

## HOW CAN ORGANIZATIONS PROVIDE THEIR WORKFORCE WITH ALL THE INFORMATION THEY WANT, WHEREVER THEY WANT IT?



## Disruption is Here: Are You Riding the Wave?

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The enterprise mobility market is going through a major transformation. This is hardly surprising. At the core of the transformation are high-speed mobile networks, powerful mobile devices, wireless connectivity of equipment, middleware and mobile applications that are creating new business capabilities. The outcome is intense pressure from distributed work forces, which are today the norm, to deliver products and services to their customers who are demanding greater agility and responsiveness from businesses.

Not surprisingly, enterprises are quickly embracing mobile devices along with handhelds and tablets. This is driving a clear trend: the need for sophisticated applications that can arm mobile workers with accurate, real-time information about their customers, products, inventories, pricing and enterprise data with a high level of security. A smart phone study partnered by the GSM Association (GSMA) with Zokem, a company that provides mobile audience measurement, and presented at the Mobile World Congress in early 2011<sup>1</sup> found that native application usage was higher than mobile web browsers in terms of monthly usage. The implication of developers prioritize mobile applications is certain.

The outcome will be the rapid maturity of the mobile enterprise space.

Looked at another way, disruptive change is around us. In the absence of standard e-Mobility architecture, flexible, hosted e-Mobility solutions will become the backbone of the 21<sup>st</sup> Century virtual organization seeking seamless communications. The core philosophy behind a flexible, hosted solution is to variabilize and simplify the organization's IT ecosystem. Organizations of the future will do business better through the variabilization of IT that enables scale and standardization without adding to fixed costs.

<sup>1</sup>GSMA partners with Zokem at the biggest mobile event of the year to report the latest in mobile usage, Zokem, 14 February, 2011: <http://www.zokem.com/2011/02/gsma-partners-with-zokem-at-the-biggest-mobile-event-of-the-year-to-report-the-latest-in-mobile-usage/>

## New Challenges and Opportunities

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The “mobilization” of enterprises in a networked world is opening fresh windows for collaboration and innovation. IT organizations are rethinking their strategies, architecture and processes to deal with the technological change. The challenge is to negotiate the highly fragmented world of devices, systems, applications, security processes, device-dependent interfaces and disjoint communications (SMS, mail, voice, video conferencing, instant messaging). The response to the challenge is giving rise to increasingly complex applications.

The emergence of independent platforms and processes are raising serious concerns around functionality as well as data security. In addition, highly distributed and varied back-end systems urgently call for heterogeneous multiprocessing architecture that can securely manage large amounts of data. The solution is in flexible, hosted e-Mobility platforms.

## Hosted e-Mobility Solutions Across Industries

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Channel-hosted e-Mobility platforms are aimed at creating customized solutions. For example, in the highly unpredictable financial industry, hosted applications help workforces communicate with their customers and seamlessly tailor investment, banking and insurance products to meet their needs on the fly. The same platform provides access to market intelligence, delivers account summaries to end-customers, enables payments etc.

Mobile solutions can transform institutions, increasing efficiency and responsiveness, reducing costs and improving their carbon footprint through reduced paper records. As an example, motor insurance companies can automate the entire process of insurance claims, right from recording images of accidents, witness recordings, on-site law enforcement responses, transfer of vehicle documentation, etc over mobile devices. Insurance applications can be filed and the claims process monitored over the same device.

In manufacturing, mobile solutions on a channel-hosted platform ensure seamless monitoring of real-world assets that broadcast events

and execute production-line rules. Information captured from such assets can help improve quality, enhance production efficiencies and bring down costs through automation.

In the healthcare industry, patient records can be viewed; diagnostics tools accessed; and data analytics across patients can help arrive at better patient care using mobile applications.

Examined closely, the networked and connected world of mobility creates a paradigm shift by altering business processes and mandating business innovation.

Cross-industry solutions on the channel-hosted platform enable e-Mobility customers to easily mobilize various application platforms through Sales Force Automation, SAP®, Siebel®, Oracle®, PeopleSoft® and Microsoft® CRM. BI and Analytics on Mobile

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## BI and Analytics on Mobile

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Channel hosted e-mobility platforms extend their support to business intelligence and analytics as well. This further enhances the capability of the enterprise to automate cumbersome processes and make better business decisions by accessing applications that can communicate directly with back-end ERP/CRM or SCM systems.

While the base level BI functionalities of delivering static reports and analytical data on mobile devices are existing in the market, the new age, multi - touch interface devices have further pushed the need for interactivity in BI. With organizations increasingly looking at ‘BI enabling’ its key decision makers round the clock, the need for uniform, rich customer experience becomes the guiding principle for mobile BI application development. To add to this, mobile platform and application development vendors also need to address issues relating to speed, accuracy and connectivity to central or on-premise BI solution. The way ahead would be for e-mobility platforms to act as a single central access point, also incorporating various options relating to real- time, advanced analytics services.

