Solution	Ov	erview	
Technolo	av	Solutions	

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## **Technology and Innovation – Enterprise Mobility**





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## **Maximizing Enterprise Mobility Beyond Point Solutions**

**Enterprise Mobility** 

**Enterprise Transformation** 

Mobile Strategy

SAP Innovations

Mobile solutions can transform an entire business. This requires a comprehensive strategy and mobile solutions to meet the breadth of an organization's needs. Most companies make data mobile in response to specific problems, while leaders leverage enterprise mobility to fundamentally change the way they do business.

All enterprises, at one point or another, attempt to solve an immediate problem that requires securely providing, receiving, and collecting data on the go. The projects usually begin as an extension of the back office or as "data on wheels "

These point solutions are unsustainable. Their return is limited. A company can find that its once-lagging competition now has an opportunity to leapfrog ahead. Without a comprehensive strategy to make the enterprise mobile, stakeholders will run the risk of deploying mobile

point solutions with different approaches and technologies. This results in a duplication of effort with unsustainable and unrepeatable solutions that are costly to deploy and maintain.

Best-run companies recognize that a comprehensive strategy with a view of the future is essential to integrate the silos of data, provide 360-degree visibility, enable proactive and predictive decisions – and improve processes across the value chain. Such a strategy requires a comprehensive platform-based approach for deploying mobile apps.







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companies are leaving time and money on the table.

**SAP Solutions** 

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## **Enterprise Mobility Transforms the Organization**

The universal acceptance of enterprise mobility as an essential and unavoidable technology in the organization has opened many new opportunities. However,

**Enterprise Mobility** 

**Enterprise Transformation** 

Mobile Strategy

SAP Innovations

Mobile solutions are usually limited to improving data, reducing paper, and simply refining existing processes. But enterprise mobility offers productivity gains and so much more. Deployed as a key strategy, enterprise mobility can fundamentally transform the customer relationship, the entire value chain, and the

To gain a sustainable advantage using enterprise mobility as a key competitive differentiator, an organization needs a sound, effective, and systematic approach. Such a strategy is deployed on a single, integrated mobile platform for developing and deploying an endless range of apps and managing those apps, the devices they run on, and the very users.

ecosystem as a whole.

The traditional way of organizing information is no longer sufficient. Both customers and

employees expect to be connected at all times, and an enterprise must apply an ecosystem or network approach to offer the right mobile services.

To take advantage of enterprise mobility, an organization needs to establish a structured framework with enterprise-specific objectives and content. It should be integrated into the IT landscape alongside corporate strategy and goals.

The right framework, objectives, and content will pave the way for an enterprise mobility plan that extends across the entire company.

Ultimately, such a technology cannot succeed without a transformative road map based not only on specific use cases and their measurable benefits, but also on a comprehensive business case.







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## The Virtual, Accelerated, Transformed Business

**Enterprise Mobility** 

**Enterprise Transformation** 

#### **Mobile Strategy**

SAP Innovations

24%

Higher operating margins where enterprise mobility is embedded in all business processes

Source: SAP Performance Benchmarking

Simulate, accelerate, and transform business processes with a comprehensive platform-based solution. Organizations can build, deploy, and manage industry-specific mobile apps and analytics for the entire ecosystem.

Manage the increasingly diverse challenges of enterprise mobility by supporting the entire lifecycle – deploying new apps, setting provisions, tracking versions, and deploying new versions of apps. The right platform promotes efficiency and saves time. It also provides an effective way to secure corporate data and automate ongoing tasks.

**Build and deploy** mobile apps quickly with a robust platform to connect the workforce and customers and keep them engaged.

Enable and empower the workforce, customers, and partners with apps that help liberate enterprise data, improve key business processes – even replace them, speed decision making, and promote consumer engagement for maximized revenue and productivity.

An organization can **process** Big Data and make it mobile to achieve a 360-degree, 24x7 global view of its ecosystem. It can assess, decide, and intelligently respond to continually changing conditions and opportunities in real time.



