



# MOBILITY MANAGEMENT

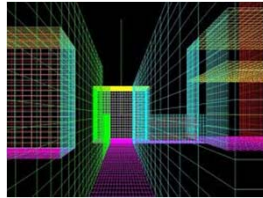
BY  
MUHAMMAD SHOAIB MANSUR & JOEL BAUER

## EFFECT OF SMART MOBILE DEVICES ON MID-SEIZE ENTERPRISE IN THE NEXT 5 YEARS

- Corporations Going Totally Wireless



- BYOD
- Virtual environment



- Online medical examinations and monitoring



- Social Networking media



- More influence of advance apps



# SWOT

SWOT ANALYSIS	
Strengths	Weaknesses
Quick Response	Big image to demand
Experience in this field	Innovation may falter over time
Highly qualified staff	get understaffed due to growing company
Provide customized solution	vulnerable to vital staff being sick, and leaving
Have all the tools and technologies	Lack of awareness amongst prospective customers
Flat Rate package to suit mid-scale enterprises(USP)	Absence of strong sales/marketing expertise
Well managed business	
Opportunities	Threats
A growing industry	work is very dependent on carriers
State Government involved	Competitors might attract resources
Potential market in other continents	Change in technology
Competitors might adopt technology slower	Economic conditions could change



# STRATEGIC PLAN

Business Objectives

VISION



Key Strategies

MAJOR GOALS



## KEY STRATEGIES

Markets (customers)	Competition
<ul style="list-style-type: none"> <li>Seek new market segments and customers</li> <li>Increase web presence through promotions</li> </ul>	<ul style="list-style-type: none"> <li>Develop a team that accesses progress of other market leaders</li> <li>Work towards shifting to a larger building keeping finances in mind.</li> <li>New premises should be located near the technology hub</li> <li>Start participating in trade shows more often</li> </ul>
Technology	
<ul style="list-style-type: none"> <li>Stay update with new technologies</li> <li>Keep in touch and sponsor researches done in top universities</li> </ul>	
The economy	Labor markets
<ul style="list-style-type: none"> <li>Raise more additional capital.</li> <li>Check on economy predictions for the future</li> </ul>	<ul style="list-style-type: none"> <li>Expand senior management team in sales/marketing</li> <li>Strengthen Human resource</li> </ul>

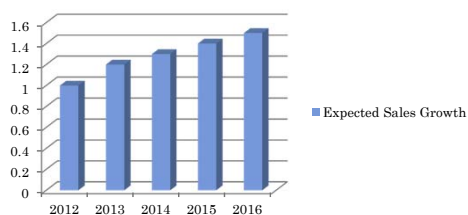


### Activities with priorities

Category	Priority	Activity	Estimated Cost
Technical	B	Maintenance and improvement of the current website	\$ 5 million/Year
		Attend MIT, Howard, Stanford Open house	
Marketing	A	Classified adds on research publications	\$3 million/Year
		Continue advertising on Facebook and google	\$5 million/Year
Financial	A	Tax estimates	\$30 million/year
Competition	B	Lease new premises for the office	\$10 million/Year

### Expected Sales Growth

(All numbers in \$000,000,000)



## COST BENEFIT CATEGORIES FOR AN IT MANAGER TO MAKE A BUSINESS DECISION



## TWO WAYS TO BREAK IT DOWN

- **Development costs- One time investment**
  - Wages (Contractors)
  - Equipment
- **Operating costs,**
  - Wages
  - Supplies
  - Overheads
- **Other way to break it down**
  - Hardware/software costs
  - Personnel costs
  - Facility costs
  - Operating costs
  - Supply costs


## TECHNOLOGY, SERVICES AND BUSINESSES RESEARCH




## VERIZON

- Verizon makes 4G service available in many more locations than other providers do, and its 4G upload speeds are top-of-the-line, but its 4G download speeds don't match AT&T's.
- Everything from Business plans, push to talk, machine to machine, group communications, industry solutions.

