



## From Mobile Strategy to Business Success



**Philippe CHAUDRON**

**Payam MOINI TABATABAI**

Lamot, Mechelen  
October 12, 2011



# Agenda



- ***Case Studies***
- Market Foundations
- Mobilizing My Company
- MobilMap: the Roadmap for Mobile Effectiveness
- Q&A



# Application Case - MobileWebApp



- Worldwide expert in nutrition – **Business Context**
  - Production plants in several countries
  - 24/7 Production
  - Plant maintenance mgmt is a critical business activity
  - Troubleshooting response time is important
  - Different brand of devices
  - No request for offline mode & Network availability everywhere

# Application Case - MobileWebApp



- Worldwide expert in nutrition – **User experience**
  - Same business layer as Web App. No process changes as usability remains the same (but on mobile)
  - Thanks to its very basic UI, there was an easy adoption from end users despite their low computer literacy
  - No more double input, no more paper
  - Users don't know they are running on SAP



# Application Case - MobileWebApp



## Mobile Web Application

Customer Worldwide expert in animal nutrition

Project Interactive PM application for touch screens / mobile devices within SAP PORTAL

### Project Achievement

- Easy input of Maintenance requests by plant workers.
- Leaks indicators and damage management
- New data management with SAP PM (SAP ECC 6.0) through SAP Portal EP 7.0 (Java). The application user interface has to be easy to use and attractive.
- One unique SAP Portal front-end for both French and Other plants.
- The application has to be touch screen compliant.

### Benefits & ROI

- Reduce the number of clicks and screens for end users from paper-based to screen-based forms.
- Good feedback (adoption) from end users
- « Mobility » easily implemented on Mobile devices as a web application - supporting "as is" major mobile device platforms
- Mobilization has brought the simplest UI and fastest way to encode notifications
- Treatment & damage-fix response time have drastically decreased

## Conclusions

- By implementing and integrating elegantly web development standards within SAP Enterprise Portal we have built an efficient and nice-looking web application that runs on every major mobile device.
- Web mobile application was a natural evolution of our development. We reused previously implemented « Backend or Services » and integrated them in Web Mobile application framework.
- « Backend or Services » that we have implemented are ready to be consumed by SUP for next version
- This implementation is a good and inexpensive way to make a first step in Mobility.



# Application Case - MobileApp



- Major Food Distribution Company – **Business Context**
  - Several Supermarkets in different cities
  - 24/7 Production
  - Order + delivery day +1
  - Correct ordering is a business critical activity
  - Delivery of goods on time is important
  - Sales Reps always on the road
  - Although different Networks are available (3G + Wi-Fi), Offline mode is requested for some areas with no coverage such as warehouses



# Application Case - MobileApp



- Major Food Distribution Company – **User experience**
  - Same processes as for paper order takings
  - Easy to use UI: easy adoption from end-users
  - No Mistake!
  - Real-time Information
  - No more double input, no more paper
  - Barcode scanning
  - Tablet-like (iPad) devices
  - Long Battery life
  - Direct connectivity to Backend, No need to go back to the office



# Mobile Application Case - SUP



## Mobile Application

Customer	Major Food Distribution Company
Project	Purchase Order Mobile Application sync'd with SAP Backend

### Project Achievement

- Easy input of Purchase Order by sales representatives on the field
- Online and Offline functionalities
- Mobilization of the SAP ECC through SAP Netweaver 7.1 and Netweaver Gateway 1.1. The application user interface needs to be easy to use and attractive
- Follow up of the stock inventory by the integration of barcode scanning functionality – Seamless Hardware (Reader) Interaction

### Benefits & ROI

- Reduce the workload for end users by switching from paper-based to screen-based forms and limit errors due to re-inputting the data.
- User experience close to device, intuitive usage
- « Mobility » easily implemented on Mobile devices – Build once, use many times application logic - Support with less effort major and future mobile device platforms.
- Integration and extension possible with other backends.

## Conclusions

- By implementing and integrating Sybase Unwired platform with SAP Platform through Netweaver and gateway we have built an efficient and nice looking application supporting reading with a Barcode system to rapidly search, consult, edit and reorder items.
- Mobile applications are a natural evolution of the business development; helping companies to face the needs of a faster responsiveness and to improve competitiveness.
- SUP implementation is a robust and extensible way of Mobilizing your SAP platform.