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### **SAP Innovations**

**Enterprise Mobility** 

**Enterprise Transformation** 

Mobile Strategy

**SAP Innovations** 

Companies can invest in and leverage enterprise mobility from SAP to fundamentally change the way they do business, whether by deploying industry-leading packaged solutions from SAP, working with the mobile team from SAP to develop industry-leading apps, or taking the platform and developing unique apps.

Industry, line of business (LoB), commerce, and analytics apps change not only how employees work and make decisions but also how partners and customers interact with the enterprise.

Whether business-to-employee, business-to-business, or business-to-consumer, SAP mobile apps boost productivity, safety, and loyalty, measurably driving both the top line and the bottom line.

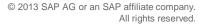
Only SAP delivers solutions along the entire continuum, from mobile documents that make data accessible 24x7, to form-based apps that accelerate business, to intelligent process-based apps to improve operations and change how people work, to predictive Web-based apps that transform the customer relationship and the value chain.

Powered by the industry's first and most complete mobile platform for developing apps and managing those apps, the devices they run on, and their users, enterprises now have – for the first time – a single, integrated technology platform. And the software provides options for deployment, whether traditionally within the firewall, virtually in the cloud, or as a managed enterprise mobility service, assuring the innovation without incurring the risk typically associated with mobile solutions.

SAP does not only innovate apps from within. The possibilities for mobile apps are endless, and SAP cannot build every conceivable mobile app. SAP thus offers its customer numerous incubation, design, and innovation services to develop a comprehensive business-case-driven strategy and successfully develop and deploy solutions for all customer needs.







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## **A Comprehensive Mobile Solution**

#### **Enterprise Management**

Mobile Device Management

Mobile App Development

**Transformed Business** 

**Real-Time Analytics** 

Best-run companies are harnessing the power of mobile solutions with a unified platform made to support a wide variety of mobile devices, apps, content, and back-end data sources.



#### Manage Devices, Apps, and Content

Secure mobile devices and effectively manage content and apps.



#### **Bring Enterprise Mobility to Data and Processes**

Integrate data from multiple sources in a manner that is relevant, useful, and optimized for each particular user and environment.



#### **Run Faster**

Collaborate and communicate in real time with the entire ecosystem. Monitor and analyze operations, customers, and markets in real time and make intelligent decisions.



#### **Run Better**

Go mobile with not just data but entire new processes to fundamentally change the way business is done. Improve processes end-to-end and bring enterprise mobility to not only discrete transactions and activities, but the entire day of the employee, partner, and even customer.



Comprehensive **Mobile Solution**  **SAP Solutions** 

References Contact Us

## **Secure and Manage the Mobile Enterprise**

**Enterprise Management** 

**Mobile Device Management** 

Mobile App Development

**Transformed Business** 

Real-Time Analytics

**40**%

Higher employee productivity where mobile access is provided to employees across all levels

Source: SAP Performance Benchmarking

The workforce is increasingly mobile, and successful enterprises recognize they must cost-effectively scale to secure and manage the explosion of mobile devices, apps, and access to corporate systems.



As mobile apps enable greater use of missioncritical data, companies increasingly need to have strategies in place for mobile security. Mobile operations must address security for installation and removal of company data and apps, mobile content management, appropriate device usage, and loss and theft.

#### **App-Level Security Controls**

Enterprises require apps with highly sensitive, context-specific data, accessible under specific conditions. For instance, a special login may be required to run a specific app, or a user may have limited access to specific data and records. And these mobile apps need to be readily installed remotely from the cloud.

#### **Device-Level and System Security Controls**

The explosion of mobile devices, whether company owned or employee owned, requires a cost-effective and scalable strategy for monitoring and controlling all mobile devices, apps, users, and device-level functions, such as user authentication and data encryption, from a single console.



