

Realising the Potential of Enterprise Mobility

An Executive Briefing

Description: Ubiquitous mobile phone usage has made us accustomed to being always in contact. While personal devices hint at the potential offered by truly mobile business applications this sector has not yet achieved its potential. This has led to pent-up demand for desktop-like corporate applications on wireless devices with a realisation that the portability of a Smartphone or PDA can be coupled with the functionality of the notebook computer. Meanwhile, advances in bandwidth mean that virtually any type of content can be digitised and communicated over Internet Protocol - capable of carrying information from any server to virtually any home, office or handset in the world.

The purpose of this briefing is to outline how the concept of mobility can be applied to enterprise operations to bring a positive business impact by enabling all staff to be more tightly integrated with enterprise knowledge systems. It begins with an overview of enterprise mobility and how it can be established. It presents a description of the current wave of mobile applications and continues by building a picture of the expected enterprise, private and public applications that will develop in the next five years.

Audience: This briefing is suitable for Senior Managers and Directors involved in strategic planning within their organisations who need an appreciation of the business benefits offered by mobility.

Duration: *Half Day*

Objectives: On completion of this briefing, delegates will:

- ✧ Understand the business impact of mobility-enabled applications
- ✧ Appreciate how remote and mobile staff can and will utilise their time and knowledge
- ✧ Identify the key industry players in this emerging market
- ✧ Be able to make informed investment and selection decisions on technologies, devices, applications and services
- ✧ Understand the key differences and advantages of the different device classes
- ✧ More and more business will be conducted via mobile solutions in the future – via devices that are reducing in size – enabling lots of business transactions to be completed while away from the normal place of work



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Content: **Wireless & mobile devices**

Smartphones
PDAs
Tablets
Portability
Mobility
Pervasiveness

Mobile applications

Salesforce
Workforce
Sales & marketing
CRM
Medical/Clinical
Remote Diagnostics
Telemetry & control
Mobile Video Conferencing
News gathering
"Point of Decision"

Mobile operating systems

Windows Mobile
Symbian
EPOC
Blackberry

Business application

Corporate data
Remote access
Remote worker
Mobile worker
Productivity

Consumer applications

Connectivity
Communications
Entertainment
Location-based services
"The 4th Screen"

Commercialisation

Main players
Asian experience
Expected services
Case studies

Constraints

Power
Size
Data entry
Roaming
Loss of connection
Security
Cost

Market Context

Triple Play
Mobile IP Telephony
Compression advances
Codecs
Bandwidth Requirements
IP-TV to mobile
DVB-Handheld (DVB-H)

Industry Players

Providers of hosted services
Broadcasters
Cable operators
Telephone, Internet, Television
Fixed and mobile carriers
Other Players

Summary and future trends



12 Lower Hatch St
Dublin 2, Ireland
Tel: +353 1 639 0050
Fax: +353 1 639 1452
Email: info@trigraph.ie
Web: www.trigraph.ie