

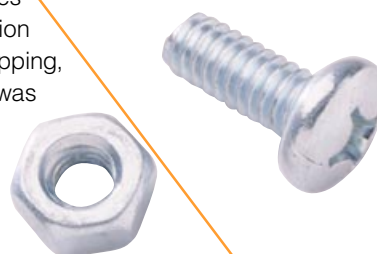
# eNetwork Software mobile solution

*“We want agents to have access to real-time information while on the move from anyplace at anytime.”\**

*–Vice president of a manufacturing company*

The circumstances into which manufacturing industries bring their services and products to market is dynamic. Advances in transportation and information technologies have impacted every aspect of their business operations. These changes have brought unprecedented opportunities for growth in manufacturing sales and profits, but it has also brought more competition. Traditional costs, expenses, service pressure, and quality expectations are ever present, but the biggest obstacle is the need to respond quickly and accurately to customer queries about products, prices, status, design data, and other critical information that's required to complete a business transaction.

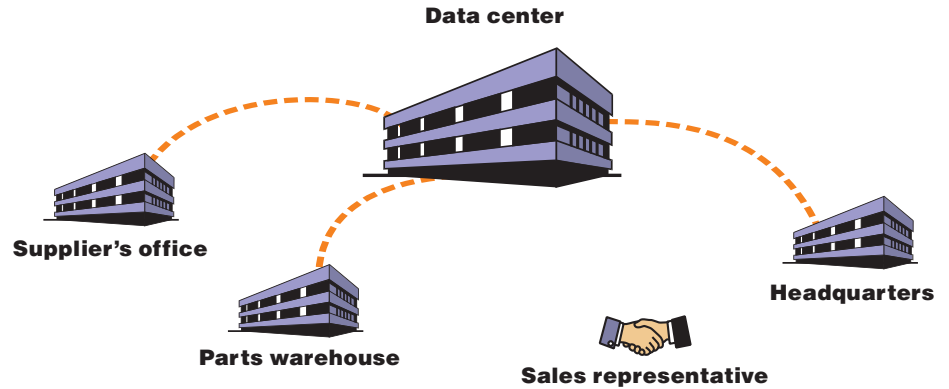
One manufacturing company experienced the challenges of the service and information demand. For years, this company's manufacturing sales representatives struggled with the direction to improve communication and optimize relationships with customers, suppliers, and business partners. This was practically impossible while on the road or away from the office. Working in a data-intensive industry required its sales agents to have real-time information at anyplace or anytime. Basic shipping, pricing, and product information was essential in every customer transaction.



# Manufacturing

*“Customers expect our representatives to have access to the latest sales information all the time. IBM has a solution for us.”*

*—Manufacturing company IT manager*



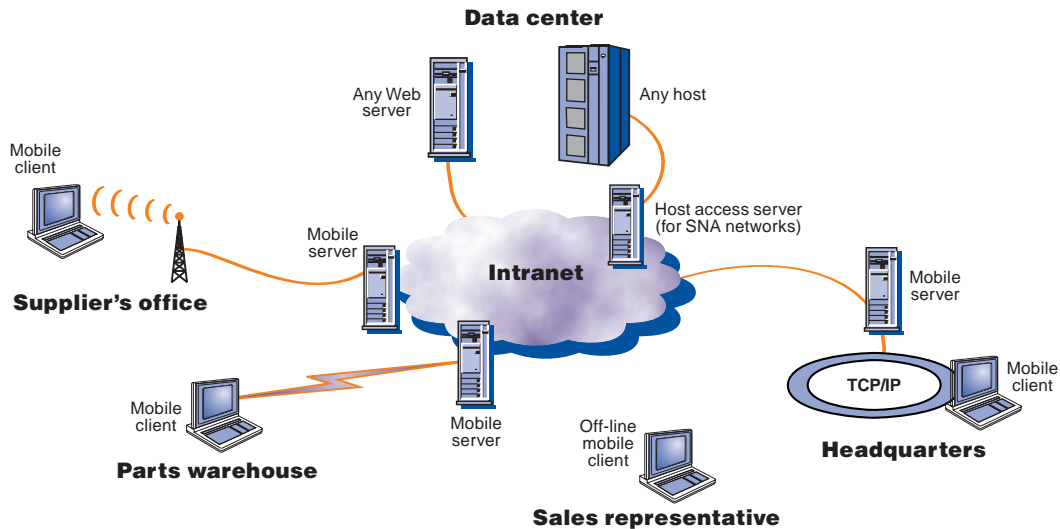
The company management realized that the sales representatives needed access to their corporate enterprise while on the move. Not only did sales representatives want access to existing applications, forms, and databases, but they also wanted to be able to retrieve this information while in a car, plane, hotel lobby, or even while in a customer's office.

#### **The solution**

By equipping sales representatives with laptop computers, salesforce teams could manage territories economically and more aggressively by distributing alert e-mail, distributing publication lists, and sending immediate paging messages to multiple geographies and time zones. Messages could get through to key recipients regardless of how far they are from the base. These small but valuable operations could allow suppliers to take advantage of new product announcements, sale items, and shipment dates.

The inconveniences of calling into the office, distribution center, or inventory warehouse for logistical information could diminish as agents would exercise their new subscribe software features that automatically and securely download price lists, part numbers, specs, and other data or messages selectively as the agent could choose. Customers could be impressed, as agents would be able to quickly produce up-to-date information on the spot.

Productivity could improve because of the multitask operations supported on sales representatives' laptop computers. The once-routine task of submitting orders, checking shipping dates, expediting products, and completing new purchase orders could be a speedy process. The frustration of waiting for one operation to end before beginning another could be eliminated.



**eNetwork Software mobile solution**

By using the IBM® eNetwork™ Software mobile solution, this manufacturing company could invest in a strong information infrastructure to support its customers and suppliers. IBM eNetwork Software mobile solution offers a platform that enables representatives to make wireless connections to the company's network using laptop computers. The same data is available, without requiring extensive application rewriting, to representatives whether they are working at their desks or at a customer sites.

The IBM eNetwork Software mobile solution could help this manufacturing company quickly build and deploy a mobile solution to their representatives to yield immediate payback in improved accuracy, productivity, and customer service. The IBM eNetwork Software mobile solution could help the manufacturing company build on what it already has by extending applications to its representatives 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 cost, complexity, and time required to implement a mobile solution.

**Network view**

Using the IBM eNetwork Software mobile solution, the manufacturing company could implement a solution consisting of client software installed on each of the sales representatives' laptops and server software installed on a PC server on the company network. This solution would enable their representatives to make wireless connections into their company systems over a variety of wireless networks from remote locations. In

addition, the representatives could dial into the local networks, download the information they need to their laptops, disconnect from the network, keep working with the information off-line, complete the forms, update the records, and then dial in at the end of the day to download to the central databases. The representatives would have access to their specific work-related applications and databases, plus have the ability to dynamically exchange vital information as though they were 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/](http://www.software.ibm.com/enetwork/mobile/)

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\* This scenario is a composite based upon typical customer requirements and not intended to represent a specific customer engagement. Individual customers will have different requirements. Contact your IBM representative to discuss your specific needs.



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