## **Change How People and Businesses Work**

**Enterprise Management** 

Mobile Device Management

**Mobile App Development** 

**Transformed Business** 

Real-Time Analytics

24%

Less time to deploy a new app with a single, scalable, secure mobile platform that enables app creation and device management

Source: SAP Performance Benchmarking

Go mobile and even change and introduce new processes in a secure, cost-effective, and risk-free manner with rapidly deployable, readily changeable, and sustainable mobile apps.



A successful mobile platform brings together all the pieces – devices, users, apps, security, and more – to develop, deploy, and maintain sustainable, scalable, repeatable solutions agnostic to changes in technology.

**Broad Range of Apps** – A typical enterprise will require a full range of mobile apps, from simple electronic forms to intelligent processbased apps. Whether simple or complex, the user interface must be equally intuitive, and communication and collaboration should be straightforward.

Sustainability and Risk Mitigation - While these apps must be optimized for the device, they are agnostic to the device in that they must be installable on different devices as they evolve and new models come and go. These apps must be equally agnostic to changing networks and back-office systems. The user is not concerned with what is going on in the background, and the enterprise cannot risk interrupting mission-critical processes.

Rapid Time to Value - The enterprise and the environment it operates in is increasingly dynamic – including competition, market conditions, consumer loyalty, and the like. They must be able to rapidly deploy mobile apps and continually roll out changes in response, as the mobile workforce, partners in the field, and customers are always the first to face these dynamics.





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## **Transforming Business with Mobile Apps**

Enterprise Management

Mobile Device Management

Mobile App Development

**Transformed Business** 

Real-Time Analytics

Mobile apps make enterprise data readily available, enabling users to better connect and collaborate with customers and partners. In turn, they make the entire value chain mobile by allowing users to leverage best practices.



Mobile apps are powerful tools that enterprises can use to enable partners, engage customers, and empower employees.

People's lives are a sequence of moments. Mobile apps enable people to make decisions and act in those moments. With mobile apps, organizations can provide partners with access to their core engagement systems in the moments they need them most. Hence, the mobile app becomes a tool in the partner's workflow.

Using operational data dashboards, workers can make real-time decisions in the moment – in a meeting, for instance – rather than days or weeks later. Empowered by mobile collaboration, employees can leave their laptops at home yet remain connected and productive. Consumers can interact with their favorite brands from any device, anywhere – shopping and buying on the go.

In addition, companies can use engagement technologies, such as sensors, radios, embedded computers, and wireless access, to build intelligent and connected products.





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## **Real-Time Mobile Analytics**

**Enterprise Management** 

Mobile Device Management

Mobile App Development

**Transformed Business** 

**Real-Time Analytics** 

**\$2.01** billion

Annual revenue growth, if the median Fortune 1,000 business increased the usability of its data by just 10%

Source: University of Texas at Austin

Mobile analytics puts the intelligence and power of data into an employee's hands at the right moment – and in the preferred format.



Successful enterprises recognize the immediate value of timely and reliable data. But to effectively accelerate decision making, data must be relevant and contextual to the user and the circumstance. This requires intelligent and interactive analytics on mobile devices.

Day-to-day business operations are driven by tactical, information-driven decisions. Users need immediate access to current data before they can take action.

To leverage this kind of dynamic business information, mobile apps must enable secure access to shared content generated by various

business processes. This means mobile devices and the apps running on them must be connected to corporate data systems that collect operational information from many sources across the enterprise.

Effective mobile analytics is characterized by intuitive, navigable data visualizations with functional components, such as charts and graphs whose parts can be touched to quickly drill into deeper analysis. Mobile analytics supports other interactive features as well, including what-if scenarios that are used to manipulate data and graphically display the results.





