to Pepsi recently, and he’ll probably say Britney Spears. There’s a chance, though, that he’ll say the new wireless system. Now equipped with handhelds hooked into a wide-area network, soda-fountain and vending-machine technicians can quench thirsts

far more effectively.

No matter where you are, you don’t have to throw a rock very far to hit a Pepsi vending machine. So as you can imagine, keeping those machines stocked and working is an enormous task, most of which is done by The Pepsi Bottling Group, the largest manufacturer, seller, and distributor of Pepsi-Cola beverages. In fact,



SEPTEMBER 17, 2002

ROI – Mobile Solution Case Study

Pepsi Bottling Group

Return On Investment

- Previously 6 million pieces paper per year
- 700 technicians currently use wireless system
- Pepsi estimates going wireless saves **\$7M per year**
- **Significant** technician **response time improvement**
- **Productivity improvement: one call per technician per day**



Pepsi Refreshes, Wirelessly

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Inventory Management

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



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

Achieving True ROI - Summary

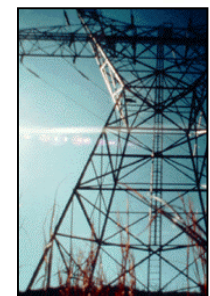
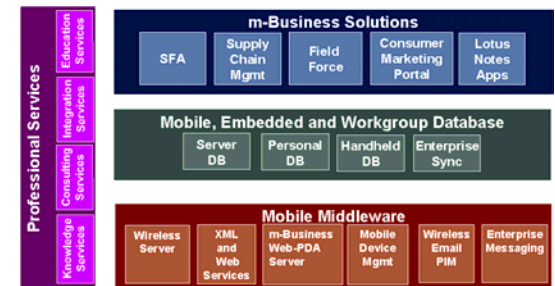
Mobile Infrastructure Platform

Always Available Architecture

Strategic Operational Systems

Pilots & Prototypes

Increase Revenue, Improve Service, Cut Costs



Achieving True ROI from Mobile and Wireless Solutions

Thank You !

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