

MANAGEMENT'S STRATEGIC PLANNING

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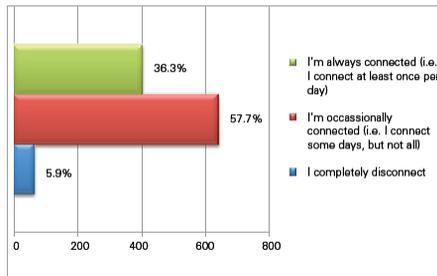
**TOP CHALLENGES, NEW OPPORTUNITIES, AND
WHAT OTHER COMPANIES ARE IMPLEMENTING
MOBILE ENTERPRISE?**



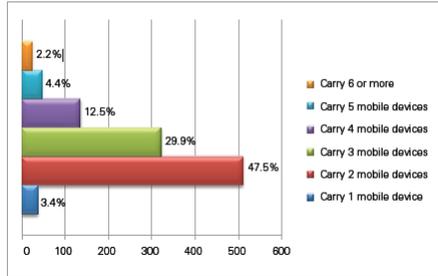
MOBILE WORKFORCE BEHAVIOR



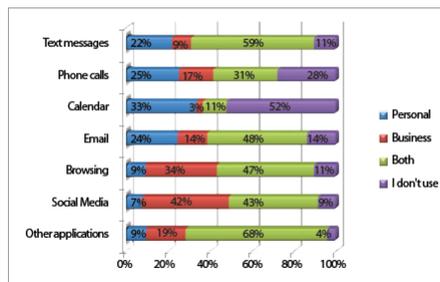
WORKFORCE CONNECTED DURING VACATION



MOBILE DEVICES THAT WORKFORCE HAVE/CARRY REGULARLY FOR WORK AND PERSONAL USE



PRIMARILY USE SMARTPHONE



KEY TRENDS

- Redistribution of work across time and space
- Increased permeability of the boundary between work and life.
- Increased availability of applications and services in the cloud.



TOP CHALLENGES



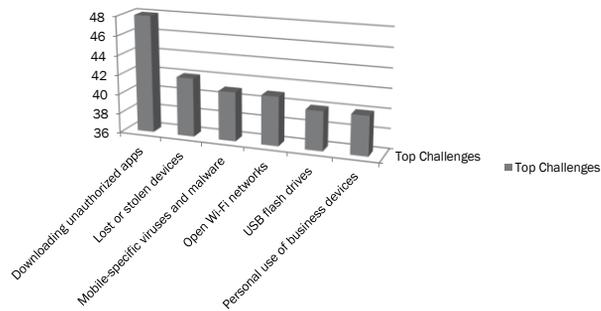
IT DEPARTMENTS AND MOBILE ENTERPRISE SOLUTION INTEGRATORS

- Producing a secure and robust architecture
- Data Synchronization and Integration
- Developing an intelligent application
- Supporting all kinds of mobile devices
- Restricting authorized users only
- Providing coverage and capacity
- Cost effective handsets

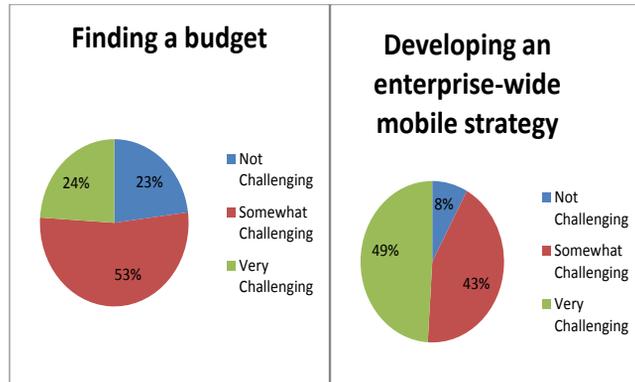


SPECIFIC CUSTOMER NETWORK RELATED CHALLENGES

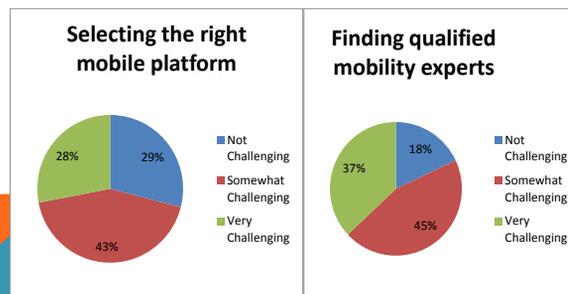
Top Challenges



POTENTIAL CUSTOMERS



- Finding qualified mobility experts to assist with implementations
- Selecting the right mobile security platform
- Determining the right ERP integration strategy
- Determining anticipated ROIs (from enterprise mobility implementations)
- Educating stakeholders on the potential impact of enterprise mobility on the business



NEW OPPORTUNITIES



THE MARKET FORCES



Mobility strategy is no longer a tool to improve productivity of their employees, but a powerful and personal channel of communication with their end-consumers.



LEVERAGING MOBILITY



The App Store phenomenon



ENTERPRISE FOCUS – MORE OPPORTUNITIES

- Launch new categories of branded digital products targeting the "emerging digital consumer"
- Create a new sales channel to market products, increase brand awareness and improve loyalty for large numbers of consumers, leveraging the operators' reach and their knowledge of the mobile users
- Create a new service channel offering on-demand, anywhere service and support to customers
- Companies providing mobile enterprise solutions



COMPANIES IN THE MARKET

1) Empowered

- Empowered is an authorized partner of leading Enterprise Mobility Management software providers RIM and BoxTone
- Empowered sells, implements and supports software from RIM and BoxTone as part of a total managed mobility solution.