Executive Comprehensive **SAP Solutions** References Mobile Solution Summary Contact Us

## **Enterprise Mobility Value Map**

#### SAP solutions address key requirements of enterprise mobility.

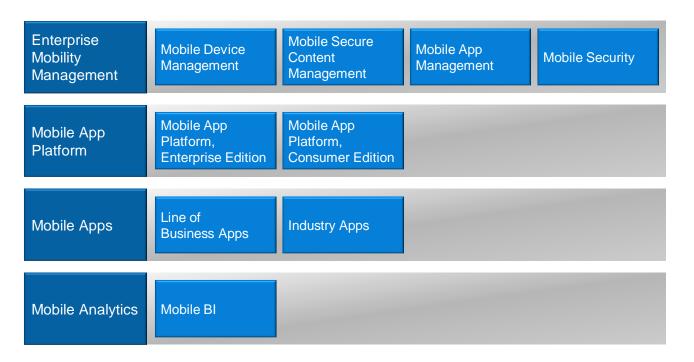
Value Map

**Enterprise Mobility** 

Mobile App Platform

Mobile Apps

Mobile Analytics





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## **Enterprise Mobility Management**

Value Map

#### **Enterprise Mobility**

Mobile App Platform

Mobile Apps

Mobile Analytics

**52%** 

More mobile employees when relevant business processes are redesigned to leverage mobile access to supporting apps

Source: SAP Performance Benchmarking

## Embed security with device, content, and app management.

Meet the diverse challenges of enterprise mobility head on with management solutions. These solutions can help organizations secure corporate content, control support costs, and automate ongoing tasks, such as tracking assets, configuring apps, and distributing data.



Mobile Device Management The **SAP Afaria** mobile device management solution offers mobile device management and app management and is supported with analytics solutions from SAP.

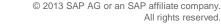
Mobile Secure Content Management The **SAP Mobile Documents** mobile app secures the delivery and sharing of any mobile content to PCs, tablets, and mobile phones. The offering is complete, from robust front-end solutions to external third-party content management systems.

Mobile Apps Management Mobile apps management includes new app wrapping and encrypted content containerization. The **SAP Enterprise Store** offering also offers a white-label app storefront.

Mobile Security

Mobile security and enterprise mobility management (EMM)-based **mobile solutions from SAP** are sold by partners to enterprise end users for rapid and cost-effective mobile services. Companies can combine mobile device management, mobile app management, and mobile content management.





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References Contact Us

## **Mobile App Platform**

Value Map

**Enterprise Mobility** 

**Mobile App Platform** 

Mobile Apps

Mobile Analytics

40%

Less time to develop and deploy a new app for organizations that have higher maturity in an enterprise mobility strategy

Source: SAP Performance Benchmarking

## Create engaging, intuitive apps with the right platform.

Businesses can quickly build and deploy mobile apps that keep their workforces and customers connected and engaged. The industry-leading SAP Mobile Platform can help make a company's mobile strategy a reality – faster – with packaged and custom-developed apps for any device.



Enterprise and Consumer Apps

Build native, hybrid offline and online metadata-driven, and short message service apps that run on all mobile devices.

Open Tooling an Standards Support

Support for open and industry-standard protocols that enable mobile developers to use their existing or preferred integrated development environments and tools.

Advanced App Functionality

Build apps with robust online and offline synchronization and cutting-edge functionality including live 3-D visualization, augmented reality and panorama views (with third-party software development kits), device hardware and sensor integration, and access to the powerful SAP HANA platform for lightening-fast analytics on Big Data sets.

Enterprise-Grade Authentication, Security and Scalability

Safeguard corporate and customer data with support for multiple authentication methods, data encryption (in motion and at rest), and app wrapping, all on a single, horizontally scalable solution.





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## **Mobile Apps**

Value Map

**Enterprise Mobility** 

Mobile App Platform

**Mobile Apps** 

Mobile Analytics

33%

Less time to develop and deploy a new app for organizations that rationalize and consolidate existing mobile platforms, devices, and suppliers

Source: SAP Performance Benchmarking

#### Drive productivity and engagement with mobile apps.

A company can transform its business with state-of-the-art mobile apps for its workforce, customers, and partners. These apps can help liberate enterprise data, accelerate key business processes, speed decision making, and optimize consumer engagement. Collaborate with visionary designers, architects, and developers to build innovative, custom apps and deliver compelling user experiences.