# Agenda



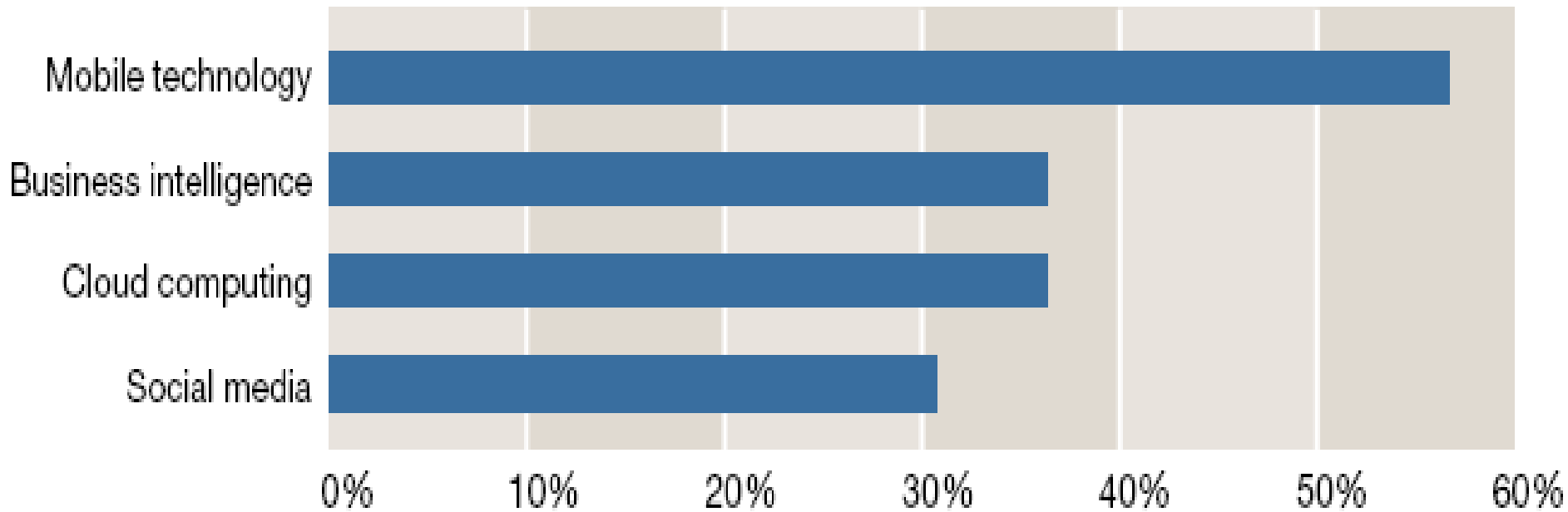
- Case Studies
- ***Market Foundations***
- Mobilizing My Company
- MobilMap: the Roadmap for Mobile Effectiveness
- Q&A



# Reshaping the Business: Impacts



Which do you believe will have the greatest positive impact on your business over the next five years?



