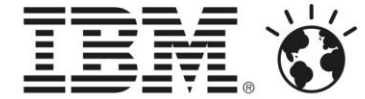


# Employee mobility at HIPRA

Marcelo Fernandes, manager, SAFIRA

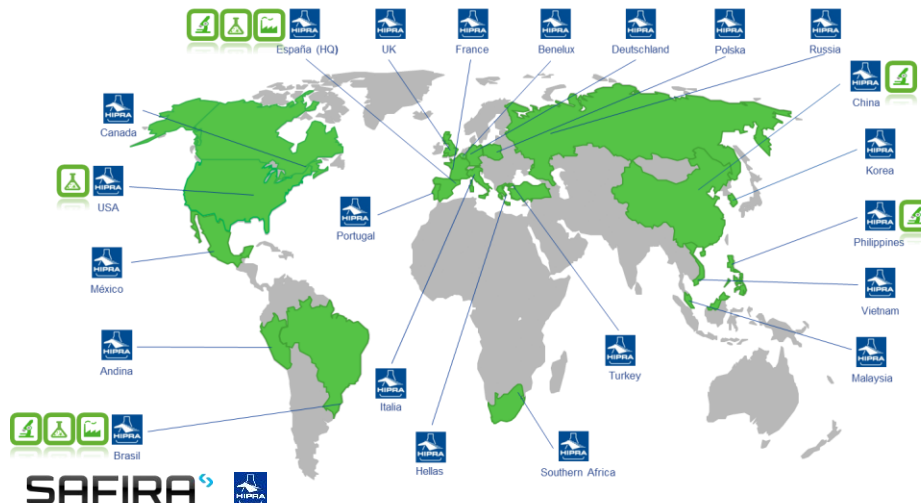
# HIPRA?



**HIPRA's VISION:**

To be the world reference in prevention,  
with differentiated products  
for Animal Health.

22 subsidiaries around the world    2x production plants around the world    3x R&D centres around the world    4x diagnostic centres around the world



**22** subsidiaries around the world

**+800** professionals around the world

**+40%** university degrees or doctorates



# mobility role @ HIPRA

## Mobility is supporting business activities

Employees being more efficient in their work

Clients accessing company information and services

E-Diagnos to access performed diagnostics

SELECTAN® Oral CALCULATOR to determine dosage

SELECTAN® Oral CALCULATOR to determine dosage

E-Diagnos to access performed diagnostics

Clients accessing company information and services



## Employees being more efficient in their work

Accessing corporate info

Product catalog and e-brochures

Intranet, Documents and Blogs

Doing their tasks wherever they are

Email (*old news, a commodity*)

Process and CRM access

Process and CRM access

- **Business processes** accessible and **executed** more **efficiently**, **wherever** the employee is...

# Automating Processes

## Meeting the challenges...

- ⊕ ... to **standardize processes** across the organization
- ⊕ ... to **support** the international **growth**
- ⊕ ... to **integrate** the processes with the IT **existing architecture**

## Automating the Non-conformities process

- ⊕ **Ensure that non-conforming lots are not used** in other manufacturing & not available for sale
- ⊕ **Improve communication between** affected **departments**: Production, Logistics, Quality, etc.
- ☑ **Reduced non-conforming lots treatment time from 30 to 7 days on average (>50% in 3 days).**

## Supporting Travel expenses

- ⊕ Travel expenses submission and approval
- ⊕ Replaced an unfriendly SAP CRM interface by an improved interface
- ☑ **Allowed usage by the all the company worldwide, with a standardized process**

- **A mobile opportunity**: directors had to **intervene in the process** but they are not constantly at their desk... and they have iPads...

# Helping process improvement

Giving directors and employees mobile access to processes

SAFIRA delivered iPad BPM mobile portal for IBM BPM 7.x in April 2012...

... and tasks no longer need to wait for the employee to be at his desk



When an **app supports** a **business** process...

