# eNetwork Software mobile solution

"We want our mobile workers to have the information they need, when they need it, wherever they are."*

−Chairman of the board

Most companies have already made the shift into the world of technology, and many have invested enormous capital in building tailored computer networks and databases to enhance their business processes to meet market needs. As market dynamics change and competition increases, more and more companies find themselves overwhelmed with the pace of technology advancements and customer demands and, as a result, are losing their competitive edge.

The rapidly growing ability to access, analyze, and manipulate information is the reason companies with established systems are reevaluating their business operations and markets. With the technology revolution and its positive influences comes new competition. For the same companies, it adds new pressures for customer service, for quality, and for budget. New competitors are able start with a clean slate and use new computer dynamics that move the business. This poses challenges for those already in the industry. They now must overcome the newcomers' advantage while adopting new applications and becoming best of breed. This shift will mean finding a way to access information flexibly, rapidly, and at any place or any time.

Data center

Accident scene

Insurance adjuster's home

Insurance adjuster

Claims office
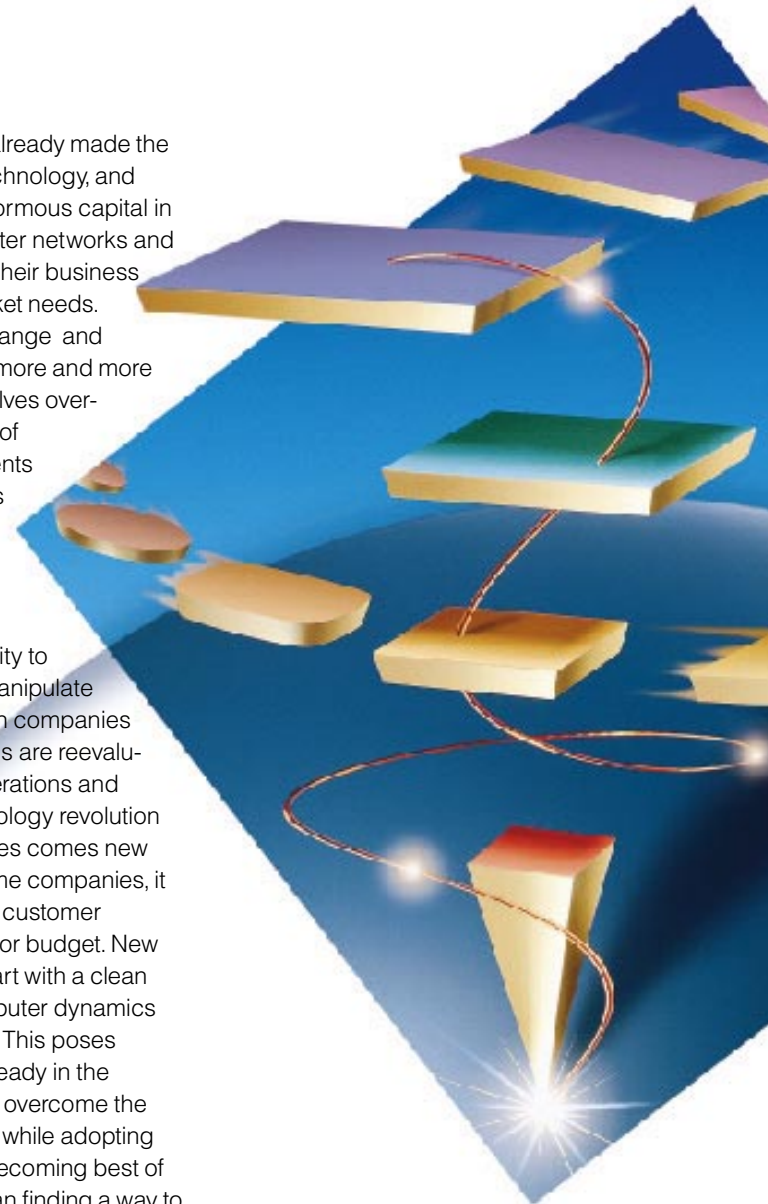
"Whether I'm sitting at my desk or at a customer site, I need access to the same information on my company's network. IBM has a solution."

