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# Becoming a **Mobile Enterprise**

## Unwiring Your Business with SAP's Mobile Solutions

*by Jack Chawla, SAP*

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Enterprise information is on the move. Today, there is one mobile phone per two people on the earth. In many countries, there are more mobile devices than PCs.[1] And more and more workers are using smartphones and other devices to stay connected — and productive — in and out of the office. In fact, according to IDC, by 2013, more than 1.2 billion workers worldwide will be using mobile technology, accounting for 34.9% of the workforce.[2]

A couple of trends have led to this mobility surge, making mobile computing critical for IT:

- **On the applications side** — Companies like Apple and Google, when launching their respective smartphones, won consumers over with fun, easy-to-use mobile applications and easy information access.
- **On the device side** — Companies historically rejected employee requests to use personal mobile devices for accessing the corporate network, citing security and manageability concerns. But things have changed over the past few years. Devices are now more manageable, and businesses hurting from the current economic climate are much more willing to allow employees to use their personal mobile devices for work purposes. In fact, nearly 80% of the Fortune 100 companies today are now "deploying or piloting" the iPhone.[3]

These trends not only drove the increased demand for mobile solutions; they also changed people's expectations for mobile applications. Business users are no longer just looking for mobile access to traditional, mission-critical applications — customer relationship management (CRM) solutions, for instance. Rather, they're seeking what we call people productivity mobile applications, which are more like consumer applications than traditional enterprise applications; they're persistent, lightweight, and purpose-driven. These applications are designed to meet the needs of mobile, multi-tasking workers who will use and dispose of the applications after they have fulfilled their specific purpose.

To accommodate these trends and their business users' changing needs, companies must design an enterprise mobility strategy that encompasses both traditional, mission-critical process applications and people productivity applications.[4] This is an opportunity that companies should not ignore.

With its acquisition of Sybase, SAP is ready to support customers as they move to this new level of mobility. In this article, I'll share how SAP is working to enable mobility for its customers and provide an overview of several of SAP's key mobility tools and applications.

### An Overview of SAP's Mobility Solutions

SAP, with help from Sybase, is ready to give customers the solutions they need to become

[1] Source: Informa Telecoms & Media report (2007).

[2] Source: IDC, Worldwide Mobile Worker Population 2009-2013 Forecast, Doc #221309 (December 2009).

[3] Source: www.macworld.com/article/152789/2010/07/liveupdate.html.

[4] For tips on building your own enterprise mobility strategy, see "How to Turn Mobility Momentum into Real Business Value" in the January-March 2011 issue of *SAPinsider* (sapinsider.wispubs.com).

"unwired enterprises." Being an unwired enterprise means:

- Breaking down information technology barriers and delivering critical information, processes, and applications to employees, partners, and customers through any platform, device, or network — anytime and anywhere
- Becoming more efficient, more productive, and better able to capitalize on new opportunities because information is moved to the point of action — that is, it's put directly into the hands of the workers who need it, thereby increasing its relevance and enabling better decisions and up-to-date transactions

To help companies become unwired enterprises, SAP offers a cohesive mobile application development platform, market-leading mobile applications, integrated mobile device management capabilities, and professional services. These offerings, combined with our core applications and analytic capabilities, deliver ongoing value to customers, allowing them to transform the mobile user experience and simplify mobile deployment.

**FIGURE 1** ▼ With Sybase Unwired Platform, SAP's mobile applications are supported on multiple devices

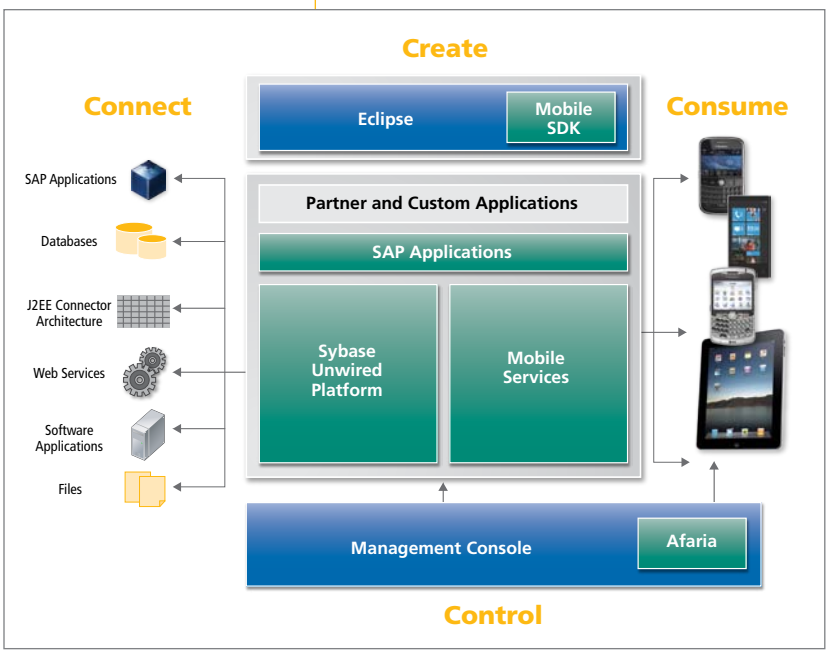


**FIGURE 2** ▲ Sybase Unwired Platform allows users to control and create mobile applications and then push them out to be consumed by mobile devices, connecting mobile users to critical information

## Mobile Application Development Platform

Mobilizing the enterprise is a complex task. On one hand, mobile applications and infrastructures have to meet the usual enterprise IT requirements of enabling security, device manageability, and application lifecycle management, and of controlling the total cost of development and ownership. On the other hand, mobility is intrinsically different from the traditional systems that IT is used to managing. End users want to use devices they choose; consumer mobile applications have set high expectations for ease of use; and users want mobile access to all of the processes and data they need.

