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ARTERIA®

Arteria Technologies: Building Enterprise Mobile Apps That Extend SAP® Business Suite

Arteria Technologies Pvt. Ltd. is among the first of a growing number of SAP partners to **globally publish certified mobile apps** on the SAP® Store.

Executive overview

Company
Arteria Technologies Pvt. Ltd.

Headquarters
Bangalore, India

Industry, products, and services
Extending the SAP® ERP application to supply chain, distribution networks, and customers' employees to help them leverage the potential of SAP software and technology platform

Web Site
www.arteriatech.com

Objectives
- Provide cost-effective solutions that help customers with the entire IT lifecycle
- Understand each customer's needs for integrated mobile solutions
- Offer a complete package from platform to apps to support customers' mobile strategies

Why partner with SAP?
- Long-standing relationship with SAP as a services partner in the SAP® PartnerEdge® program and member of SAP Co-Innovation Lab
- The technical know-how at SAP and its commitment to supporting partners
- Ability to connect with customers and count on customers' confidence, through the SAP partnership

Benefits
- The ability to help customers stay connected to their mobile workforces and improve operational efficiencies and productivity
- Fast return on investment for customers – and for Arteria

SAP Solutions
- SAP Mobile Platform
- SAP Afaria® mobile device management solution
- SAP Business Suite software
- SAP NetWeaver® technology platform
- SAP BusinessObjects™ business intelligence solutions
- SAP HANA® platform
- SAP Interactive Forms software by Adobe
- SAP Archiving application by OpenText

Arteria's Mobile Apps on SAP Store
mApprove, mSFA, mDepot, and mInspection

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Broad experience with SAP that supports customer centricity

Arteria was founded in 2007 by former employees of SAP Labs India who have years of experience in SAP software development, implementation, and consulting. Headquartered in International Tech Park, Bangalore, India, Arteria is an SAP services partner and member of SAP Co-Innovation Lab working with some of India's top Fortune 100 corporations. With more than 200 consultants, the company develops integrated mobile apps that help customers' employees connect with their back-end systems anytime, anywhere, and on any device.

In April 2012 Arteria received the Mobility Recognition Award at the SAP Partner Summit, acknowledging its solutions and customer implementations. At the core of Arteria's mobility practice is customer centricity, addressing customer needs for enterprise mobility and enabling business competitiveness that helps ensure faster ROI.

Today, Arteria focuses on industries that are growing and adapting to mobile technology: large wholesale distribution, manufacturing, process, consumer products, automotive, and mill products companies. Arteria's extensive experience with SAP solutions as a customer and now as a partner, combined with its SAP-certified packaged mobile apps, is a winning combination. Arteria's goal is to provide cost-effective solutions that help customers with the entire IT lifecycle, from inception and implementation to continuous improvement of the technology investment.

> "We offer end-to-end solutions, not just the front end. We understand the business processes and the integration to the SAP ERP application for our customers' enterprise mobility needs."
>
> Parag Jain, CTO, Arteria Technologies Pvt. Ltd.

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Natural evolution to working with SAP on enterprise mobility

Early on, Arteria identified enterprise mobility as a key area in which to invest and began developing on the SAP NetWeaver® Mobile component. As the product matured and their expertise grew, the team became very comfortable with how to integrate enterprise mobility solutions within SAP core applications. When SAP acquired Sybase, now an SAP company, Sybase® Unwired Platform was a natural succession for migration and continuing investment.

As a member of the SAP PartnerEdge® program and SAP Co-Innovation Lab, Arteria benefited from SAP's technical know-how and commitment to ensuring that the company was correctly positioned to address customers' technical requirements. "Our partnership with SAP helps us connect with customers," comments Parag Jain, Arteria's CTO. "In turn, the customers know they will receive from Arteria a solid commitment toward providing an integrated solution and producing measurable benefits at a more rapid pace." Because of the multifaceted partnership with SAP and deep knowledge of business processes that SAP software supports, Arteria has seen a quick return on investment and helped promote the deployment of SAP Mobile Platform, which now includes Sybase Unwired Platform.

200 consultants

Employed by Arteria

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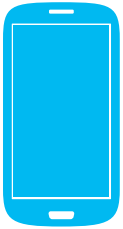
Discovering a market – and codeveloping mobile apps

When people from Arteria were in the field, educating customers about the SAP road map for enterprise mobility, they discovered a market to develop their own apps to enhance the mobile experience. With help from SAP, Arteria codeveloped several apps, taking only a little over 100 days to create them. Jain explains of Arteria's services, "We can now offer a complete package, from platform to apps, for whoever wants to get started on the mobility journey."

Arteria's mobile applications on the SAP Store include: approval tasks (mApprove), warehouse and depot transactions (mDepot), sales force automation and order management (mSFA), and an inspection visit planner and result-recording application (mInspection). Customers can quickly leverage Arteria's vast understanding of SAP software and enterprise mobility solutions for a faster return on investment. Jain adds, "SAP guided us with our certification efforts and helped us develop our apps in the right way to ensure that our investment is going in the right direction."



100 days

For creation of mobile apps

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Understanding the customer's needs

At the core of Arteria's mobility practice is the understanding of the customer's needs for integrated mobile solutions. "We are a customer-centric enterprise, delivering not only on customer demands but also enabling business competitiveness that ensures a faster ROI," Jain remarks.

Across the globe, enterprise adoption of mobile solutions is most prevalent in India. "People here connect more with their mobile devices than their laptops or computers," says Jain. Arteria has embraced the consumerization of IT to help companies stay connected to their mobile workforces.

Smartphones utilizing mobile solutions from SAP can help accelerate approval and decision-making processes, improve operational efficiencies and productivity, and create higher satisfaction among customers, vendors, and employees. Jain comments, "To be competitive, companies need to be efficient in providing a faster means of putting access to back-end systems in the hands of their field people."

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Developing cross-industry and industry-specific mobile app

Arteria started its journey toward enterprise mobility as part of the partner-delivered mobile applications (PadMA) program at SAP Co-Innovation Lab. The company is in the process of enrolling in the SAP Mobile Apps Partner program. This program provides a comprehensive set of enablement tools, benefits, and support that will help in developing, marketing, and selling mobile apps that meet the needs of SAP customers. Through this program, they will continue to codevelop cross-industry mobile applications and industry-specific mobile apps for consumer products, pharmaceuticals, and the public sector.

"To team up with SAP on enterprise mobility, the partner needs to provide an integrated solution and not just an application. Knowledge of SAP software and customers' business processes is also important," explains Jain. "You have to offer mobile solutions that easily demonstrate the power of SAP Mobile Platform by providing business benefits with a quick ROI."

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