–Mobile worker
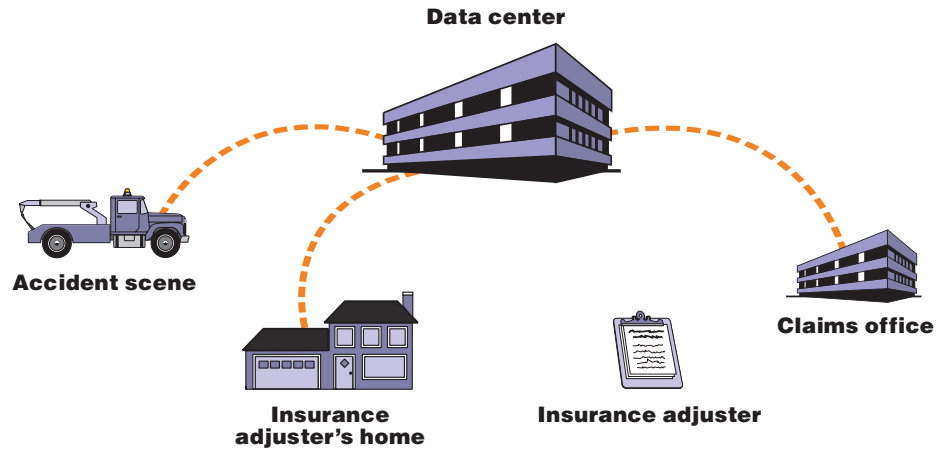
This new paradigm is affecting all types of businesses. Each industry with its specific applications and enterprises is experiencing the need to move toward customized and personalized services and product offerings. The demand from customers is to be responsive and to offer secure and reliable information at the point of contact.

Many industries employ mobile workers who, with real-time information, could do a better job while working at a customer location or away from the office. Mobile solutions in business and service operations is a new-technology answer to turning challenges like this into opportunities. By being more productive while traveling, responding to customers faster, and closing more business, companies in all industries can build on past success, while moving to new levels of quality and service.
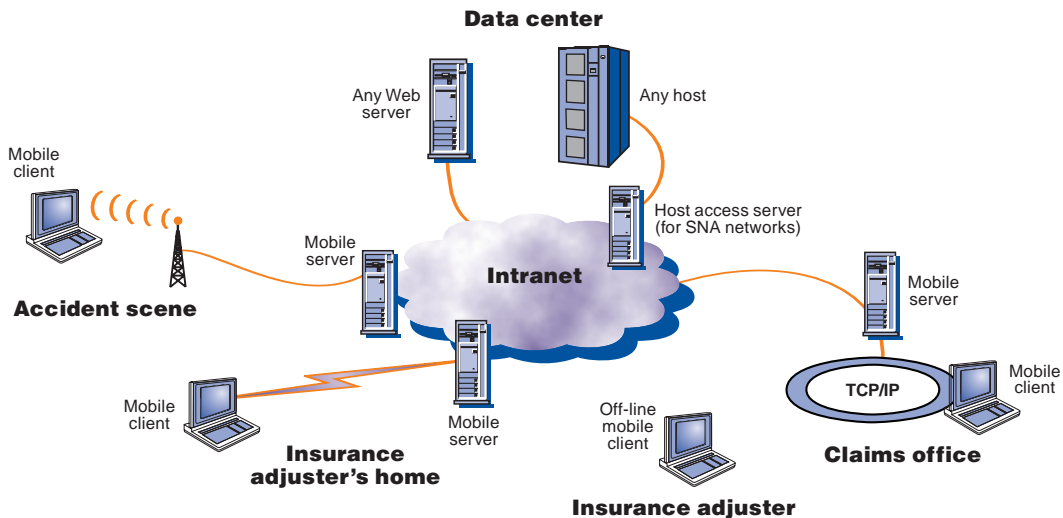
A scenario
Agents at an international insurance company prepare claims evaluations and write up new account sales around the world. These claim representatives travel constantly, performing estimates and evaluations away from the office. On a routine visit, an adjuster arrives at a customer's location with clipboard and pen. All day, the adjuster travels and records information on paper and at day's end takes it back to the office where it's keyed into a computer database. Depending on time and the availability of computers, it might be hours or even days before a claim report is processed. Unsatisfactory for the customer and the representative, this same service and satisfaction issue also arose in the new account sales department. Insurance sales agents experienced the same data access and transaction problems when they visited potential customers with paper forms and guide books. They often left unsure that sales were made or that information was captured correctly.