Sap Source

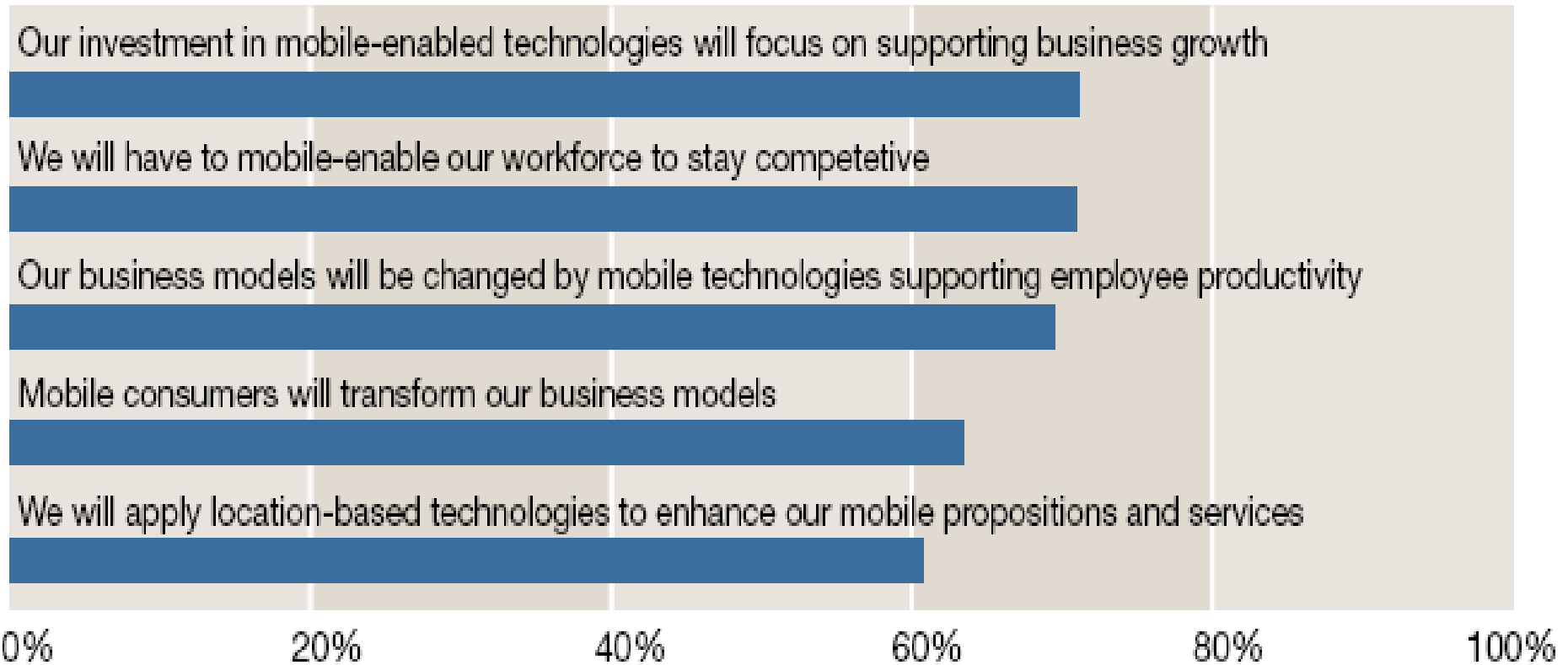


# Reshaping the Business: Goals



How strongly do you agree with the following statements for your business over the next five years?

(% stating agree or agree strongly)



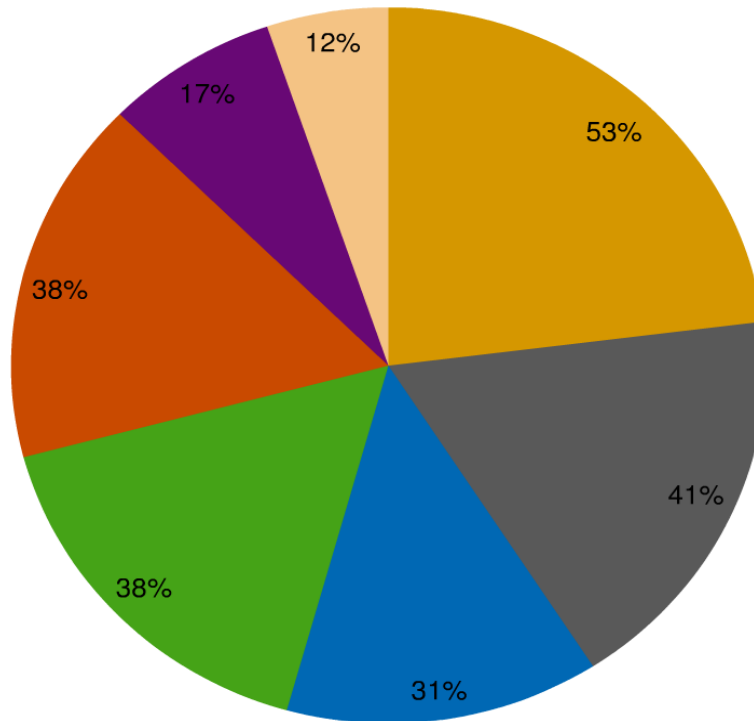
Sap Source



# Market Context: The Business Drivers



What are the current business drivers for increasing the use of mobile devices and technology within your organisation?