To handle this complexity, companies need a flexible, open, and consistent development platform that is designed to balance the unique nature of mobility while allowing IT to fulfill its usual requirements.

Sybase Unwired Platform is a mobile enterprise application platform that empowers enterprise developers to simply and quickly build applications that connect business data to mobile workers on multiple devices (see **Figure 1**). Sybase Unwired Platform enables you to embrace mobility across your entire organization with a development platform that is consistent yet highly adaptable (see **Figure 2**). Sybase Unwired Platform:

- Includes a powerful tooling environment that enables speedy mobile application development. And since this platform integrates with common integrated development environments like Eclipse, developers can leverage their existing tools and expertise when building mobile applications.
- Provides the ability to design a mobile application and then deploy it to a range of mobile

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devices and operating systems — including Windows Mobile, Windows 32, iPhone, and RIM BlackBerry devices — without having to make a device-specific application for each.

- Offers seamless integration with SAP Business Suite and third-party applications.
- Fully integrates with Afaria, Sybase's device management and security solution. (We'll discuss this solution in detail later.)

In short, Sybase Unwired Platform is the foundation to help companies simplify their mobile application development and deployment.

## Mobile Applications

Of course, the value of any platform directly depends on the applications that run on it. SAP and our partner ecosystem are developing a variety of mobile business applications that accelerate business processes and enhance employee productivity (see **Figure 3**). SAP's applications include:

- **Mission-critical process applications**, which include line-of-business applications (like sales and field service) as well as industry-specific applications and mobile analytics.
- **People productivity applications**, designed to enhance the productivity of employees. These single-purpose applications help employees and managers enable request and approval processes for HR, procurement, and finance.
- **Consumer applications**, which enable organizations to engage and interact with consumers. Examples include loyalty programs, patient care, and mobile banking.

**FIGURE 3** ▼ Sample of SAP's process and people productivity mobile applications

### Process

- **SAP CRM Sales** — Gives on-the-go sales teams fast, reliable access to data in the SAP Customer Relationship Management (SAP CRM) application, anytime, anywhere, from any mobile device
- **SAP Field Service** — Gives field personnel anytime, anywhere access to relevant information from mobile devices, so they can get to customer sites on time, complete more orders faster, and reduce processing time; by maximizing field service features in SAP CRM, it helps field engineers be productive and improves the overall efficiency of service operations
- **SAP Retail Execution** — Helps consumer products companies maximize value of retail visits and increase the productivity of on-the-go merchandisers and sales reps
- **SAP EAM Work Order** — Gives field technicians the information they need while at a work site, letting them make better-informed and timely decisions while executing work assignments more efficiently
- **SAP Electronic Medical Record** — Provides healthcare professionals instant access to electronic medical records of their patients

### People productivity

#### Finance

- **SAP GRC Access Approver** — Enables managers to review and approve time-sensitive and operational-critical access requests
- **SAP GRC Policy Survey** — Enables managers to keep track of the latest policy changes within their organization and complete policy-related surveys
- **SAP Payment Approvals** — Allows cash managers or financial execs to check and process payments that need approval, anytime, anywhere, from any mobile device
- **SAP Travel Receipt Capture** — Lets business travelers record expenses on a mobile device as they incur them, helping reduce administrative overhead of sorting through their receipts and scanning them into the system after they return
- **SAP Travel Expense Approval** — Lets managers approve travel expense reports from a mobile device

#### Human resources

- **SAP Employee Lookup** — Provides access to employee details and organizational chart information in the SAP ERP application to any employee
- **SAP HR Approvals** — Lets managers approve employees' HR-related requests
- **SAP Interview Assistant** — Allows managers to access documents, capture information during interviews, and collaborate during the hiring process
- **SAP Leave Request** — Lets employees create new and review existing leave requests
- **SAP Manager Insight** — Provides managers with quick access to HR data, reports and KPIs
- **SAP Timesheet** — Enables time-entry capturing immediately as work is performed, anytime, anywhere, from any mobile device

#### Manufacturing and Procurement

- **SAP ERP Quality Issue** — Allows employees to log a quality issue, anytime, anywhere, which is sent to SAP ERP, where a quality notification is created
- **SAP Cart Approval** — Enables managers to approve employees' shopping carts

