

BusinessConnect and SolutionsConnect

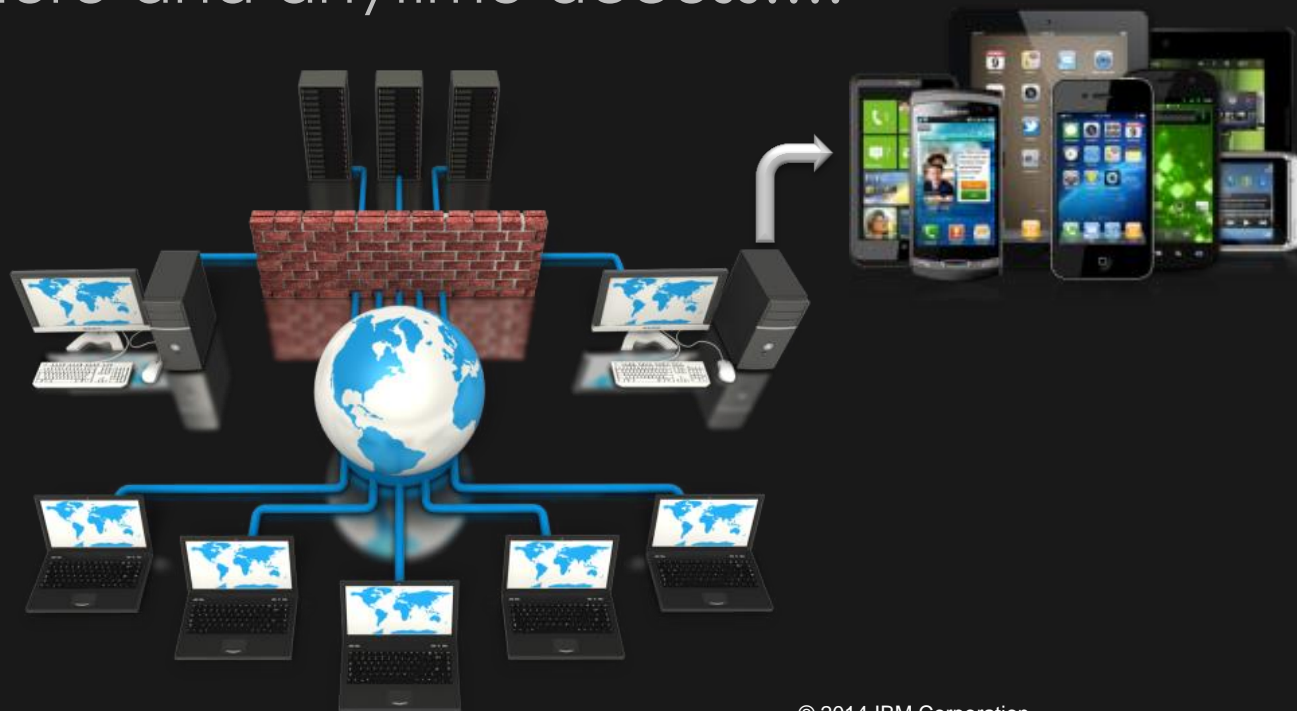
It's time to make bold moves.

Re-Engineering The Enterprise For Mobility



Defining Mobility

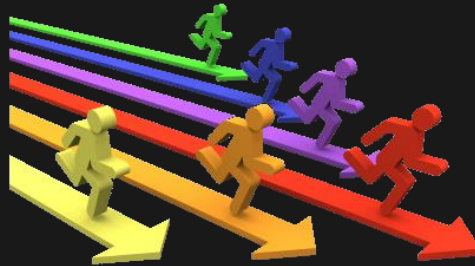
...the mobilisation of corporate applications and data for anywhere and anytime access....



A mobility strategy will define how organisations mobilise their business, and how benefits are measured against the set objectives



- ENRICHING THE END USER EXPERIENCE
- NEW WAYS TO ENGAGE WITH CUSTOMERS /PARTNERS
- ANYWHERE /ANYTIME DATA & APPLICATION ACCESS