- The need to increase productivity
- The need to reduce costs
- The desire to move to e-commerce
- The desire to improve customer service
- The need to generate more business flexibility
- The need to improve our competitive position
- The need to drive innovation

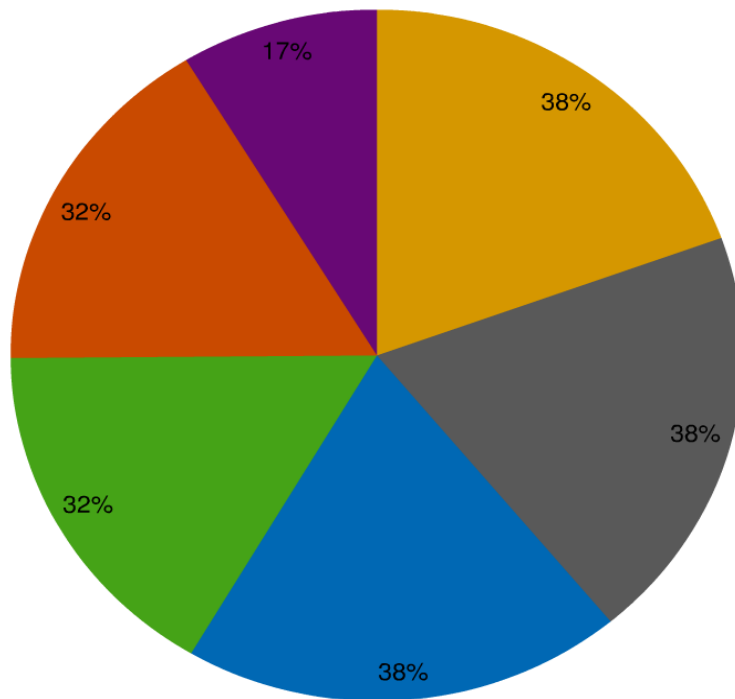
Sap Source



# Market Context: The Innovation Goals



Which of the following do you see as being instrumental in underpinning the drive for increased innovation in the business?



- Increased budget assigned to innovation not Opex
- Introducing new applications to underpin workforce mobile working
- Introducing new mobile applications for customers
- Introducing new mobile applications for suppliers
- Developing policies for mobile technology usage across the business
- Developing improved security of information for mobile applications

