

Take a Greenfield Approach to Mobility

Strategies for Gaining your Competitive Edge in 2010

After years of false starts and niche uses, the demand for mobile applications inside the enterprise is poised to explode. The reason: Businesses are starting to realize mobility can increase productivity, enhance user satisfaction, and drive overall business efficiency.

Spurred on by the increased availability of high-speed data services and wide array of smartphones, many organizations see mobile applications as a way to improve organizational efficiency, increase collaboration, and raise the speed at which business gets done.

As a result, mobility ranks high as a must-have technology in the coming years. In fact, in 2012, more than two-thirds (73 percent) of employees will require mobility, according to Forrester Research. That's nearly double the amount that required mobility in 2008.

However, to get the most out of mobility, organizations need to rethink the technologies, the people, and the processes involved in creating a truly mobile enterprise. The benefit of that rethinking is that it will allow your company to gain a strategic advantage over your less-nimble competitors.

Specifically, what's needed is a "Greenfield" approach—as in, a clean slate—that does not simply augment existing applications to extend them to mobile devices. Instead, organizations need to focus on new ways to conduct business that leverage mobility at the heart of the process. And as such, the mobile applications that support new workflows and collaboration must be conceived from the ground up to reap the full benefits the technology promises.

Why Greenfield and Why Now?

Today, organizations are already seeing the increased demand and interest in mobility. For example, mobility ranks as one of the top 10 key technologies for 2010, according to a 2009 *Baseline* magazine survey of 1,200 technology and business managers. The managers surveyed rated mobility as a technology they personally wanted to see more of, and they noted that their end-users (including department and division managers) feel the same way.

In a recent Ziff Davis Enterprise Web seminar titled, "Gain Your Competitive Edge Through Mobility In 2010," 80 percent of the participants said that they are ready to deploy or plan to deploy at least one mobile application in the next year. And over a quarter of participants said they plan to deploy three or more mobile applications in that time. **(An archived version of this seminar can be viewed here.)**

While these stats illustrate that businesses now recognize

MOBILITY REMINDERS

Important factors to consider before deploying an enterprise mobility solution:

- **Mobile device management and security**
- **Application management and provisioning**
- **Data synchronization**
- **IT governance**
- **User adoption and training**

the benefits that can be gained from mobilization, it also means that simply extending your existing enterprise applications to a mobile device is no longer a competitive advantage. This is why smart businesses are instead adopting a Greenfield approach to their mobility strategies.

Contributing to the need for a Greenfield approach is the fact that mobility adoption is in part being driven by so-called Millennials—or Generation Y—employees and customers. This group is characterized by their increased use and familiarity with communications, media, and digital technologies.

The Millennials grew up on Web 2.0 technologies such as social networks, microblogs, online videos, wikis, and presence applications, and now expect to use these tools in the workplace as well. They use these technologies to share ideas, collaborate, and identify people who are available instantly to answer questions or handle time-critical tasks. Essentially, they are enabling what's called Enterprise 2.0, which combines these Web 2.0 technologies with enterprise intranets, extranets, and business processes.

Another factor driving the need for a new approach to the adoption of mobility is the shift in employee/customer expectations. Thanks in large part to the huge success of the Apple iPhone, expectations with respect to mobile applications are increasing. Even if mobile workers don't yet use an iPhone in the enterprise, they bring those high expectations with them. Having a mobile application alone is not enough—users expect them to be easy to use, support whatever connectivity is available in any location, and have rich functionality.

A Greenfield approach to mobile application development helps meet these expectations. Simply extending existing applications to make them available to mobile workers is just the beginning. To reap the full benefits that mobility can provide, organizations need to rethink their business processes with mobility in mind and imagine how business could be conducted with anywhere-, anytime-access to all people, data, and business tools.

An analogy would be to design and build a house from scratch instead of continuing to add sections to an existing structure. In the case of mobility, a Greenfield approach allows organizations to change existing business processes fundamentally by harnessing the power of mobile devices and connectivity.