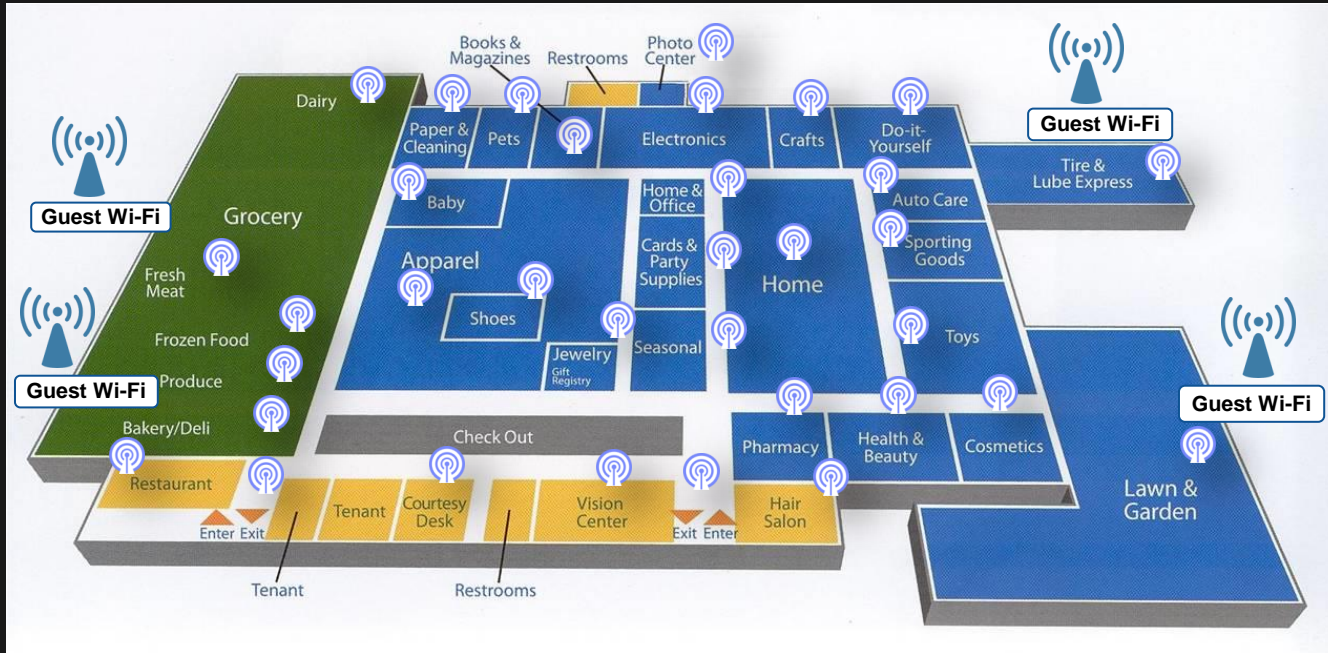


- DIFFERENTIATION
- STRENGTHEN COMPETITIVE POSTURE
- LEVERAGE CAPABILITIES NOT PREVIOUSLY AVAILABLE



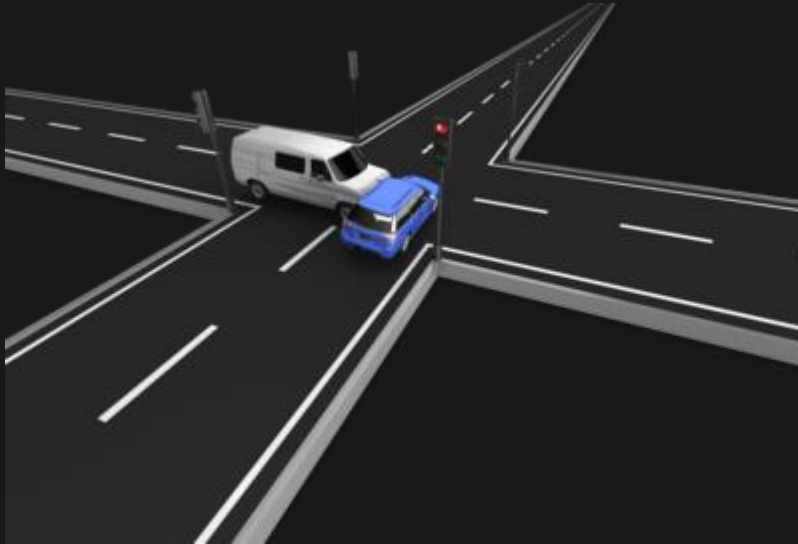
- MEASURE THE SUCCESS OF THE STRATEGY
- USE ANALYTICS TO RE-DEFINE & REFINE THE STRATEGY

Mobility Strategy Case Study: Kohl's



- Targeted offers and discounts
- Customer retention /sales
- Deep analytics
- Enhanced end user experience