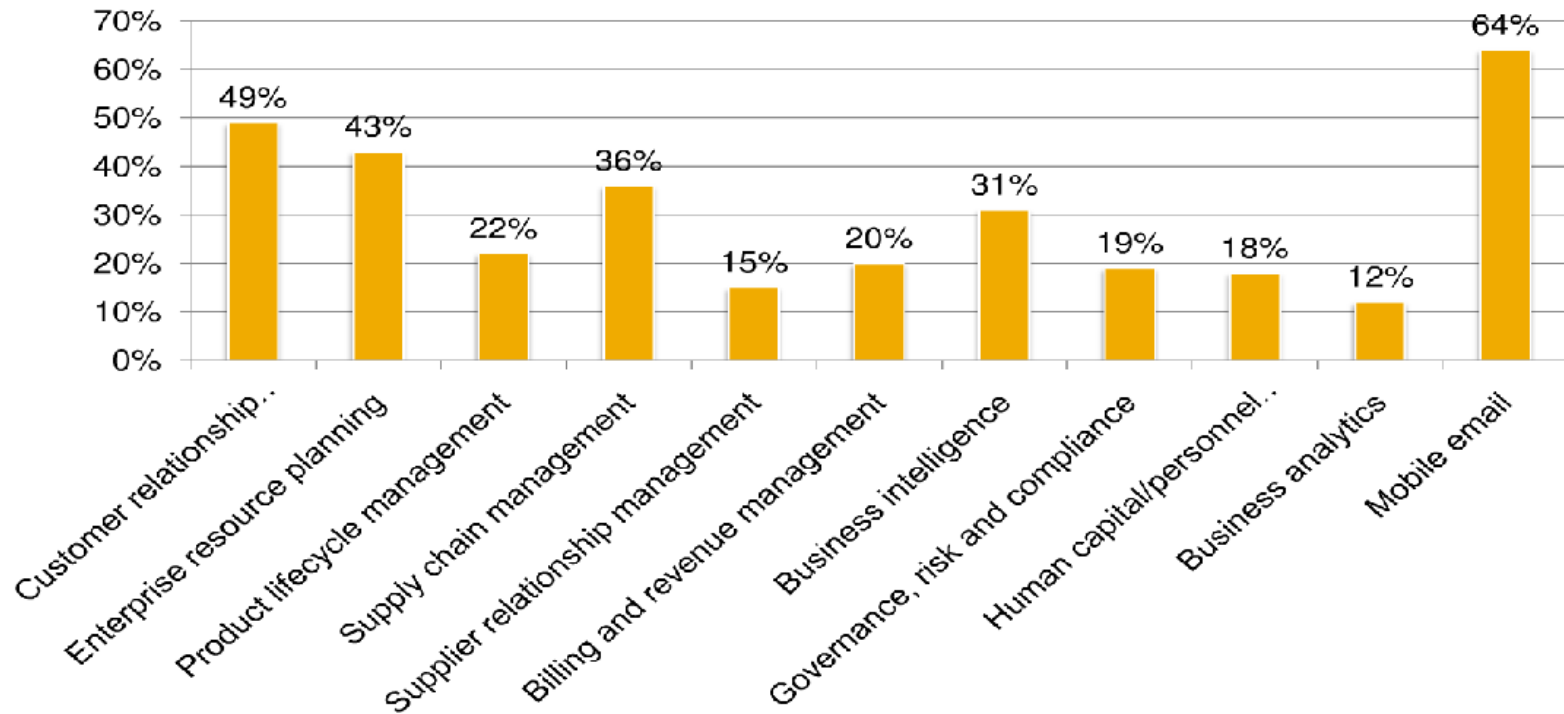
Sap Source



# Market Context: The Application Scope



Which mobile applications, if any, is your company currently running or in the process of implementing?



