

**BusinessConnect and SolutionsConnect**

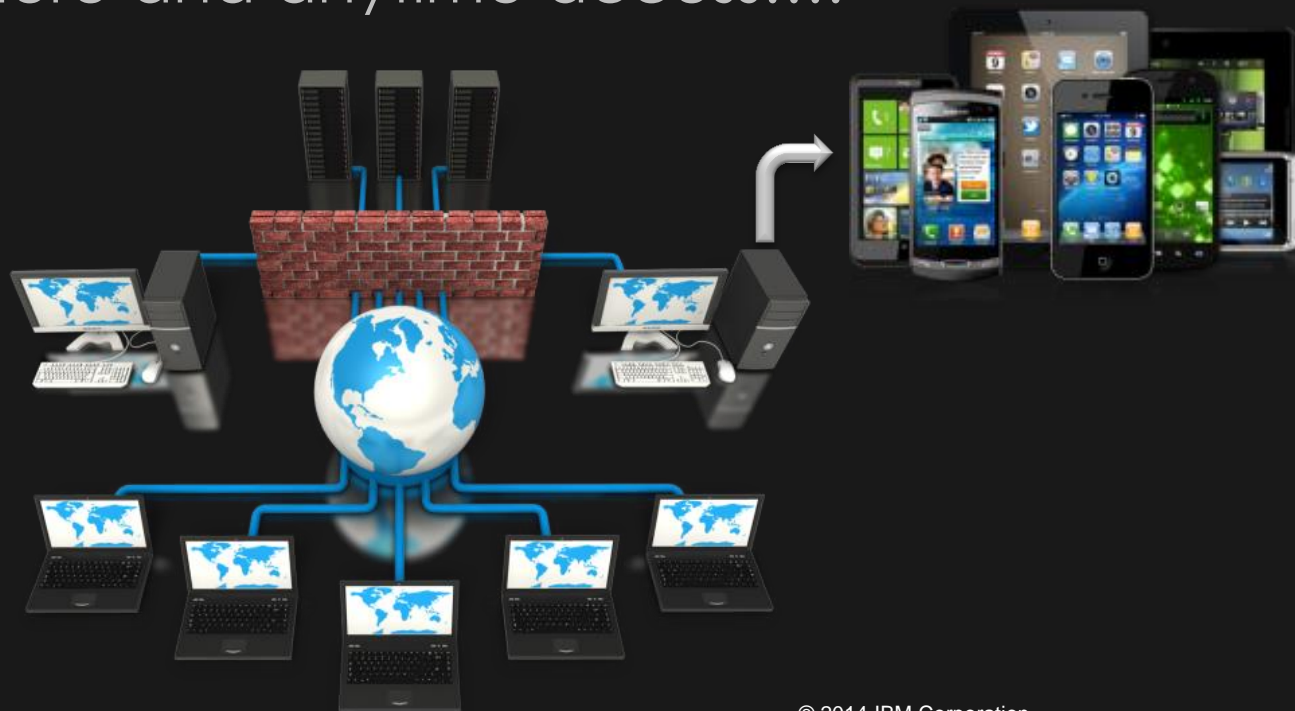
It's time to make bold moves.

# Re-Engineering The Enterprise For Mobility



## Defining Mobility

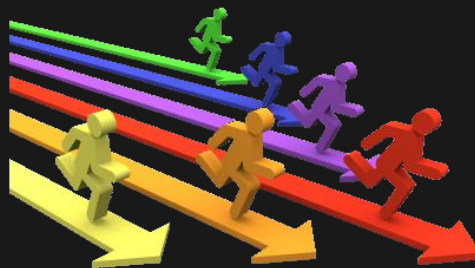
...the mobilisation of corporate applications and data for anywhere and anytime access....