## Channel-hosted shared models – a seamless link

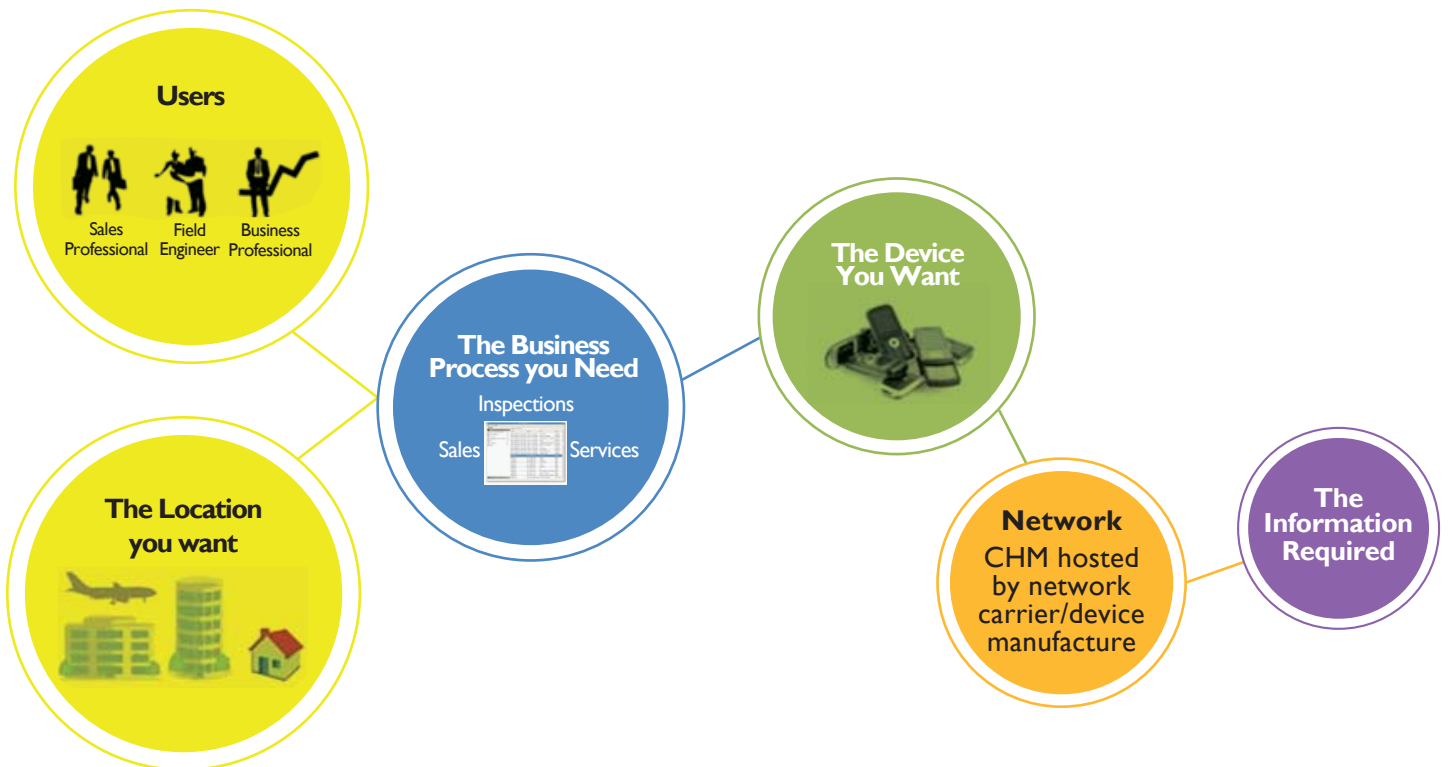
Network carriers and device manufacturers are moving towards flexible hosted solutions that offer multi-device, cross-platform support covering a variety of devices, including Blackberry, iPhone, Android and Windows Mobile. Pre-built adapters in the platform help connect multiple back-office enterprise systems such as database connectors, Web service connectors, and custom-built connectors.

The platforms seamlessly bridge users across locations, devices and applications (see illustration above). The enterprise is able to perform in concert becoming more responsive in real time. More importantly, the impact is visible in savings on capital investments, lowered operating costs and the ability to extend support to legacy mobile assets.

## Riding the Disruption: Embracing the Revolution

A number of elements are coalescing to create powerful, 21<sup>st</sup> Century virtual organizations. Plummeting data costs, sophisticated mobile devices, a dramatic increase in computing power, access to technologies like Cloud that can variabilize IT and business models, improvements in spectrum and network efficiencies, and distributed workforces are driving business innovation in a connected world.

What enterprises need is flexibility and control through channel-hosted B2B e-Mobility platforms and hosted mobility solutions. Can enterprises adapt to the emerging environment and leverage the window of opportunity presented in the transitional phase? The key is to take a customer-centric approach, partner with competent solution providers, embrace the mobile revolution and ride the disruption.

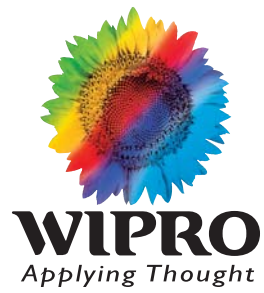


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