Sap Source

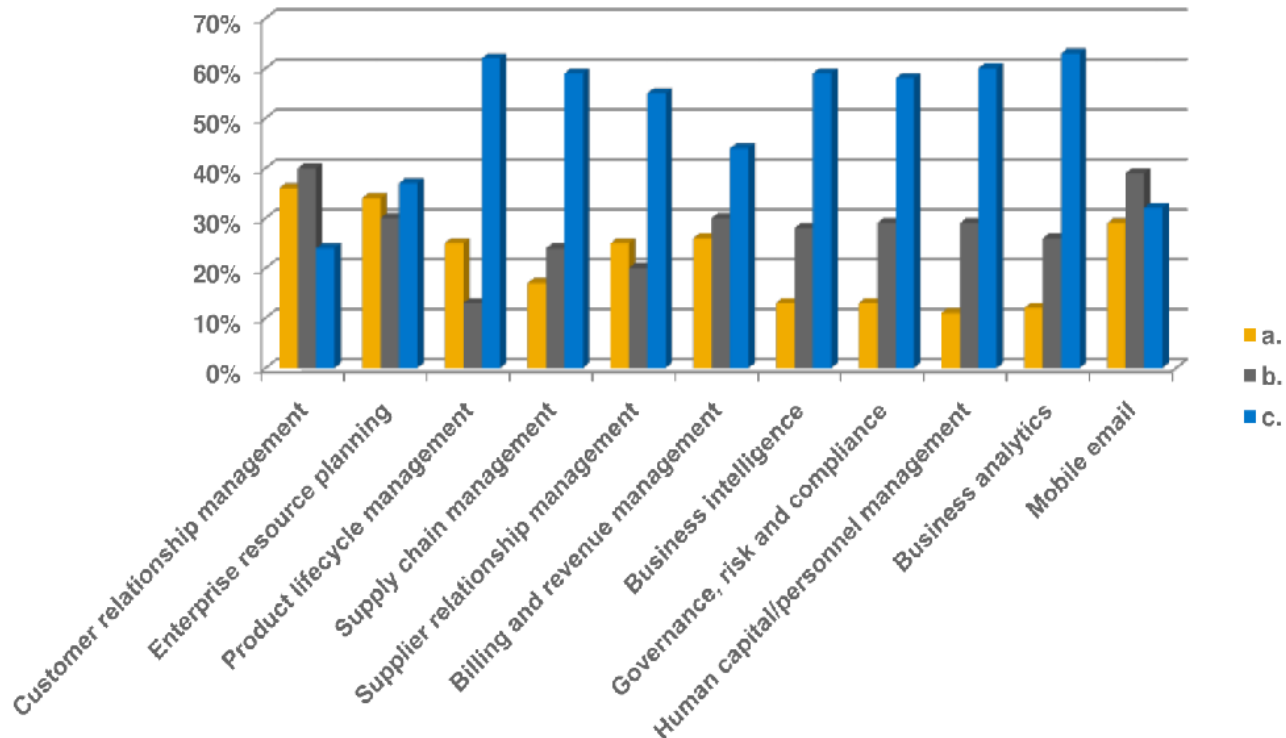


# Market Context: The Mobile Intention



And looking forward over the next 2-3 years, for each of the following business applications is your business....

- a) planning to implement that as a mobile application?
- b) considering the implementation of that as a mobile application?
- c) not planning the implementing of that as a mobile application at all?