Mobility Strategy Case Study: AAMI



Contact Emergency Services

GPS Location

Accident Details

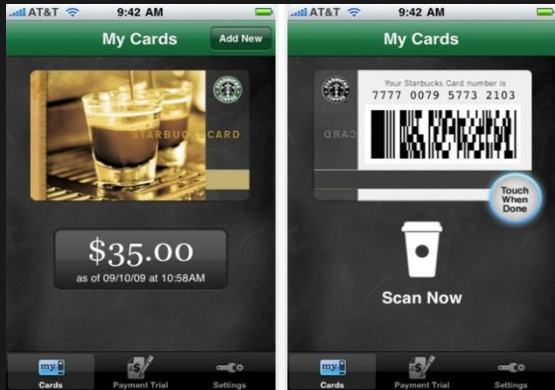
Accident Scene Photos

Towing Services

Policy & History Details

- Enhance the customer experience
- Rapid information collation
- Reduction of effort /cost associated with administration
- Improved accuracy with claims

Mobility Strategy Case Study: Starbucks

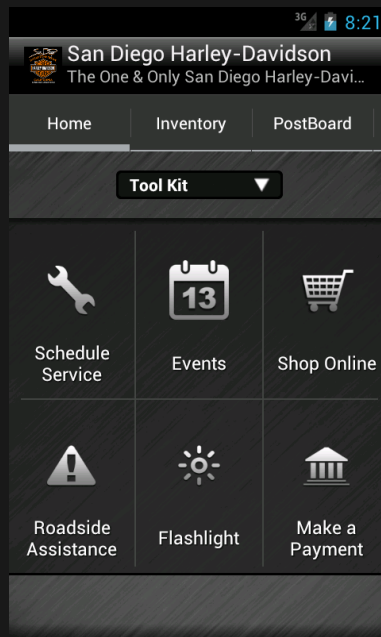
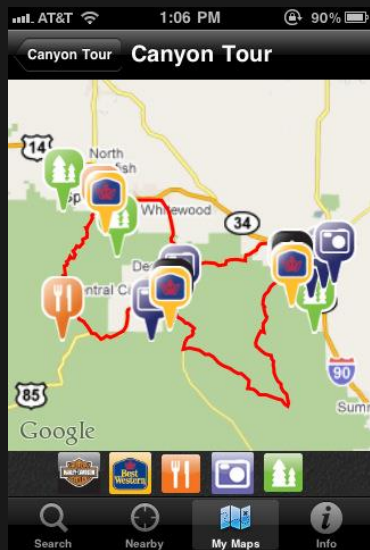