# 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

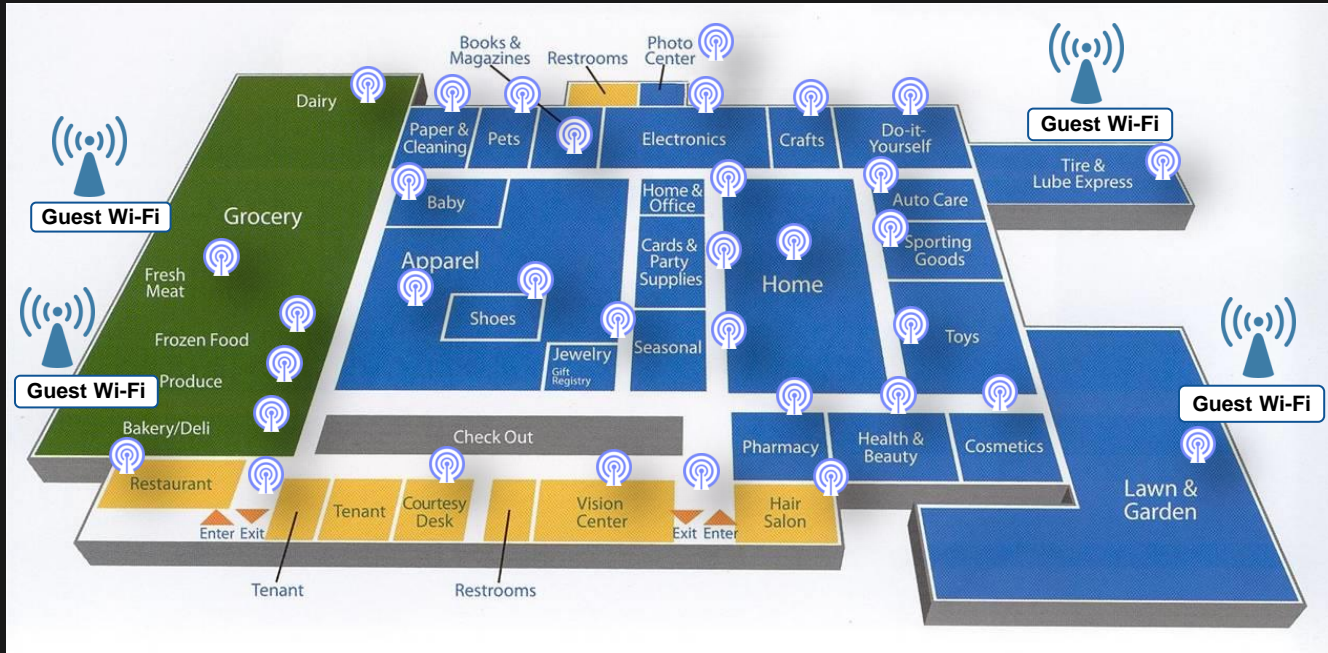


- DIFFERENTIATION
- STRENGTHEN COMPETITIVE POSTURE
- LEVERAGE CAPABILITIES NOT PREVIOUSLY AVAILABLE



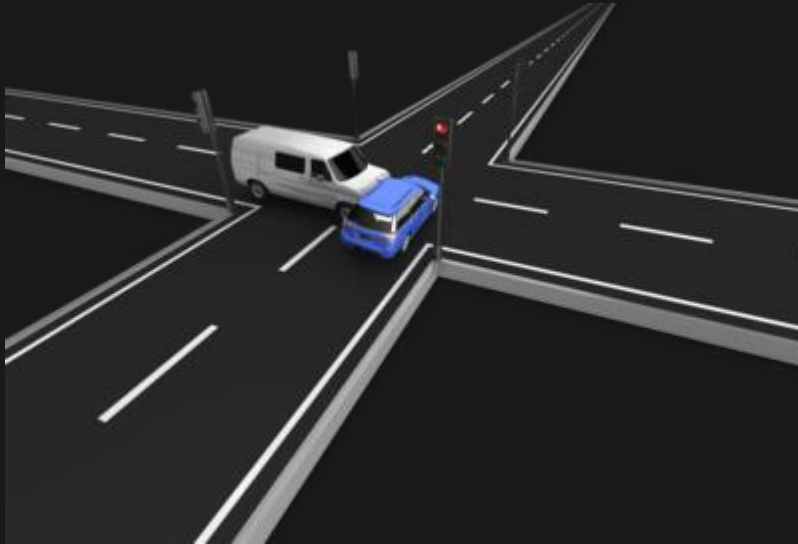
- MEASURE THE SUCCESS OF THE STRATEGY
- USE ANALYTICS TO RE-DEFINE & REFINE THE STRATEGY

