

GOING MOBILE

Developing an application
mobilization plan for your business



Going Mobile

To compete in today's marketplace, it's not enough to be efficient on your home turf. Successful enterprises understand that knowledge workers must be able to do their jobs from more than one location. Going mobile—which encompasses much more than just mobile email access—can improve productivity, reduce costs and boost your bottom line.

According to a recent industry report, "by 2009, 70% of knowledge work will – depend on a wireless and remote access infrastructure." The mobile era isn't the future: it's right now, and it's fundamentally changing the way work is done. The wireless revolution is not just about adapting applications so they can be used remotely. It's ultimately about adopting entirely new applications that will reshape the way you do business.

The Mobilization Curve

Revolutions don't happen overnight, and an organization typically passes through several stages along the mobile maturity curve.

In the beginning, a few early adopters typically request mobile devices to suit their individual needs. Eventually the IT department consolidates this activity, usually for reasons of security and cost control. At this point, the company standardizes on a wireless platform and makes decisions about the handheld devices employees will use.

The next stage normally involves responding to individual lines of the business. These requests generally come from people who perform repetitive tasks in the field (such as sales reps) and realize that mobile applications would make them more efficient.

In the final stage, the wireless environment becomes fully integrated into daily business activities. Getting to this level of mobility may involve "thick apps," or versatile applications that can perform a wide range of mobile tasks.

The Whys of Wireless

Going mobile is an important decision for any business, and it's worth taking the time to look at the specific ways mobility will pay returns on your investment. What exactly are the goals of an increasingly distributed business environment?

Increased productivity.

Sharing information across the enterprise and decentralizing decision-making can result in fewer repeated tasks, making a business more productive and more profitable.

Reduced costs.

Mobile technology can allow employees to perform tasks in less time, and this increased efficiency reduces operating costs.

Better customer service.

Mobile technology can allow employees to react more quickly to customers' concerns because they do not have to return to the office. This can build better relationships with the most important people to your enterprise.

These "whys of wireless" are nothing new. The key is leveraging your wireless platform in a way that will enable you to realize these benefits by intelligently mobilizing the right applications, in the right way, and getting them into the hands of the right people.

Getting Started

A company's first successful attempt at mobilization will provide proof that the concept works. It's crucial to involve leaders and employees in this decision process: users need to embrace the change or it will not succeed.

Before your enterprise goes mobile, it's important to consider exactly how mobile applications will fit into your business activities. Consider these questions as you develop your mobility plan:

- Is the activity you want to mobilize critical to your business?
- Do you need real-time access?
- Where does the real value of mobility come from: increased sales, customer satisfaction or something else?
- Where will employees be when they access the information? Are these locations predictable?
- Will they have cellular or Wi-Fi® access at all times, even during transit?
- What kinds of tasks will employees need to perform? Are they simply responding to short messages, or will they need to perform more complex tasks?
- Is the user having to find and get to new and different locations?

When deciding which aspects of your business to mobilize first, identify the "sweet spots" where the greatest benefits can be realized. This may include applications where saving time would bring major payoffs in customer satisfaction, cost reduction or efficiency. It might also include areas where key data resides outside of the enterprise, or is inaccessible to employees in the field. A common example is the mobile sales rep who wants to check inventory or review order status while visiting a customer.

Mobility Profiles

A successful mobility environment is planned in advance and does not simply respond to individual requests. One of the most important steps in a mobilization plan is profiling the different categories of workers in your enterprise to determine their priorities and the mobile solutions that will meet their needs. Here are some examples:

PROFILE	PRIORITIES	MOBILE SOLUTIONS	LOCATIONS
Needs selective information	Staying informed of industry and organizational news	Business intelligence and selective push information	Air travel locations, commuting, office and non-office
	Responding to immediate opportunities or crises	Reliable, systematic communication systems, alerts and notifications	
	Reducing administrative burden and delays	Workflow automation	
Needs to be highly responsive	Maximum responsiveness and efficient planning to qualify requests while on the move	Automated system for alert/response systems and knowledge systems	Campus, home, travel
	Reducing administrative burden and time required to update corporate systems	Workflow automation and access to tracking systems	
	Staying informed of industry and organizational news	Push-type information on relevant topics	
Needs organizational knowledge	Making qualified, timely decisions	Access to knowledge systems	Travel, vehicle, home and office, non-office
	Reducing administrative burden and time required to update corporate systems; making use of downtime	Workflow automation	
	Staying informed of organizational and product information	Push-type information on relevant topics	
Needs to capture and respond	Flexibility and speed in capturing information	Structured forms and mobile input systems	Industrial and retail sites, home and office
	Keeping clients and partners informed	Access to knowledge systems	
	Reducing administrative burden and delays; making use of downtime	Workflow automation	
Needs to be alerted and informed	Responding to situations or crises	Reliable, systematic communication, alerts and notifications	Outdoors, public facilities, urban and rural locations
	Access to information for on-site decision-making	Access to organization knowledge system	
	Reducing administrative burden and delays; making use of downtime	Workflow automation	
	Getting around quickly and easily to coordinate with team members	GPS and location-based services	

In the mobile world, one size fits none: if your business has several of the above profiles, you cannot tailor your mobile plan to just one of them. Each worker profile has a unique set of needs in terms of application software. Understanding these unique needs is key to successfully implementing your strategy.

Choosing Applications

Most people are familiar with using email, web browsers and Personal Information Management (PIM) on handheld devices, but a successful mobility plan will move well beyond these basics.

Mobile enterprise applications can be used for an endless array of tasks, including:

- Field force automation
- Remote systems administration
- Sales force automation
- Third-party corporate databases
- Telemetry and remote monitoring
- Supply chain and inventory management
- Fleet management

Build vs. Buy

Once an enterprise determines which applications it wants to take mobile, it will have to make a "build or buy" decision. Can the IT department create the necessary mobile application in-house, or is it more cost-effective to hire an external developer to build it? Is it possible to use a less expensive out-of-the-box solution, or is a custom application required?

Staying Secure

Safeguarding the integrity, confidentiality and authenticity of your corporate data is an essential part of any mobility plan. If your data can be compromised, you need to re-think your wireless solution and strategy. It is imperative that your business choose a wireless solution that is designed to be secure and that protects your data through the use of a standards-based encryption scheme, both in transit and at rest.

The Architecture of Mobility

What kind of infrastructure will your enterprise need to successfully implement your mobility plan? What types of applications and data access will your employees require, and how will individual team needs differ? How can you be sure that your corporate data is secure in the wireless environment? The answers to these questions are as unique as your organization. Not sure where to begin? Access BlackBerry® solution offers designed to get your organization up and running with a wireless solution quickly and efficiently. Access current offers at www.blackberry.com/go/offers

If a more consultative approach is required, Research In Motion (RIM) has a dedicated team of professional services consultants who can provide you with their expertise and help you optimally deploy wireless technology using the BlackBerry® Enterprise Solution.

The BlackBerry Solution Advantage

The BlackBerry Enterprise Solution is a comprehensive platform, designed to meet your organizations needs to mobilize enterprise applications and systems. Discover the possibilities for your business.

The BlackBerry Enterprise Solution supports leading enterprise email platforms, back-end systems and applications from a wide range of vendors. You can select the wireless devices that best suit your needs, from award-winning BlackBerry® smartphones to BlackBerry-enabled devices. You'll also enjoy maximum flexibility: you have the ability to access multiple wireless network technologies, devices, messaging servers and enterprise systems using BlackBerry® Enterprise Server.

Easy to deploy, easy to manage

With the BlackBerry Enterprise Solution, organizations can benefit from deployment and management features that simplify its administration.

- **Role- and group-based administration capabilities** – Help reduce security and operational risks and administrative overhead by delegating permissions by role and creating administrative user groups.
- **Over-the-air wireless IT policy enforcement** – Provides a fast, cost-effective method for supporting users and managing corporate policies remotely so users don't have to go without their devices and IT does not have to have user devices in hand to make changes.
- **Track key device statistics** – Easily monitor third party applications loaded, IT policies applied, device models, Personal Identification Number (PIN), software versions and serial numbers.
- **BlackBerry® Web Desktop Manager** – A web-based application that is designed to lower the total cost of ownership for the BlackBerry Enterprise Solution by reducing the number of BlackBerry software components installed on end-user workstations and allowing BlackBerry smartphone users to install software and manage their devices using any browser-enabled computer.
- **BlackBerry® Monitoring Service** – Helps organizations maintain high availability and high performance of their BlackBerry Enterprise Solution infrastructure by providing administrators with enhanced monitoring, alerting, troubleshooting and reporting capabilities and enabling proactive issue identification and resolution.

