A New Model for the Mobile Enterprise

How Mobility as a Service (MaaS) will enable Enterprises to achieve REAL Business outcomes

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Introduction

Mobility as a Service (MaaS) brings together two of the most exciting technologies in the ICT sector. First, mobile technology continues to give organizations entirely new ways of engaging with their customers, empowering their workers and enhancing their business processes.

Second, cloud computing is revolutionizing corporate IT by allowing businesses to “pay-as-they-go” for technology services. When combined, these innovations create the opportunity to deliver mobile applications as a service – with all the scale efficiencies and benefits that this new model implies.

Most large businesses today recognize the importance and value of mobile technology. In a B2C context, the proliferation of smartphones and tablets among consumers creates new opportunities to drive sales and engagement. Retailers, for example, are using mobile technology to promote and sell their products and form stronger ties with their customers.

Mobile is also delivering huge value in the B2B and B2E (business to employee) space. Take for example utility companies who are using mobile applications to enable their field technicians to become more productive; or pharmaceutical sales reps who can use mobile apps to answer physicians’ queries about new products on the spot. By using mobile technology to rethink their core business processes, enterprises are realizing efficiency gains that should render them much more competitive in the years ahead.
Combining Forces – A New Platform for Mobile Success

The benefits outlined above are tantalizing. However, few companies are currently in a position where they can make the most of the mobile opportunity.

Problems arise from the way companies have deployed the first generation of mobile applications, with different departments in the same company adopting their own approach. The outcome for many larger companies has been a proliferation of apps, all supported by different systems and providers. In the case of one high-profile pharmaceutical company, more than 200 applications are being used across the organization, and many of these tools have not been integrated properly with back-end systems. This fragmented approach not only limits the ability to integrate data across mobile applications, but it also creates mobile infrastructures that are very difficult to manage and upgrade.

 Companies need a more strategic and flexible approach to developing mobile architectures for the enterprise. This is why Wipro and SAP are working in partnership to deliver Mobile as a Service – an innovative new approach to developing enterprise-class mobile solutions. Backed by two global leaders in enterprise and mobile technology, MaaS offers the combined power of SAP’s market-leading enterprise applications, together with Wipro’s unrivalled industry knowledge and depth of expertise in implementing mobile applications to deliver business value.

Crucially, as a cloud-based solution, MaaS has the potential to change the economics of mobile computing. That’s because organizations can pay for mobile services through operating expenditure, rather than having to incur huge capital costs to deploy large-scale mobile solutions. This new approach could lead to huge cost-efficiencies.

With MaaS, customers do not have to build everything from scratch because ready-made features can be quickly integrated with existing processes. The service can be tested in a small pilot project but then rapidly scaled up to cover thousands of users. This in-built flexibility means organizations are free to develop applications as new business requirements arise, confident in the knowledge that the new tools can be managed and integrated into their broader mobile architecture.

Wipro’s research has shown that an on-premise solution is almost two times more expensive over a five-year period.

The Wipro-SAP Alliance - Key Facts

- Wipro Top Tier Strategic (Top 10) Partner with SAP, the highest level of partnership
- Over 13 years of partnership on mobility, database and analytics solutions
- SAP is a 360 degree Launch partner for Global Certification of Rapid Deployment Solutions developed by Wipro practices
- Wipro is a First Certified Global-Run SAP implementation partner
- Wipro is the only Asian service provider to partner with SAP on Business Suite 7

In short, MaaS enables organizations to adopt a more strategic approach to their mobile development.

As companies increasingly look to develop a coherent mobile strategy and to roll out new mobile applications at scale, the use of a cloud-based system promises to unleash a fresh wave of business innovation.
How can Enterprise Leapfrog their Mobile Initiative with MaaS?

What is MaaS and what can it do for your business?

MaaS allows organizations to provide their employees with a wealth of mobile services — including analytics, applications and device security — via the cloud. Like other cloud-based services, it offers a scope for major efficiency improvements and cost savings because customers only pay for what they need, as and when they need it. The great thing about MaaS is that companies do not have to make substantial investments in on-premise technology infrastructure, as they would while developing mobility services using more traditional IT models.

What’s new about this trend, and what is driving MaaS adoption?

The consumerization of IT has pushed MaaS into the mainstream. Because it is expensive to provide every employee with a mobile device, and since many employees already own them, organizations have found that enabling employees to use their own devices in a work context represents a win-win solution. Ultimately, business leaders are recognizing that employees are more productive and resourceful when empowered to use mobile services. IT departments have to respond to this development while meeting the challenges of corporate data and application security and supporting a wide variety of ever-changing devices.

However, IT executives are seeing additional benefits in MaaS adoption. For one thing, by handing over mobility management to a trusted MaaS supplier, organizations can focus efforts on more strategic activities and worry less about day-to-day troubleshooting. MaaS also allows systems to be updated via cloud-based software, reducing the need for costly replacement of ageing infrastructure and giving companies more flexibility and agility.