Line of Business Apps

Enable employees throughout the organization to accomplish daily tasks from their smartphones or tablets.

**Industry Apps** 

Connect and collaborate with customers and partners, leverage proven industry best practices, and make the entire value chain mobile. Reach consumers in the moment through personalized mobile experiences. Boost engagement, conversion – and, ultimately, loyalty with consumer apps.





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## **Mobile Analytics**

Value Map

**Enterprise Mobility** 

Mobile App Platform

Mobile Apps

**Mobile Analytics** 

## Engage with real-time data and respond to risks dynamically.

Mobile analytics from SAP helps users make informed and intelligent decisions with the ability to identify and respond to opportunities and risks in real time, run accurate what-if analyses, and effectively execute as a team with a constant focus on business performance.



Mobile BI

Access the business intelligence (BI) needed to make critical decisions – anytime, anywhere, and on any device. Mobile business intelligence solutions from SAP deliver real-time visibility into Big Data with a secure, mobile experience that features interactive visuals and intuitive search.





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#### **ABYAT**

Air Products

**Asian Paints** 

Instituto Nacional de Estadistica (INE)

Mekorot

Why SAP?

#### The Company's Top Objectives

- Enhancement of the customer shopping experience in the store
- More value-added services, while sales staff accompany shoppers
- Increased overall efficiency in the store

#### The Resolution

- Implemented SAP Mobile Platform
- Provided sales staff with mobile devices to capture customer requests in real time and check product availability
- Trained staff for a smooth transition process
- Went live within eight weeks after project initiation

#### The Key Benefits

- Gained visibility into stock availability from the showroom floor
- Facilitated real-time communication among sales staff, the warehouse, and the checkout counter
- Enabled the ability to give one-on-one attention to each customer
- Reduced the time needed to fulfill customer needs
- Improved the customer experience and overall satisfaction

**75**%

Reduction in training time for sales staff

**30**%

Improvement in sales efficiency

Improvement in customer service

"We wanted to provide customers with the best experience possible while shopping in our store, and we found that the mobile applications from SAP offer the best solution to our needs."

Ahmad Alnusif, IT Senior Manager, ABYAT Megastores





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**Asian Paints** 

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Why SAP?

#### The Company's Top Objectives

- Adaptation to evolving enterprise mobility needs to better manage front-office activities
- Compliance with safety and mandated standards in a highly regulated environment
- Visibility into execution progress, issues, and exceptions
- Reduced instances and cost of plant outages and downtime

#### The Resolution

Implemented the SAP Afaria mobile device management solution to enable enterprise-wide mobile device management, security, data transmission, and synchronization

#### The Key Benefits

- Reduced system maintenance costs by replacing legacy system
- Minimized costs through a "train the trainer" approach and a central team
- Increased employee productivity by 5%
- Improved the productivity of field technicians
- Enhanced logistics distribution and reduced paperwork

**50**%

Decrease in document processing

**50**%

Reduction in number of lost assets

**15%** 

Decrease in maintenance costs

"Now that technicians have actual information from our central system, we can react to customer requirements more precisely, give technicians nearly real-time information, and integrate PDA information with our portal." Jose Antonio Garcia Espinoso, Project Leader, Air Products and Chemicals Inc.





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## asianpaints

**ABYAT** 

Air Products

**Asian Paints** 

Instituto Nacional de Estadistica (INE)

Mekorot

Why SAP?