**!** ... its **not just a nice app**, the **business is on the line**

It **needs** proper **management and support**

**New concerns** arise:

**Multi-device** support

Device and app **security**

**Connectivity**

**Version** management

... the **app is a core component... mobility gets serious!**



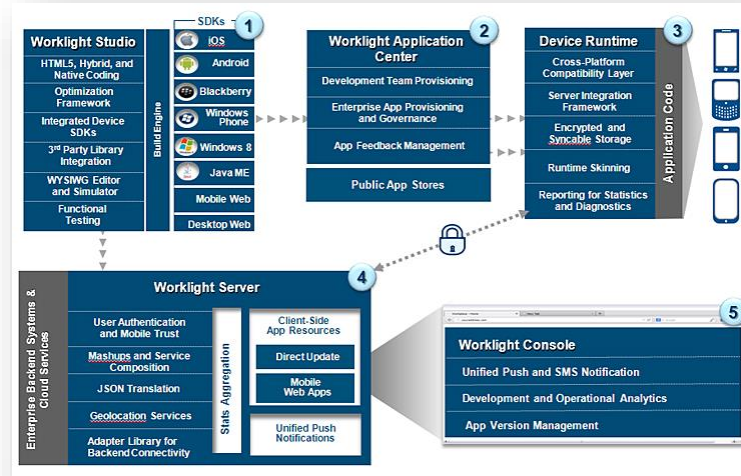


# MobileFirst in the game



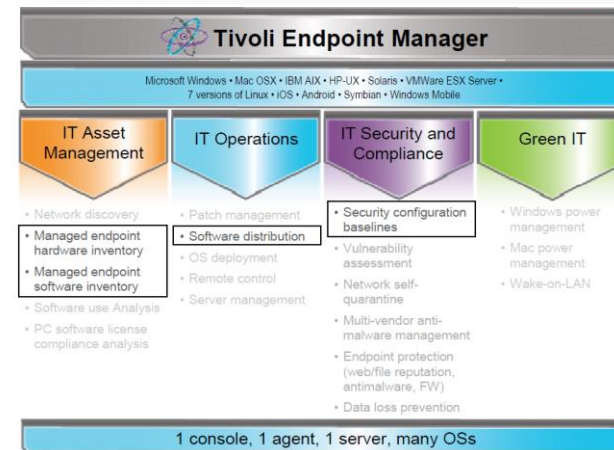
## Worklight for

- Multi-device development and testing
- Distribution and version management
- Centralized Company systems access



## Tivoli EndPoint Manager for

- Device management
- Device policy definition
- Distribution control



## Challenge:

- Organize and control mobile apps that are used daily in HIPRA's tasks by distinct roles
- Standardize apps, allowing similar access to CORE systems, reuse of functionality and eventually supports multiple device types

## Approach:

- Deploy Worklight with Tivoli EndPoint Manager
- Integrate Apps as changes are needed
- Consider integration strategy case by case, trying to have WL system integration tier but allowing Hybrid apps as needed





# HIPRA SAP PM app

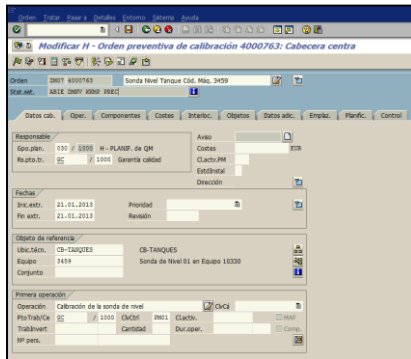


✦ Enable maintenance personnel to obtain critical information from SAP PM and register resources spent (time & materials) thru an iPad app while executing the daily maintenance tasks.

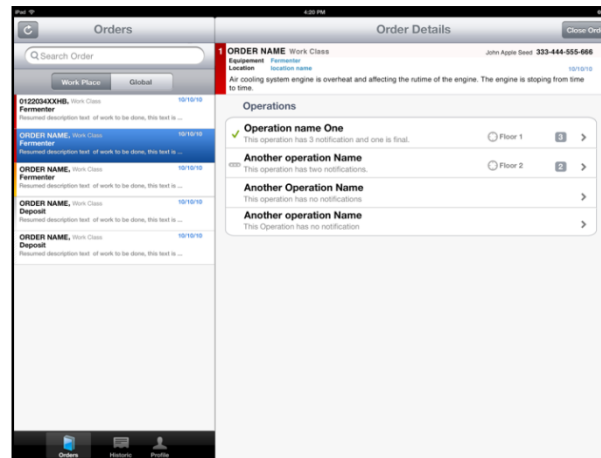
- ☑ On-line access to SAP PM on the Plant floor, as the work is being done
- ☑ Information updated instantly
- ☑ From task to the next without deviation