# 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

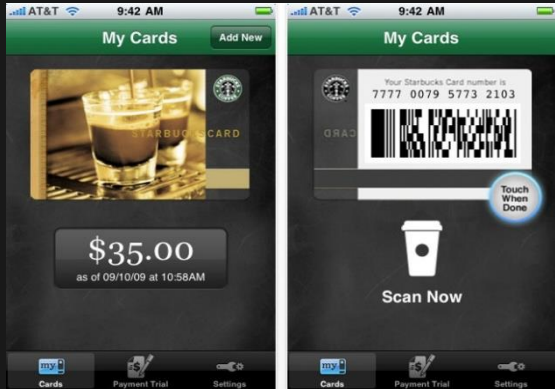
Accident Scene Photos

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



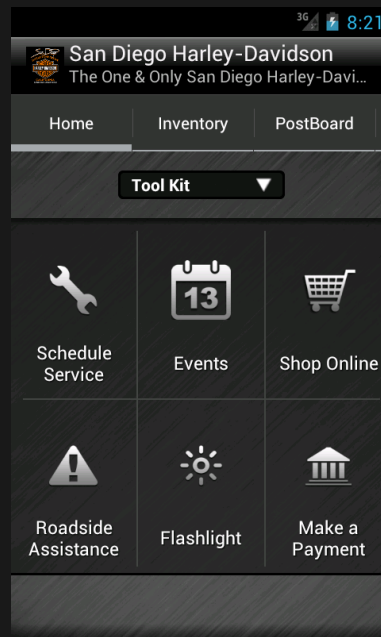
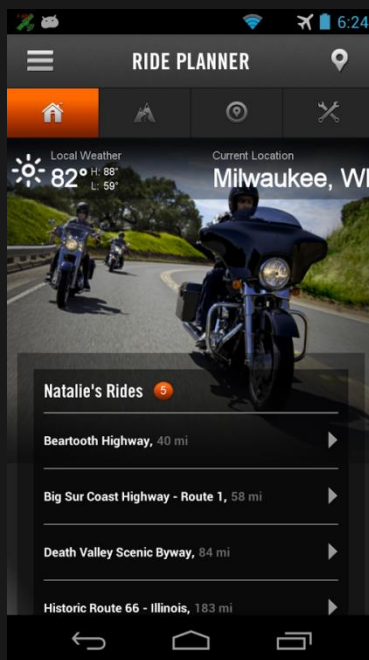
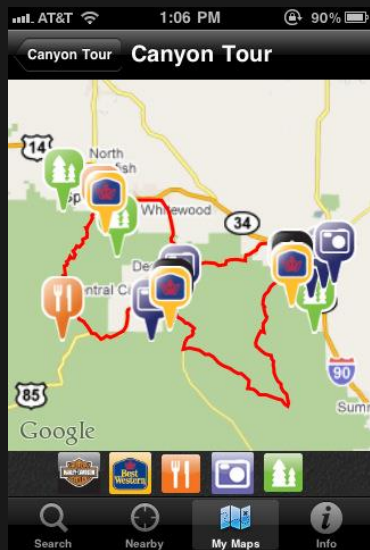
IN STORE WIFI