Mobility-enabled Enterprise 2.0

The most common mobile applications in use at enterprises today are fairly limited, often offering out-of-office workers and executives access to email and personal information manager software (calendars, contacts, etc.).

By focusing on how business processes can be improved, integrated, or fundamentally altered using mobility, organizations can expand the benefits of mobility to all departments and levels of an organization, not just the executives.

A few examples illustrate what's possible:

Mobile CRM for the sales force can provide near real-time access to and management of business-critical information, including opportunities, leads, account information, and pipeline analysis. This can increase sales force productivity and effectiveness, increase the value and ROI of CRM, shorten sales cycles, and increase customer satisfaction.

Mobilizing knowledge workers can help these workers manage workflows including travel/expense approval, and even merchandising and procurement, from their mobile devices. This can decrease costs and increase the velocity of business.

All of these applications can also increase employee satisfaction by enabling them to complete work tasks with greater flexibility and effectiveness from their mobile device of choice.

Getting Started: What's Needed?

There are several steps to take to begin a Greenfield approach to mobility.

First, think across the organization—who could mobility impact, and how? You must understand the real needs of your users and outline existing workflows to see which would most benefit from mobilization. Also, be sure to enlist the help of the Millennials in your design process, tapping their knowledge of the latest technologies and helping to decide which Web 2.0 technologies can be best leveraged. **(The archive of the Web seminar contains more detail about each of these steps.)**

Once these steps are completed and you have redesigned the processes that would most benefit from mobility, start the implementation phase with a pilot project that can show immediate ROI, then expand your enterprise-wide solution from there.

Before getting underway, ensure an enterprise wide mobility strategy is in place to make certain your mobility investment can evolve in step with critical data sources and mobile technologies. Standardization on a mobile development platform allows you to do just that. Such a platform must have several key features, such as:

- Offer an enterprise-grade development environment that leverages existing skills and technologies

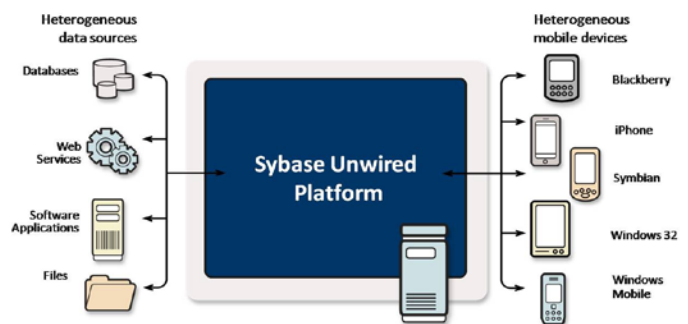
- Provide seamless integration to a variety of back-end data sources
- Enable rapid deployment of mobile applications across multiple device types

Additionally, before you implement your mobile strategy, there are many important factors to consider, including mobile device management and security, data integrity, IT governance, application deployment, user adoption, and training.

Sybase as Your Technology Partner

Many organizations want to stay ahead of their competitors by leveraging the benefits of mobility. What's needed is not just a solution, but the expertise in mobile application development and deployment to ensure that applications meet the needs and requirements of today's businesses.

SYBASE UNWIRED PLATFORM DEFINED



Learn more about the Sybase Unwired Platform at sybase.com/sup

Sybase Unwired Platform is the mobile enterprise application platform that enables enterprise developers to simply and quickly develop applications that connect business data to mobile workers on any device. Built on proven, industry-leading technology, the Unwired Platform addresses the difficult challenge of creating and managing multiple mobile applications that securely connect a variety of heterogeneous back-end data sources to all major device types.

Using the Unwired Platform, organizations can strategically develop Greenfield mobility initiatives that deliver the benefits of mobilization to the entire enterprise.

Sybase also offers a full range of service and support to assist organizations developing their own mobile business applications. And Sybase partnerships with leading enterprise software vendors, system integrators, device manufacturers, and carriers ensure companies can assemble a complete mobile solution.

Enterprise Mobility Resources

Learn more about how to unwire your enterprise with a collection of useful information including case studies, white papers, Webcasts, videos, current articles, brochures and more at sybase.com/mobility