*old, at a desk*



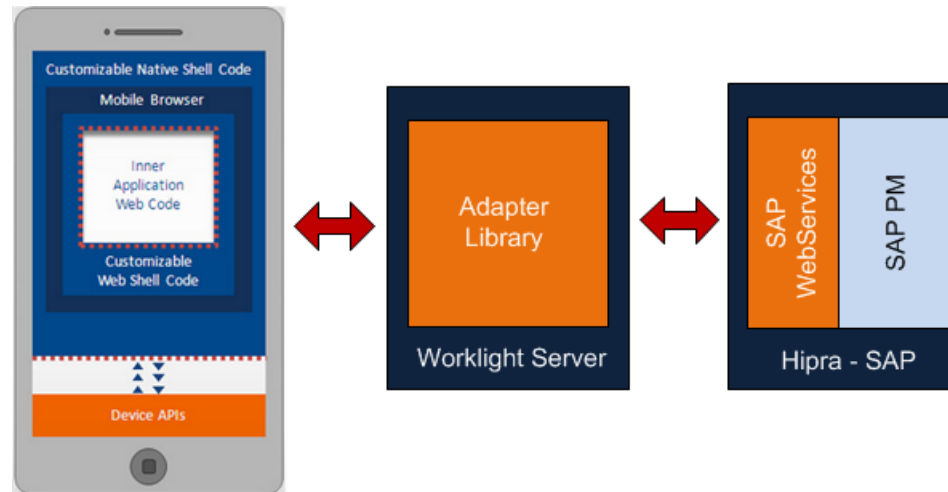
*new, on the plant floor*



**Hybrid Worklight application optimized for iPad and easily portable** to other devices, using the **Sencha Touch** framework, minimizing the usage of native code.

The iPad **app interfaces with SAP** using an **Worklight Integration Adapter** with enhanced performance.

A set of webservices are provided by Hipra SAP to support the mobile application functionality.



2

## Worklight & TEM

controlling:

- 1 versions
- 2 devices
- 3 policies

1

3



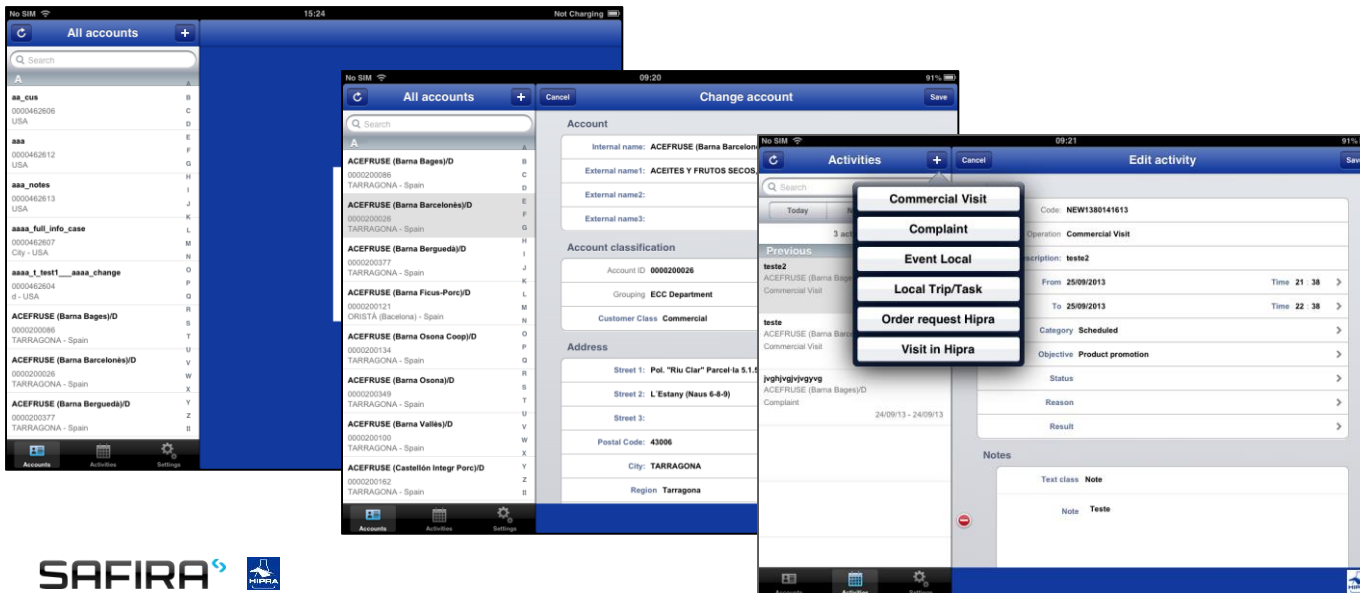
# HIPRA SAP CRM app



✦ Enables mobile access to HIPRA CRM to sales representatives, allowing retrieval and modification of customer information and activities.

☑ On-line access to SAP CRM as sales reps are on the field

☑ Off-line working mode, with sync when connection is resumed



# Take Action Now!



## *Next steps:*

- 1. Think of **your business***
- 2. see how you can **improve by getting mobile***
- 3. Take mobility **seriously***
- 4. Think big, start small*



**Get moving!**





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**Thank You!**