The solution
To meet their customer service and information challenges, the information technology (IT) department at the insurance company needed to make information available to employees anytime, anywhere. Claims representatives took laptop computers with them to customer sites and wirelessly connected

Data center

Any Web server

Any host

Mobile client

Host access server (for SNA networks)

Mobile server

Mobile server

Intranet

Mobile client

Accident scene

TCP/IP

Mobile client

Mobile client

Mobile server

Off-line mobile client

Claims office

Insurance adjuster's home

Insurance adjuster

to the claims applications. Adjusters could enter the specifics of the evaluation as they observed them, not forgetting any details on the claim forms.

Wireless communication could also benefit the sales agents. They could review customer account history and tailor insurance packages as they meet with clients. Life, car, and home insurance rates could be accessed easily and calculated from available databases and listings. Overall, the insurance company could experience shortened sales cycles, increased customer satisfaction, and greater employee efficiency and productivity.

eNetwork Software mobile solution

IBM® eNetwork™ Software mobile solution offers a platform to connect mobile workers to their company's network wirelessly using laptop computers. The same data is available to employees whether they are working at desks or at customer sites, without requiring extensive application rewriting. Patented transmission-optimization techniques can result in reduction of

wireless transmission costs from 50 percent to over 95 percent, based on IBM internal and external customer measurements. And, because the IBM eNetwork Software mobile solution supports a wide range of public and private networks, planning mergers and acquisitions could be easier because applications may not need to be rewritten to accommodate only one type of network.

The eNetwork Software mobile solution could help this insurance company quickly build and deploy a mobile solution for its mobile workers that could yield immediate payback in improved accuracy, productivity, and customer service. The eNetwork Software mobile solution could help the company build on what it already has by extending applications to its mobile workers while helping to protect its existing investment in both software and information technology infrastructure. The IBM eNetwork Software mobile solution offers proven products and services and can reduce the cost, complexity, and time required to implement a mobile solution. The IBM eNetwork Software mobile solution provides broad network coverage and multiple language support, making it a solution that works worldwide.

Network view

Using the IBM eNetwork Software mobile solution, the insurance company could implement a solution consisting of client software installed on each of the representatives' and agents' mobile laptops and server software installed on a server within the company's enterprise network. This solution would enable mobile workers to wirelessly connect with their company's systems over a variety of wireless networks from remote locations. Mobile workers could have access to their specific work-related applications and could exchange vital information dynamically, as though they were sitting at their desks. They could have real-time access to the information they need to perform their jobs.

Use of mobile technology is growing

Mobile and wireless experts predict that the percentage of worldwide information technology budgets allocated to supporting mobile and remote users will grow from less than 5 percent in 1996 to 30 percent in 2001, according to the Gartner Group. If you're interested in increasing your company's future growth through mobile solutions, investigate IBM eNetwork Software mobile solution. You'll find IBM eNetwork Software mobile solution could extend the reach of your enterprise to mobile workers, increasing the timeliness and availability of information with minimal capital investment or modifications to your existing systems.

For the latest mobile news, solutions, trials, or code, visit our Web site at

www.software.ibm.com/enetwork/mobile/

Send e-mail to: mobile@us.ibm.com or call +1 914 766 8799 for an eNetwork Software mobile sales representative.

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For Position Only

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