MaaS is also enabling companies to take advantage of other technological advances to generate value. Using analytics, for instance, a large retailer can mine the vast amounts of data it gathers for insights into customer behaviour and spending patterns. With MaaS, it can provide that information to employees in the field on a real-time basis.

What is the key to success for organizations planning a MaaS deployment?

Organizations must take a long-term view and be clear about the business outcomes they aim to achieve before jumping into MaaS. Choosing the right provider is critical. Despite the array of companies competing in this space, few providers can offer an end-to-end service that is scalable and attractively priced. The best will help their customers define a mobile strategy and conduct business process reengineering to ensure this can be implemented effectively. The MaaS offering then needs to be integrated with those business processes in a way that avoids further IT complexity.
What about security concerns?

Certain types of organizations continue to worry about the risk of storing data off-premise, and sometimes in another part of the world. Some national regulatory authorities have even forbidden this practice, particularly if the data being stored includes sensitive financial information. Nevertheless, security concerns are often overplayed and in the case of MaaS they do not appear to have blocked progress. In fact, because MaaS represents a more strategic approach to delivering mobile applications across the enterprise, many organizations have been investing in these solutions as a safeguard against data breaches from their workers’ mobile devices. Although the staff may resist ceding device control to IT departments – and resent a ‘take it or leave it’ corporate philosophy – the growing sophistication of MaaS offerings means company information can now be kept separate from personal details, which should alleviate these employee concerns.

What kind of applications are companies developing using this approach in the real world? How are they benefitting?

MaaS has already helped companies that maintain a mobile workforce to realize substantial productivity improvements and a compelling return on investment. Using a wireless field service application available from Wipro and SAP – two leaders in the MaaS space – a leading drinks maker has been able to reduce its operating costs by as much as $7 million annually. A major airline, meanwhile, calculates it has been able to save each of its field engineers between 30 and 60 minutes a day by using the same mobility solution.

Using MaaS, organizations also have the flexibility to scale up offerings after trying them out on a smaller sample of users. Wipro is currently in discussions with a major US retailer to build an entire customer engagement platform, allowing the company to provide customers with details of its latest offers and develop customized services and loyalty schemes. Concerned about the upfront costs, the retailer plans to test the offer on a limited number of customers before making it more widely available.

What can we expect to see in the next few years?

As interest in MaaS continues to grow, the technology looks set to have a transformative effect across many industries. Perhaps the biggest impact, however, will be on the productivity of the mobile workforce. Field technicians will be able to access more ‘live’ data, while sales and marketing staff will have up-to-the-minute customer, prospect and event information at their fingertips and also be able to submit timesheets and expenses when on the move. MaaS is also likely to give rise to new forms of mobile collaboration, including social media services tailor-made for enterprise customers. Above all, it may be the combination of data, analytics and communications services supported by MaaS that takes mobility into a new era.
Enterprise Mobile Business Objectives – 5 Steps for Business Transformation Leveraging Mobility

**Fast Track “Strategy to concept evaluation”**

**STRATEGY (MOBILITY/ORG.)**
- Business Objectives
  - Leverage Mobility to create disruption/innovation
  - Invest on priority areas which can yield ROI
- Activities involved
  - Assessment – Business Process/Technology
  - Recommendation – Mobile Strategy

**RAPID PROTOTYPE**
- Business Objectives
  - Leverage Mobility to create disruption/innovation
  - Invest on priority areas which can yield ROI
- Activities involved
  - Creation of quick POC’s (1-2 Weeks)
  - User Experience (Graphics - 80% / functionality - 20%)

**PROCESS RE-ENGINEERING**
- Business Objectives
  - Validate the concept
  - Create Business case/budgets for project
- Activities involved
  - Work with business stakeholders to create new mobile process
  - Re-engineer the process to make business impact

**TECHNOLOGY IMPLEMENTATION**
- Business Objectives
  - Launch new products/services
  - Improve Operational efficiency
  - Increase Revenue
- Activities involved
  - Re-Architecture of Network, Security
  - Mobile Infrastructure MDM/Appstore
  - Mobile Middleware
  - Backend system integration
  - Mobile App Development

**DEPLOYMENT/ROLLOUT**
- Business Objectives
  - Ability to respond to market need faster
  - Roll out of new features quickly
- Activities involved
  - Testing of Mobile apps
  - Pilot/Global Roll-out
  - New Device/App support

**Create Mobile Enterprise of scale**

- Business Objectives
  - Filters out feasible mobile projects for business
  - Reduces further cost on the concept

- Activities involved
  - Early agreement on process change increases speed to roll-out & achieve business outcomes

- Business Objectives
  - Mobile ready IT architecture & process created

- Activities involved
  - Mobile provided as a “Service” to business
  - Reduce Capex Investment
Key Benefits of MaaS over On-premise Technology

- **Lower cost**: Deployments have shown MaaS costs nearly half as much as on-premise technology over a five-year period.
- **Reduced complexity**: Ready-made features can be quickly integrated with existing processes, while on-premise often entails building from scratch.
- **Scalability**: With MaaS, an organization can scale up services faster and more cost-effectively than if it was using an on-premise solution.
- **Time to market**: MaaS also allows customers to conduct trials of new applications, before launching them commercially, over a much shorter timeframe than was previously possible.
- **Managed support**: The latest versions of software and security patches can be provided as and when they become available and without the need for intervention by internal IT staff.