## AT&T

- AT&T's new LTE network turned in the fastest download speeds of any 4G service. Its 3G service was very competitive, too--and those two results help make a strong case for AT&T dual-mode 3G/4G phones.
  - Basically the same as Verizon – both also offer cloud services
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## T-MOBILE

- T-Mobile's HSPA+ 21 service won in the 3G bracket of our study, and the company's high-end HSPA+ 42 service competed reasonably well with other providers' 4G service.
  - Lowest Prices
  - Has the basic business needs such as cell phone plans, but not set up for businesses quite like AT&T and Verizon
- 

## SPRINT

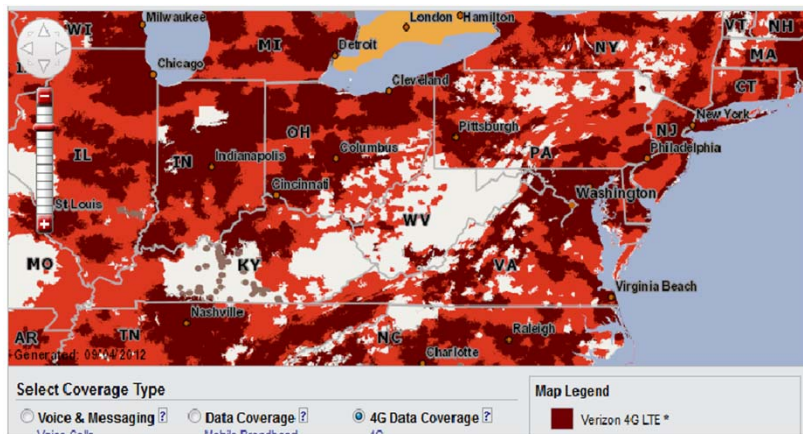
- The company seems to have virtually stopped developing its existing 3G and 4G networks
- Making the transition from its outdated WiMax 4G technology to LTE.
- Very Business friendly as AT&T and Verizon were and cheaper. Offers all of the amenities including direct connect.
- Less Coverage

## QUESTION #3

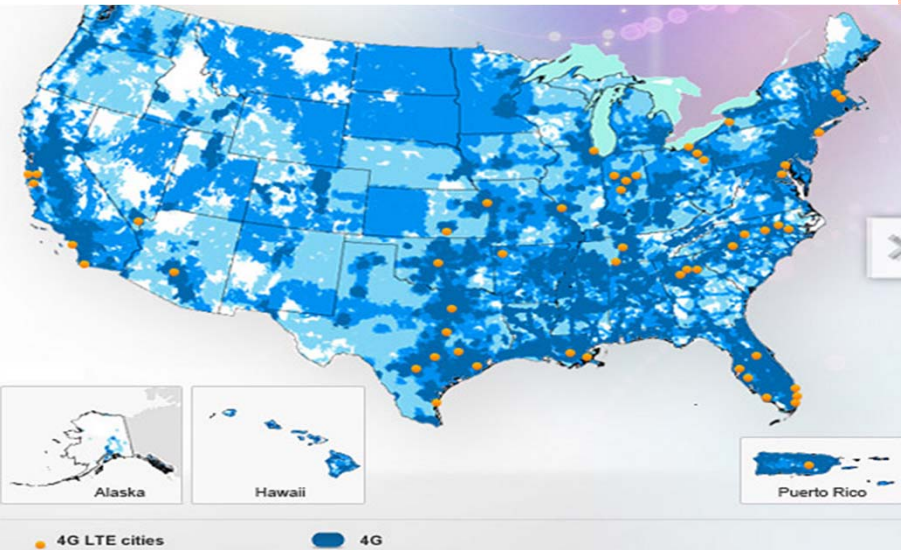
- Technology supports that a company, with their headquarters at Chicago, should provide to their employees to maximize their productivity and efficiency
  - Employees who perform their office work at home most of the work week
    - Laptop
    - Cell Phone
    - Tablet

