



CPET 565/CPET 499 Mobile Computing Systems Assignment 2

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MOBILE DEVICE & COMMUNICATION TECHNOLOGIES EVALUATION AND ASSESSMENT

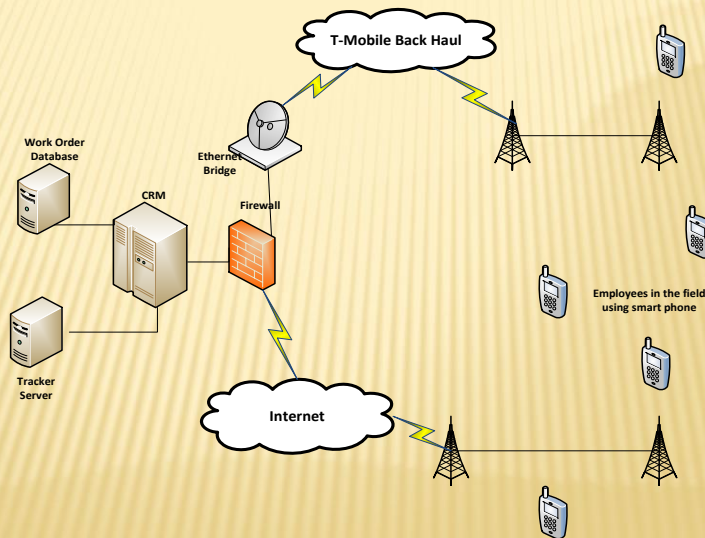
VISION AND GOALS

- ✘ To become the best service provider in the realm of internet and cable services by providing excellent and in time customer services employing state of the art technology.
- ✘ Going “GREEN” by reducing paper work and adopting environment friendly procedures
- ✘ Implementing “Lean Value Stream Mapping” by adopting systems based on customer’s PULL and obliterating wastes in terms of time and resources by using state of the art mobile technology.

SWOT ANALYSIS

Strengths		Weaknesses	
S1	Customer base proficient with mobile technology	W1	Huge Financial Investment required.
S2	Competitors relying on conventional paper work	W2	Pilot project in rudimentary stages, potential flaws are unknown.
S3	Most of the employees are well versed with mobile technology and Apps	W3	Employees adaptability to change
S4	Financial Institutions dealt by company provide mobile services	W4	Some Employees require training, if one cog of chain fails, the whole supply chain will have issues
S5	Existing infrastructure by Cellular Service providers giving 3G/4G services enabling smart use of mobile technology	W5	New Modus-Operandi and SOPs need to be adopted, their inherent flaws are unknown
S6	Going Green will positively impact "Brand Value"	W6	Conventional paper work will continue to exist till mobile based technology is mature resulting in higher costs
S7	Reduction in overhead cost incurred by employees commuting to office.	W7	Inexperienced Management to handle Smooth transition from paper work/desktops to smart mobile technology
Opportunities		Threats	
O1	Great Social acceptance of Smart mobile technology	T1	Reliance on external services such as Cell Phone Service Providers
O2	First Mover's Competitive Advantage	T2	Cyber Security Threats
O3	Huge capacity of business expansion	T3	Integration issues for technologies based on different platforms
O4	Cater for more customers with limited human resources	T4	Infrastructure issues such as servers malfunction
O5	Greater flexibility for customers and employees	T5	Cost of cell phone services raised by cellular service providers
O6	Customized App developers available in the market at affordable rates	T6	Cost exceeds the financial budget allocated
O7	Federal and State govt provides incentives for going "GREEN"	T7	Fast Pace of Technological changes in Smart Mobile Technology

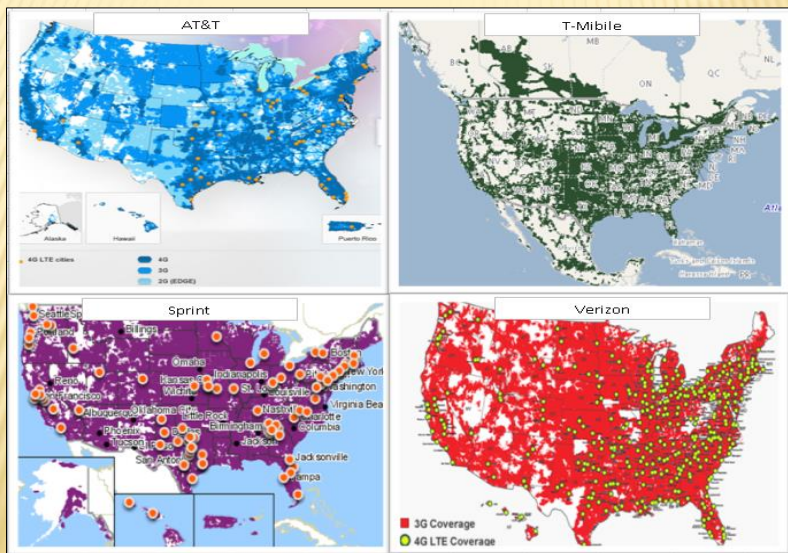
TECHNICAL INFRASTRUCTURE



COMPARISON OF CELL PHONE SERVICE PROVIDERS IN USA

Wireless Mobile Access Technology	AT&T	Verizon
	4G speeds: LTE and HSPA+	3G coverage mostly, 4G in selected areas
	T-Mobile	Sprint
	3G coverage mostly with 4G in selected areas.	3G coverage mostly with 4G based on LTE and Wimax in selected areas

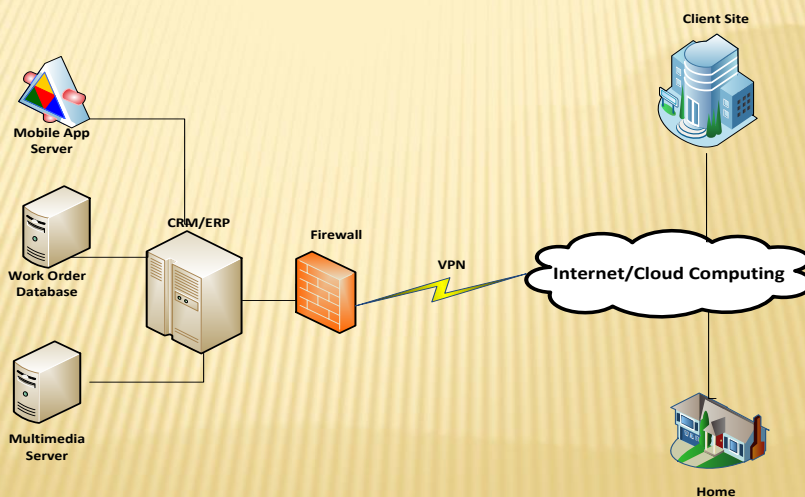
COVERAGE MAPS



TECHNOLOGY SUPPORT

- ✘ **Virtual Private Network** (using tunneling protocol): VPN will enable secure encrypted communication b/w remote employees and home office.
- ✘ **Teleconferencing:** Multimedia Servers need to be incorporated to enable teleconferencing.
- ✘ **Mobile App** implementation for already existing ERP and CRM solutions like SAP.
- ✘ **Cloud Computing:** Cloud computing has the potential to address the needs of those who telecommute from home and to eliminate the need for workers to commute between Chicago and New York City. The benefits of telecommuting are well established, but they require robust network services (Kharitonov, 2011).

NETWORK INFRASTRUCTURE DIAGRAM



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