The desire to reduce expenses has also spurred interest in MaaS among large retail businesses. Ahmed explains it in this way, “Companies want sophisticated mobile commerce offerings and closer interaction with their customers, but they don’t want to own their own infrastructure.”

The banking sector has also been particularly receptive to new MaaS offerings. “We’re seeing higher investments to support mobile banking, not only to provide a better customer experience but also to lower running costs for the providers,” says Ahmed.

Not surprisingly, security remains the paramount issue in the financial sector. This has prompted many banks to push for especially “stringent” service level agreements. However, the key to success here is not to customize the SLAs around unique security requirements to the extent that they become costly and erode the efficiencies that drove the decision to adopt MaaS in the first place. “We advise our client on how to strike the right balance between optimizing security, which is obviously a key consideration, while ensuring they benefit from the efficiencies of a standardized approach,” comments Ahmed.

SAP Helps Utilities, Banks and Retailers take Mobile Services to a New Level

MaaS is already being adopted by organizations across a wide range of industries, each of them keen to profit from the combined benefits of this model’s impressive cost-efficiencies and enterprise-strength services. According to Selim Ahmed, Head of Mobile Solutions for SAP Australia and New Zealand, there is huge interest in MaaS among the firm’s customers in the utilities sector, as well as retail and banking. “For utility companies with their sizeable mobile workforces, mobile applications are already a major productivity tool,” he notes. “Now MaaS enables that platform to be delivered with much greater scale and efficiency.”
Wipro Provides Fast, Flexible and Ready-to-Scale MaaS Approach for Enterprises to Leapfrog Mobile Initiatives

Alex Anthony, Global Lead - Managed Mobility Offerings, Wipro, says his role is essentially to help organizations make the journey from a “state of chaos” to a “system of engagement”.

“Many companies are struggling to integrate a whole array of apps to their enterprise databases,” he says. “They want to connect them and reap the benefits of mobility but they’re worried about the costs.”

That’s because installing an enterprise-grade platform – allowing mobile technology to support B2C, B2E and B2B transactions – can be hugely costly using the traditional IT delivery model. What’s more, building a new system from scratch would involve a huge internal effort, tying up an organization’s IT resources for weeks.

Fortunately, Wipro’s cloud-based service is offering companies a way around these various obstacles.

“For one thing, we charge on a usage basis, which has given stakeholders the confidence to try out new things,” says Alex Anthony. “We can also integrate our technology with existing processes, meaning it can be up and running very quickly, and we have the flexibility to start off small and then rapidly scale up the service.”

In addition, Wipro has developed its own testing facility – allowing customers to conduct trials of new applications, before scaling them up commercially, over a sharply reduced timeframe. Wipro recently delivered this kind of mobile application testing for a large US retailer.

“It’s an example of how a more strategic approach to developing mobile services is yielding major business benefits for our clients,” concludes Alex Anthony.
About the Authors

Alex Anthony - Head – Alliance, PMO - Wipro Mobility Solutions

Alex has more than 10+ years of experience in Strategy, Business Development, Alliances and Sales in the Global Enterprise Mobility Ecosystem. In his present role, as a part of the Wipro Mobility Solutions Group, he is responsible for driving mobility alliances globally, Marketing Initiatives & key programs execution in launching new products & services, Business strategy, go-to-market plans & sales operations.

Selim Ahmed - Head of Mobile Solutions A/NZ

In Selim’s role as Head of Mobile Solutions for SAP Australia and New Zealand, Selim is responsible for defining customer solutions in the new business paradigm - at the intersection of mobile, social, analytics and cloud. He is responsible for enabling SAP managed mobile solutions in Australia and New Zealand, to deliver rapid adoption of mobile led business.
Winning Together

Wipro’s WINNING TOGETHER approach is all about driving joint go-to-market initiatives with Strategic Alliances and helping customers Do Business Better. The Wipro Strategic Alliances community helps create winning partnerships which offer mutual business growth opportunities, joint value driven by collaboration, executive commitment and thought leadership around future technologies.

About Wipro Ltd.

Wipro Ltd. (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company that delivers solutions, to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of “Business through Technology” - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner’s approach to delivering innovation and an organization wide commitment to sustainability, Wipro has a workforce of 140,000 serving clients across 61 countries.

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