#### The Company's Top Objectives

- Efficient customer service
- Better collaboration between the sales force and distributor network
- Reduced dependency on office-based and call-center staff

#### The Resolution

- Implemented the SAP Mobile Platform rapid-deployment solution to manage multiple apps
- Created a portable mobile app for the sales force to leverage SAP Mobile Platform
- Deployed the SAP Customer Relationship Management (SAP CRM) application to integrate sales, service, and marketing
- Rolled out new functionality quickly to staff in the field

#### The Key Benefits

- Accelerated the resolution and closure of dealer complaints
- Increased sales force productivity
- Improved the quality of every customer interaction

35%

Of sales staff connected in two months

8-10

Weeks to implement solution

700

Staff servicing 30,000 shops

"With SAP software supporting our increasing use of mobile devices, our employees, customers, partners, and suppliers are all connected. This has added value to all our business processes."

Deepak Bhosale, Chief Manager – IT, Asian Paints Ltd.





Comprehensive Mobile Solution

**SAP Solutions** 

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**ABYAT** 

Air Products

**Asian Paints** 

#### Instituto Nacional de **Estadistica (INE)**

Mekorot

Why SAP?

#### The Company's Top Objectives

- Establishment of mobile device management platform
- Remote administration and maintenance of a wide variety of mobile devices

#### The Resolution

Implemented the SAP Afaria mobile device management solution to centrally control mobile apps, data, and communications

#### The Key Benefits

- Increased data and device security
- Lowered total cost of ownership by avoiding costs associated with the physical transfer of devices
- Reduced effort needed to maintain and manage mobile devices by 50%
- Reduced number of incidents by 50%
- Lowered resolution time by 60%
- Decreased time to set up new devices by 80%
- Increased employee satisfaction by 100%

**60**%

Lower resolution time

80%

Decrease in setup time for new devices

Increase in employee satisfaction

"The SAP Afaria mobile device management solution makes it possible for us to manage a vast number of heterogeneous devices in an organization fully dependent on the mobility of our workforce."

José Antonio Perea Yustres, Innovation Unit Head, Instituto Nacional de Estadistica







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Air Products

**Asian Paints** 

Instituto Nacional de Estadistica (INE)

Mekorot

Why SAP?

#### The Company's Top Objectives

- mobile apps

#### The Resolution

- Implemented SAP Mobile Platform to create mobile apps and secure data exchange
- Deployed the SAP Afaria mobile device management solution to support secure and remote management of mobile devices

#### The Key Benefits

- Provided 400 field crews access to back-end functionality through mobile devices
- Gave field crews the ability to work offline with built-in features
- Delivered strong security features and flexible design
- Integrated data and processes with the SAP ERP application and synchronized data for offline use
- Empowered field crews to perform work processes
- Enabled real-time access to all work orders

"The most important benefit of the Maslul project is that it has enhanced our ability to make the best use of scarce water resources, improve water quality, and reliably and cost-effectively deliver water to Israel's citizens, farmers, and industries."

Zvika Gleichman, CIO, Mekorot



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- Mobile access to back-end plant maintenance functionality
- Establishment of a mobile platform as the foundation for upcoming
- Ability to manage and secure mobile devices

### 6 months To complete rollout to

400 devices

35,000

Number of records held by each device

Executive Comprehensive SAP Solutions References Contact Us

## Why SAP?

**ABYAT** 

Air Products

**Asian Paints** 

Instituto Nacional de Estadistica (INE)

Mekorot

Why SAP?

SAP provides software solutions that support complete, end-to-end processes and bring enterprise mobility to entire organizations. Since each SAP mobile app is integrated, a company can make an initial investment today and scale as its business grows.

#### **Unwire Your Enterprise**

Use a single, unified mobile platform for all employee, consumer, and partner app needs.

Reduce costs by using innovative, prebuilt mobile apps from SAP and SAP partners.

Build transformative mobile apps by co-innovating with the SAP Mobility Design Center.

Secure and control mobile devices with scalable enterprise mobility management.

Get mobile access to real-time data with analytics apps built on the SAP HANA platform.





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