

**CPET 565/CPET 499 Mobile Computing Systems  
Assignment 4**

**Team Formation for Assignment 3:**

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**Assigned date: 9/12/2012**

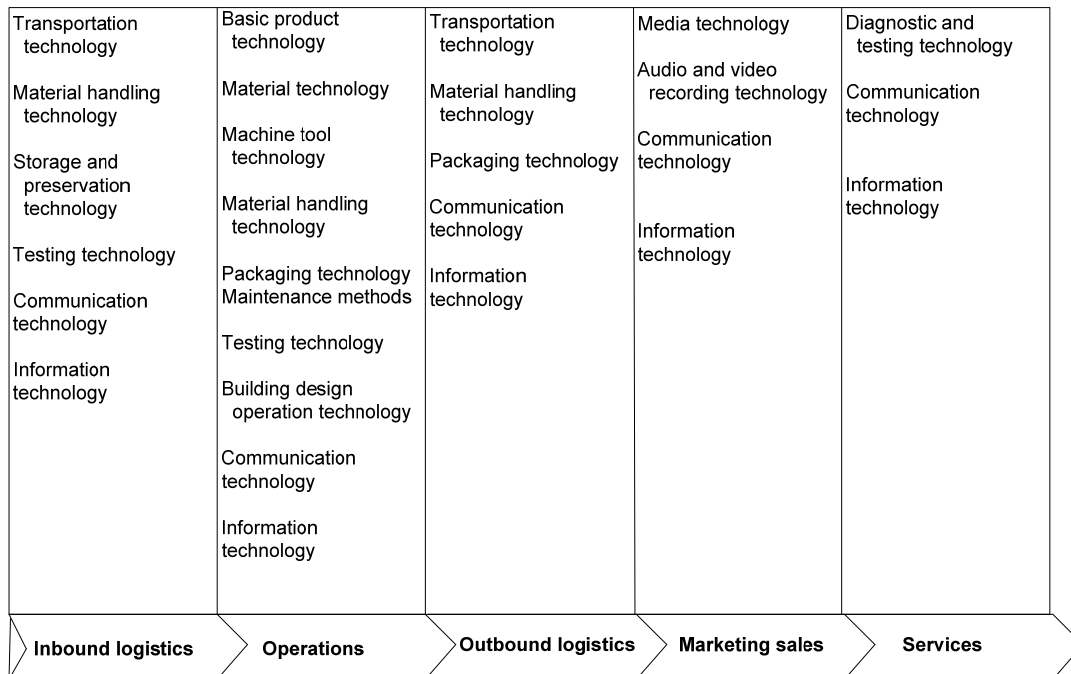
**Due Date: 9/26/2012, before 3:30 PM**

**\*\* Each team should prepare both MS Doc file and a PPP file to present the finding to the company's executive committee (the CPET 565/499 class).**

**Management's Strategic Planning**

A company's top management team including CEO, CFO, VP-for Global Sales and Marketing, VP-Technology, CIO are in the need to plan for their Mobile Enterprise Strategies to explore the new mobile technologies with business intelligent so that the company can stay innovative, competitive and possibly increase their capabilities, revenue/sales, and expand their global markets. Communication Technologies and Information Technologies are found in company's value chain as shown below:

Communication & Information Technology in a Firm's Value Chain



The major tasks discussed in their Mobile Enterprise Strategies planning meetings include

- 1) Top challenges, new opportunities, and what other companies are implementing mobile enterprise
- 2) The current state of enterprise mobile technologies
- 3) The 5 top challenges in mobile deployment
- 4) What are the new opportunities for increasing efficiencies and productivities? (chose one area of company's value chain: inbound logistics, operations, outbound logistics, marketing & sales, and services)
- 5) Who are the leaders of mobile enterprise deployment? What are they doing? How are they managing mobile devices and technologies? How are they benefiting from mobilizing their enterprise?
- 6) What will mobile be in the next 2 years and what does it mean to future deployment?

Each team is served as technology consultant and asked to conduct their thoroughly research to answer the given questions.

**References:**

[1] Agenda of Mobile Enterprise Strategies Summit, Sept. 12-13, 2012, Toronto,  
<http://mobileenterprisecanada.com/conference/detailed-agenda.html>

[2] Michael E. Porter, *Competitive Advantage: Creating and Sustaining Super Performance*, The Free Press, 1985.

[3] Burgelman, Christensen and Wheelwright, *Strategic Management of Technology and Innovation*, 5<sup>th</sup> edition, McGraw-Hill, 2009

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