#### Sales

- **SAP Sales Order Notification** — Lets salespeople subscribe to sales orders and automatically receive change notifications to subscribed sales orders
- **SAP Material Availability** — Enables users to search for materials, view details, and make reservations from a mobile device
- **SAP Customer and Contacts** — Lets users access customer and contact details directly from a mobile device, providing all necessary customer information and sales order history, so they are better prepared for meetings
- **SAP Customer Financial Fact Sheet** — Lets sales reps or account execs check the financial situation of customers from a mobile device
- **SAP ERP Order Status** — Enables sales reps to track the status of a sales order on the spot, anytime, anywhere

#### Supply Chain Management

- **SAP Transport Notification and Status** — Allows drivers to display details of assigned freight orders and report the status
- **SAP Transport Tendering** — Enables a trucking company to receive, accept and reject requests for quotation for a potential freight delivery

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We've also opened up mobile application development to our ecosystem and are supporting our partners as they bring these **innovative partner applications** to the market. Visit **ecohub.sdn.sap.com** to learn more about partner applications.

In addition, Sybase Unwired Platform allows developers to write their own **custom mobile applications** to fit their company's needs.

All the pieces needed to turn an enterprise into a mobile force are now available, including powerful mobile operating systems, flexible mobile solutions, and end-user demand.

### Mobile Device Management

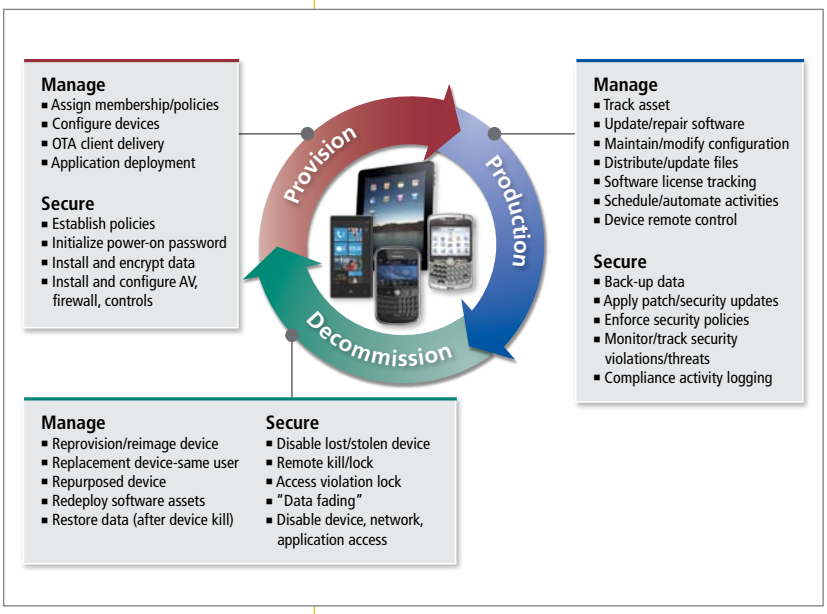
With so many mobile operating systems and device choices available, companies also need a solution that can manage — and secure — all of their critical enterprise data, mobile applications, and devices.

Afaria is a powerful and flexible mobile device management and security solution for the enterprise that provides a single administrative console from which users can centrally manage, secure, and deploy mobile data, applications, and devices (see **Figure 4**). Afaria:

- Backs up data and content entered into a mobile device. It also secures this information by encrypting sensitive data, centrally enforcing any security policies, and enabling companies to remotely wipe the date if a device is lost or stolen.
- Enables IT to remotely add, update, or remove applications, data, and content without requiring the user to bring the device to them for updates. This ensures mobile workers have the correct software and data in the field.
- Enables all management tasks, regardless of bandwidth available, thanks to Afaria's optimization capabilities. Additionally, all of this management activity happens in the background, leaving the user undisturbed.

Basically, Afaria provides the foundation on which you can manage your mobility solutions.

**FIGURE 4** ▼ Afaria provides a flexible, centralized console from which IT can manage and secure the solutions and data on a company's mobile devices




### Mobile Services

With SAP Services, you can seamlessly design, plan, and execute a mobility strategy across your organization. Our experts can help you quickly adopt our innovative mobile technologies via a sustainable and secure process that aligns with your enterprise mobility strategy. As a result, you can develop, communicate, and implement an actionable, flexible enterprise mobility strategy that enables you to generate business value from your existing and future SAP investments. The SAP Services offerings include:

- **Assessment services**, which provide insight into the different technology options that can best serve your requirements and help businesses evaluate the value of mobile connectivity and prepare an implementation roadmap.
- **Technology installation and setup services**, which deliver expert guidance in quickly installing and leveraging basic connectivity and configuration settings.
- **Mobile implementation services**, which offer help in building robust and reliable mobile technology solutions.

## What Is *Your* Mobile Strategy?

Too many organizations are still thinking small about mobility, just extending a few processes to their road warriors. But all the pieces needed to turn an enterprise into a mobile force are now available, including powerful mobile operating systems, flexible mobile solutions, and end-user demand. With SAP's mobility solutions and services, customers can take advantage of this mobile inflection point and truly transform their enterprises.

For more information on the solutions discussed in this article, visit **www.sap.com/mobile**. ■

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