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



# Mobility Strategy Case Study: Harley Davidson

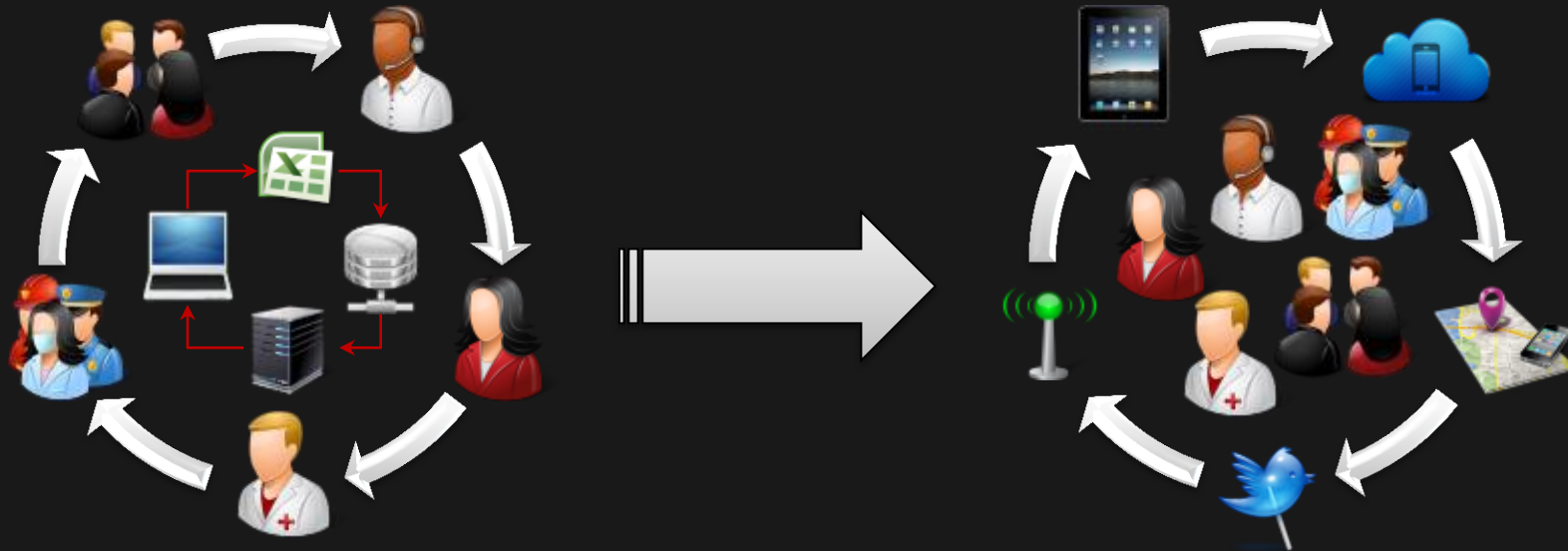


Sale of T-shirts purchased on **T-shirt Day** was over 250% more than a normal day.

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.

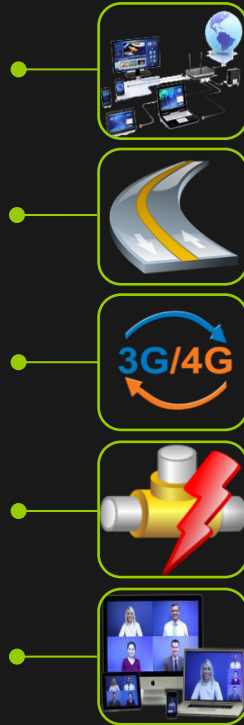
# Re-Engineering The Enterprise For Mobility



....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?

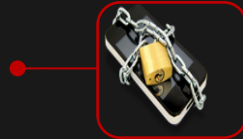
• Is current network bandwidth enough to support a mobile workforce or B2B, B2C or B2E transactions?

• 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**



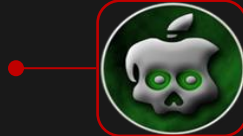
- How are mobile devices managed and secured; how is data leakage prevented?



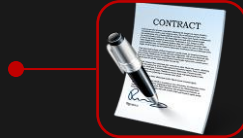
- How is 'mobilised' corporate data secured?



- 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?

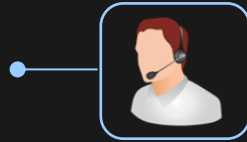


- Will analytics be undertaken? How? What will be done with the data?



- How will app lifecycle management be undertaken?

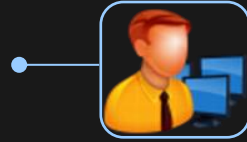
# Re-Engineering The Enterprise For Mobility: **SUPPORT SERVICES**



• 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