The BlackBerry Solution Advantage

Lowest TCO of Mobile Enterprise Solutions

The BlackBerry Enterprise Solution allows organizations to keep their employees connected to the information and people that matter, while still benefiting from a low overall Total Cost of Operation (TCO).

- **Lower device costs** – BlackBerry smartphones can be purchased at competitive or lower costs and with competitive service plan rates when compared with other device offerings.
- **Lower bandwidth** – Efficient use of bandwidth and airtime on wireless networks can translate into lower costs for organizations.
- **Leverage of existing investments** – Standards-based protocols and development tools help ensure that practically any enterprise application, infrastructure or system can be wirelessly enabled without being rebuilt or replaced. The BlackBerry Enterprise Solution has become more than a critical communications tool for the executive, it is an enabler of change across the entire workforce.

Secure

The BlackBerry Enterprise Solution was created with corporate data security in mind.

- **End-to-end Advanced Encryption Standard (AES) or Triple Data Encryption Standard (DES)** – Helps ensure the confidentiality and integrity of wirelessly transmitted information from behind the firewall to wireless devices in the field.
- **Over-the-air wireless IT policy enforcement and commands** – Help define and wirelessly enforce security settings on devices, as well as impose device lock-down or wipe data from lost or stolen devices.
- **Optional Secure Multipurpose Internet Mail Extensions (S/MIME) and Pretty Good Privacy (PGP) support** – Wirelessly sign and encrypt messages between senders and recipients, designed to provide privacy and non-repudiation.
- **Available BlackBerry® Smart Card Reader** – Helps create a secure, two-factor authenticated environment for granting access to the BlackBerry smartphone and Public Key Infrastructure (PKI) applications.
- **Federal Information Processing Standard (FIPS) 140-2 validated encryption technology** – The BlackBerry Enterprise Solution meets strict U.S. government and military encryption standards.

It's not surprising that the BlackBerry solution is used globally by large enterprise, government and small and medium business. It provides the infrastructure, security and features to empower lines of business with wireless access to a range of critical business information – email, organizer data and voice, as well as business analytics, Customer Relationship Management (CRM) and other business applications. The BlackBerry wireless solution is ideal to keep organizations connected and collaborating.

Get It Right The First Time

With world-class knowledge of mobile technology and deep business experience, the RIM Professional Services group can help turn an investment in wireless mobility into a key strategic enabler.

Let the RIM Professional Services group help your organization minimize development time and cost while maximizing return on investment for mobile solutions by addressing three key areas:

- **Architecture Services** - Help organizations design and build the mobility platform that is right for them, optimizing the infrastructure and staff they require as they go forward.
- **Application Services** - Help organizations design and implement BlackBerry applications to get the most from their mobility platform.
- **Business Services** - Help organizations develop and implement a mobility strategy that helps all levels of an organization commit to turning mobility into a core business advantage.

Beyond Email

As you move beyond email with the deployment of your BlackBerry solution, you want to be sure of your ability to respond quickly, easily and effectively to change. The RIM Professional Services team can help your organization create:

- Business process review and mobility best practices
- Mobile messaging and enterprise applications
- Application reviews
- Performance management programs
- Change management and process evaluation
- Formal mobility structure
- Usage policies
- Coordinated integration
- Easier, accurate data access

Using a structured approach, the RIM Professional Services team can help guide you through a discovery process that assists in focusing your mobility strategy on the areas that will pack the most impact for your business including a review of your messaging and collaboration systems, BlackBerry Enterprise Server, application databases and other BlackBerry components. At the same time, they employ best practices change management methods to smooth the transition. To learn more about RIM Professional Services, visit www.blackberry.com/go/professionalservices

Promotional Offers

Get started with promotional offers designed to make it easy evaluate a BlackBerry solution, before you invest. Deliver ease-of-use and increased mobility to your users with a minimum of effort.

Learn more at **www.blackberry.com/go/offers**

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Certain features outlined in this document may require a minimum version of BlackBerry Enterprise Server, BlackBerry Desktop Software, BlackBerry Device Software and/or additional RIM/BlackBerry software. Check with service provider for availability, roaming arrangements, service plans and features.

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