IN STORE WIFI



Increased the sale of coffee to an average of 1.6 cups per customer

Mobility Strategy Case Study: Harley Davidson

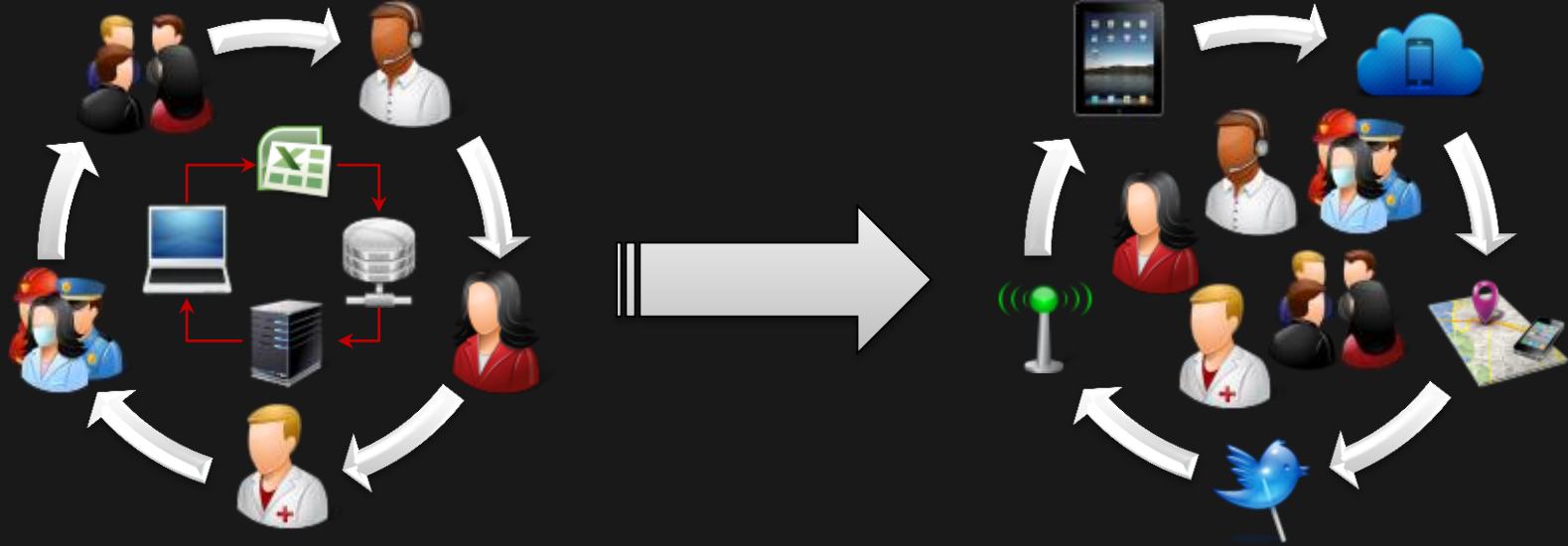


Sale of T-shirts purchased on **T-shirt Day** was over 250% more than a normal day.

On **Helmet Day**, the number of helmets sold in one day equalled the number sold for the entire previous week

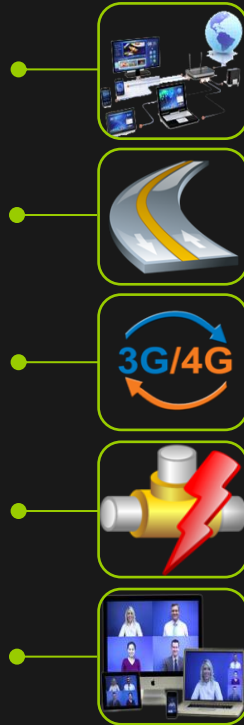
On **Leather Jacket Day**, there was a 16% increase over jacket sales the previous week

Re-Engineering The Enterprise For Mobility



....a '**mobile ecosystem**' needs to be built to accommodate the mobilisation of applications and data...and accommodate the technology shift which in turn enable new business models

Re-Engineering The Enterprise For Mobility: **NETWORK**



• Can the current network support the mobility strategy?

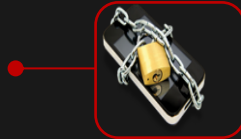
• Is current network bandwidth enough to support a mobile workforce or B2B, B2C or B2E transactions?

• Do 3G/ 4G services now need to be considered to enable true mobility?

• How is the mobility strategy impacted by a network or connectivity failure?

• Does the strategy define unified communications?

Re-Engineering The Enterprise For Mobility: **SECURITY**



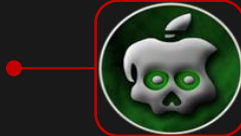
- How are mobile devices managed and secured; how is data leakage prevented?



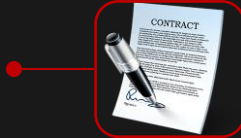
- How is 'mobilised' corporate data secured?



- How is the network that supports mobile secured?



- How are devices and data secured from the next generation of viruses and malware?



- Have policies, contracts and guidelines been updated to cover the security dynamics of mobility?

Re-Engineering The Enterprise For Mobility: **APPLICATIONS**



- How will applications and data be delivered to mobile devices?



- What opportunities exist to develop new applications or workflows leveraging mobile device features?



- Where will mobile apps and data be stored? How will availability /capacity be managed?

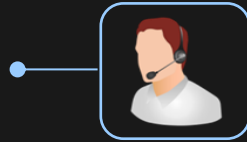


- Will analytics be undertaken? How? What will be done with the data?



- How will app lifecycle management be undertaken?

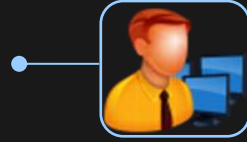
Re-Engineering The Enterprise For Mobility: **SUPPORT SERVICES**



• Do you have an end user support model and /or skills to support mobility?



• Do you have the skills and/ or bandwidth to support the network that supports mobility?



• Do you have the skills and/ or bandwidth to support the security layers that secure the mobility strategy?



• Do you have the skills required to develop or transform applications for mobile?



• In B2C or B2B scenarios, how are customers and business partners supported?

'Mobilising The Enterprise'



Build
and deploy mobile applications efficiently

Protect
and manage the mobile infrastructure to optimize performance

Engage
customers in context by leveraging mobile insights

Transform
the value chain to drive growth and ROI

THANK
YOU

