

WebSphere® software

Workforce mobility solutions from IBM for your on demand business



Highlights

- **Improve employee productivity, cut costs and increase customer satisfaction through workforce mobility solutions**
- **Extend the reach of enterprise applications and data to your mobile workforce using IBM WebSphere® Everyplace® Access software**
- **Provide mobile employees with secure, real-time, seamless access to critical business data and applications across a broad array of networks using IBM WebSphere Connection Manager software**

Extending the enterprise

IBM's workforce mobility solutions extend mobile employee access to company resources beyond the traditional office environment. Now, as mobile employees move through their workday, they can access critical business data and applications from a wide variety of mobile devices, over a broad range of networks, without compromising security.

The impact of these capabilities changes the ground rules of competitive advantage. In part, they help define the essence of On Demand Business: access to the right information anytime, anywhere. Access on demand is all about keeping mobile employees connected to the enterprise.

IBM's family of workforce mobility solutions are designed to help companies deliver new ways to reduce costs, gain efficiencies, improve customer service—and stay ahead of the competition.

IBM middleware—building blocks for workforce mobility

At the heart of all these solutions is a common foundation: IBM middleware. The key building blocks are WebSphere Everyplace Connection Manager and WebSphere Everyplace Access software. These offerings are designed to form the basis for an optimum wireless infrastructure.

WebSphere Everyplace Connection Manager provides mobile workers with the highest level of secure remote access to enterprise information over wireless networks and via the growing number of wireless hot-spots now being rolled out around the globe. It supports a standard TCP/IP communications interface to a variety of wireless, dial-up and local-area networks (LANs) with data optimization and security.

WebSphere Everyplace Access provides a client-server environment, tools to extend business applications and data to mobile devices, and a back-end integration framework allowing data created and updated on the device to be fed into enterprise applications. It gives system administrators an efficient method for delivering software upgrades and security patches to these wayward mobile devices. It also supports mobile personal information management (PIM) applications and data and e-mail, which can be accessed directly from the mobile device to the enterprise. Additionally, the data can be synchronized between the device and the enterprise server, so the information can be viewed while disconnected from the network.

IBM makes it easy to deploy pilot programs with Starter Editions of WebSphere Everyplace Access and WebSphere Everyplace Connection Manager, designed to reduce the entry-level cost for customers who want to start small and grow.

Sales force automation

Our sales force automation solutions are designed to give mobile sales professionals access to product and pricing information, order and inventory status, contract templates, and standard office applications (e.g., PIM/e-mail and expense reporting) on mobile devices. Sales professionals on the go can stay connected and roam seamlessly across wired and wireless networks, using the cell phone, PDA or laptop of their choice.

Wireless enablement enables your sales team to gain full access to customer information, extend and automate communication and scheduling, create an audit trail for transactions, access sales aids and education materials, and eliminate the need for a paper trail.

Field force automation

IBM field force automation solutions enable mobile workers to access and execute a variety of support functions: scheduling, work order management, customer information access and update, viewing parts inventory, creating orders for the order entry systems, and more.

These solutions can incorporate mobile scheduling, intelligent dispatch and real-time access to reference material, customer history, inventory, orders and diagnostic information. The payback: these solutions can help achieve major cuts in response time, reduce and often eliminate paperwork, and significantly improve customer service.

Workforce mobility solutions in action

Whether you are beginning to execute your mobile strategy from scratch or want to leverage your existing technology and investment, IBM and our Business Partners can provide wireless field force or sales force automation solutions to address specific business needs in the insurance, electronics, utilities, pharmaceuticals, retail or other industries. For example:

Field service solutions for the healthcare industry

In healthcare, IBM's field service solutions focus on wireless data entry at the point of care—which is faster, more accurate, and more legible than traditional methods. These solutions also help physicians produce legible, formulary-compliant prescriptions that are automatically checked for drug interactions and allergies. Errors are reduced. Patient care is improved.

Field agent solutions for government

In government, wireless workforce solutions are especially vital in ensuring safety, improving accuracy of information and eliminating paper-based processes—which allows for better tracking of clients and their status.



For instance, IBM pervasive computing middleware is a key component in integrated wireless networks that improve emergency response services — helping first responders react faster to emergency events and better communicate between agencies. The solution empowers police officers, firefighters and emergency medical personnel to coordinate their actions to protect lives and property, thereby supporting the U.S. Homeland Security strategy.

Field service solutions for the energy and utilities industry

With field service solutions for the energy and utilities industry, IBM provides ways to improve productivity, drive down management costs, and enhance customer service. These solutions can provide mobile scheduling, intelligent dispatch, real-time access to reference materials (stored on the device), customer history, inventory order or diagnostic procedures. They shorten the time it takes to respond to and resolve problems.

Field technicians or plant-floor workers who are on the move can access enterprise data through handheld or wearable devices. A field engineer can use a wireless laptop to log on, pick up a work schedule, complete job cards and timesheets, access the company's intranet for technical information — and do a day's work without having to return to their home base.

Sales force automation for the pharmaceutical industry

Wireless connectivity adds a whole new dimension to the daily routine of the pharmaceutical sales rep. IBM sales force automation solutions for the pharmaceutical industry incorporate real-time access to back-end information, plus an intelligent alert capability to respond to changing situations.

The result: sales reps become more efficient in communicating with physicians and managing territory. They can quickly respond to questions. Find answers faster. Order samples and track deliveries in real time. Plus, on demand access to e-mail, alerts, PIM functions and calendars enables every sales rep to work at a higher level of efficiency and productivity.

Asset monitoring and field force automation for the electronics industry

The asset monitoring solution from IBM allows industrial electronics companies to improve service after sales, and extend operations and processes to embedded devices or smart machines via remote sensors. Data can be gathered, filtered and then dispatched to personnel for action. Combined with the field force automation solution, asset monitoring can significantly improve operational efficiencies and increase the productivity of field service personnel.

Service delivery

The IBM 'Track and Trace' wireless solution for service delivery allows distributors and logistics managers to link real-time shipping and operational data directly into corporate decision support and information technology (IT) systems. Using wireless or wireline access, field personnel can now immediately identify and track a wide variety of physical objects, provide information on product location, and optimize delivery routes and fulfillment schedules.

Mobile computing for on demand business

WebSphere Everyplace Access and WebSphere Everyplace Connection Manager can make a critical contribution to the efficiency of your work person on the move—whether on the factory floor or on the road—whether field technicians or top managers.

We offer both prepackaged and custom workforce mobility solutions. They include flexible infrastructure, hardware, software and services. We have brought together best-of-breed application partnerships, such as our alliance with Siebel Systems, SAP, PeopleSoft and others. Together with these vendors, Lotus® and other key Business Partners, we are delivering the vision of the wireless enterprise in a form that is reliable, security-rich, flexible, scalable, and above all, manageable.

IBM's worldwide organization of dedicated workforce mobility professionals can assist you in virtually any location. We can help refine your wireless strategy, technology, systems integration and deployment. Whatever your objective, we can bring together all the right components, tailored to your needs... and do it quickly.

Simply put, we can help you achieve access on demand, across your enterprise.

For more information

To explore how to put our workforce mobility solutions to work for your company, contact your local IBM representative or visit our Web site at:

ibm.com/software/pervasive



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Boca Raton, Florida 33487
U.S.A.

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