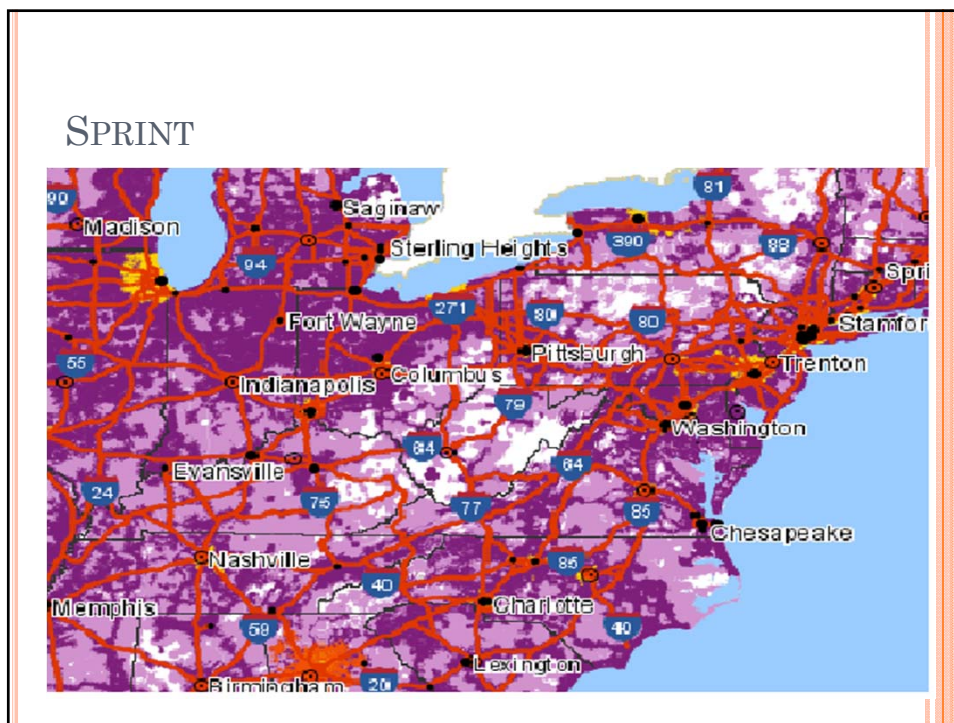
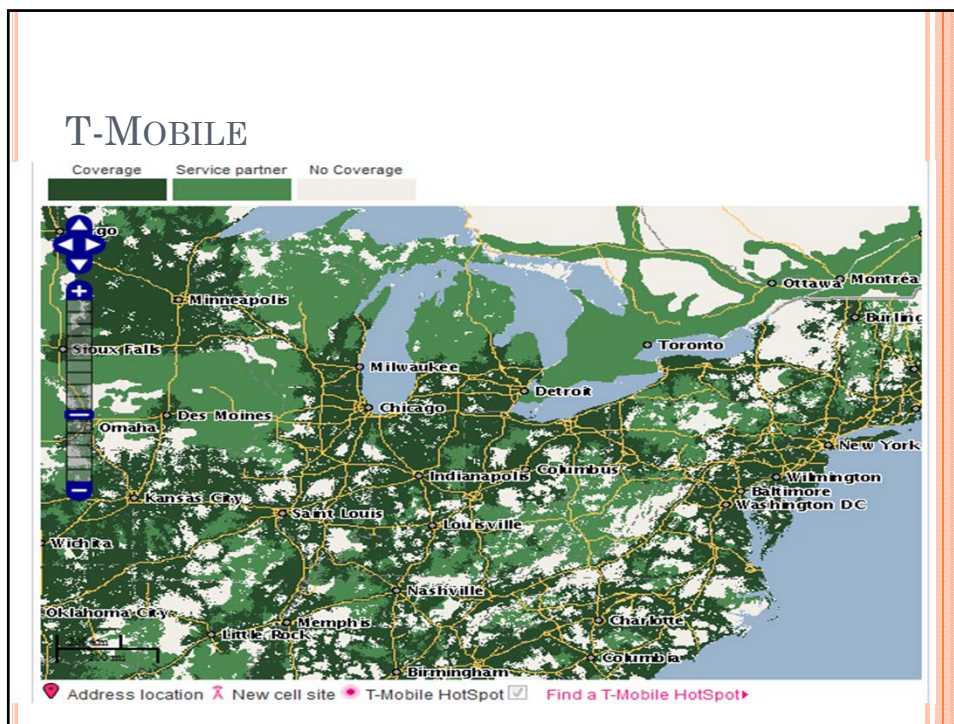


## VERIZON COVERAGE



## AT&T





## QUESTION #3B

- Commuting weekly from Chicago to NYC
  - Recommend the same equipment
    - Through Verizon as they have the most coverage areas for 3&4G plans.

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Questions?