Telecom



Technology



Financial



AIR WATCH

- AirWatch's Mobile Device Management (MDM) solution enables you to manage large-scale deployments of mobile devices.



TAPTERA

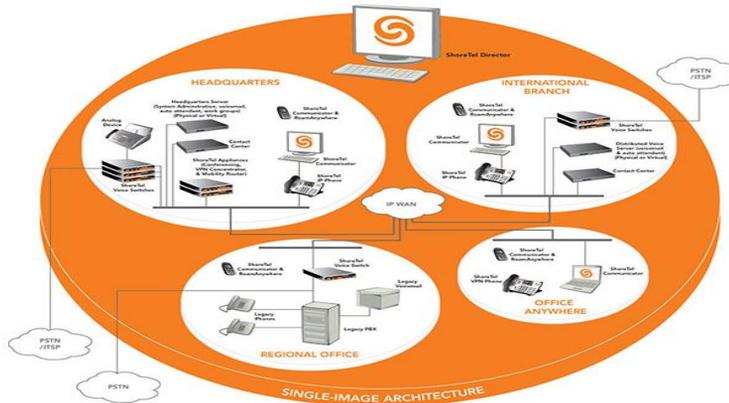
- They produce Solutions for a Mobile Workforce.
- Furthermore, they Design and build the mobile app solution that fits an enterprise



THE CURRENT STATE OF ENTERPRISE MOBILITY AND MOBILE TECHNOLOGY?



Characteristic	Current	Future (two to three years)
Build or buy	Predominantly custom-built	Predominantly packaged
Platform	Platform-specific	Platform-independent
Device form factors	Smartphone, specialized devices, laptops	Smartphone, tablets, new form factors
Application footprint	Device-resident	Browser-based
Usage scenarios	Field and task workers	Field, task, management, business travelers, knowledge workers
Business process scope	Sales and operations	All corporate functions



Roam anywhere device:

Solution provider communicator

Switches

Contact center :Customer service applications

Converged Conferencing system: online sharing presentation, audio conferencing

WHAT ARE THE NEW OPPORTUNITIES FOR INCREASING EFFICIENCIES AND PRODUCTIVITIES?



At Starbucks:
working on writing a
project proposal

FB Blog:Clarifies some
work issue

Laptop: Word processing
and a browser for quick
research

Checks:Work
email, personal
email & FB

Smartphone
at hand:Work
emails

POSSIBLE EFFECT OF MOBILITY IN ORASCOM TELECOM



- Rapidly deliver actionable information to the point of decision

- Health Checks through your phone
- Remote access of the network through mobile



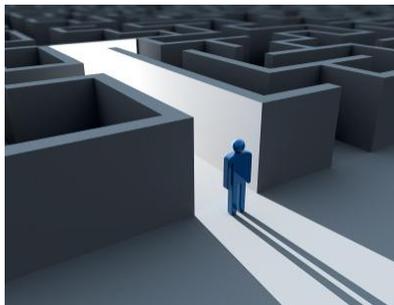
- **On-Site Analysis**



- **Enabling mobile workforce accountability**



- **To manage inventory**



INCREASE PRODUCTIVITY WITH MOBILE DEVICES

VPN in the HMI screens for your machinery

- Control what is running in your plant through your phone
- Need GPS Enabled
 - Should only be available if you are on the premises and are near what you are controlling

Link up to the computer in the forklifts

- Send the shift manager an alert if someone would run into something or have some kind of accident



FUTURE TECHNOLOGY

Apple Software

- The mobile technology will foster the commercialization of robots designed for daily use.
- Apple products including the iPhone 5 and iPad have been designed with sophisticated features to enable the use of controlling robots
- Such advanced designers aim at producing more versatile and powerful robots with simpler and user-friendly features that even children can operate with ease without the need for instructions.



TOP LEADERS IN MOBILE ENTERPRISE DEPLOYMENT

Syclo

- Partnership with software giant SAP AG
- Strategy is twofold
 - Bring the most innovative technology and products to market
 - Deliver world-class services and support to its customers
- Since 1995, Syclo has helped over 750 companies streamline workflow and improve productivity with its innovative mobile solutions
- Syclo delivers quick ROI by offering rapidly deployable mobile software applications built on a 100% configurable mobile Agentry™ platform



FUTURE TECHNOLOGY

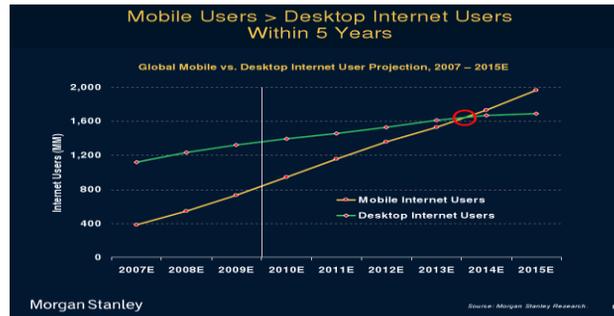
Near field communication

- Radio communication with each other by touching them together or bringing them into close proximity
 - Contactless transactions , data exchange
 - Simplified setup of more complex communications such as Wi-fi
 - Two-way communication between endpoints, where earlier systems such as contactless smart cards were one-way only



FUTURE TECHNOLOGY

- There will soon be more mobile internet users than pc internet users



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QUESTIONS ???