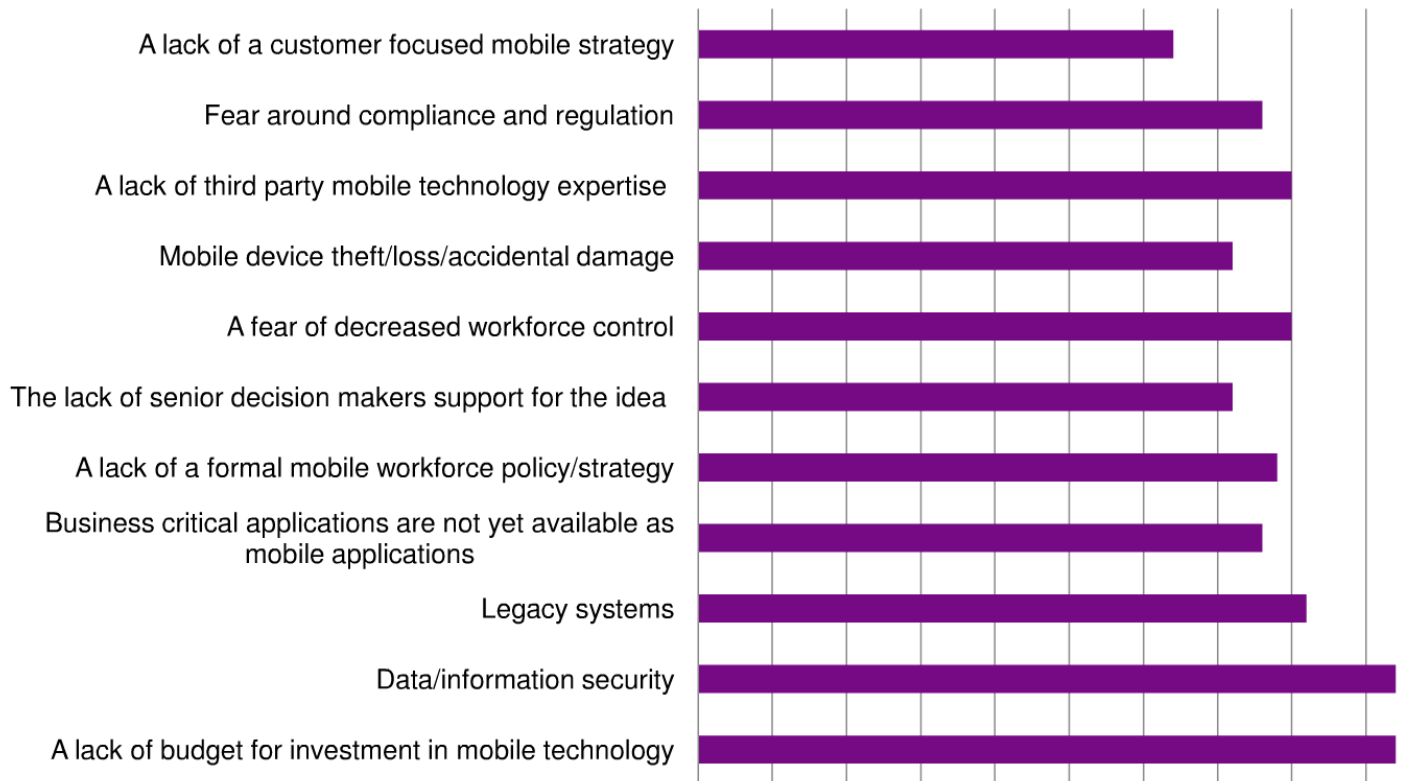
Sap Source



# Market Context: The Challenges



What obstacles, if any, are you facing as a result of moving to a more mobile business?



# Agenda

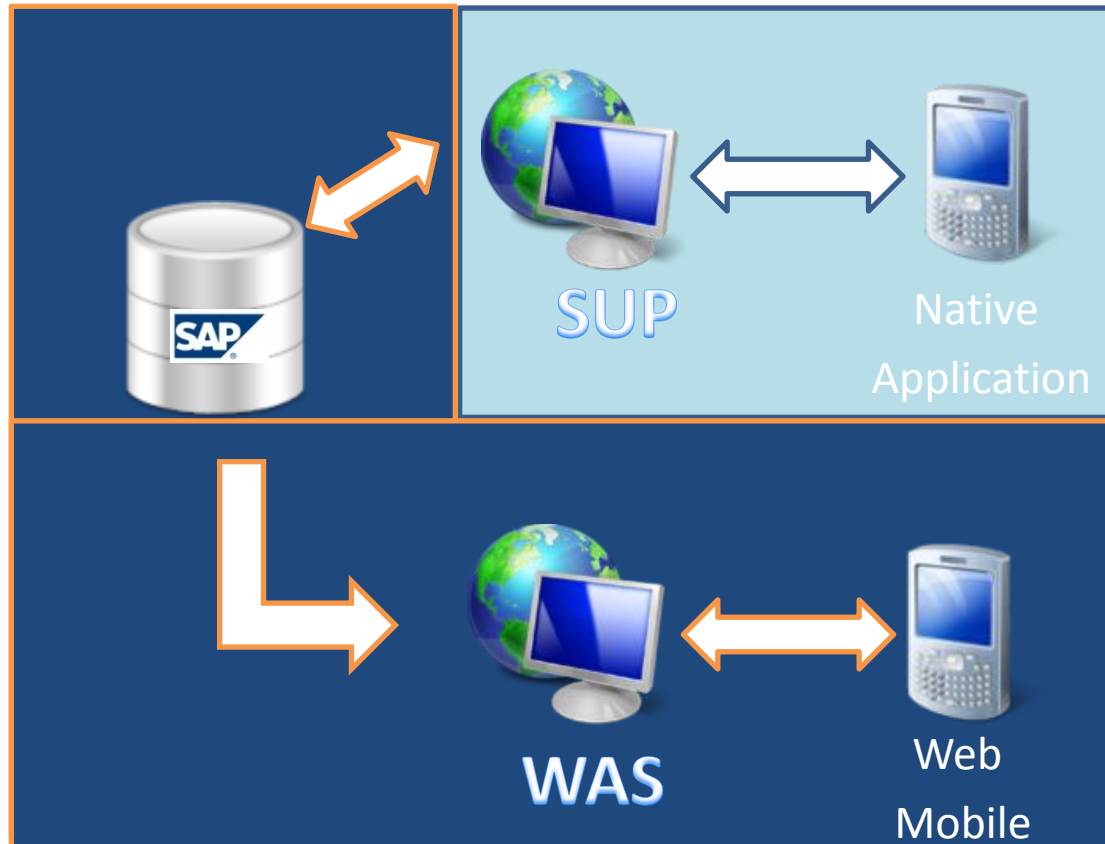


- Case Studies
- Market Foundations
- ***Mobilizing My Company***
- MobilMap: the Roadmap for Mobile Effectiveness
- Q&A



# The Key Alternatives

## How to become SAP Mobile?



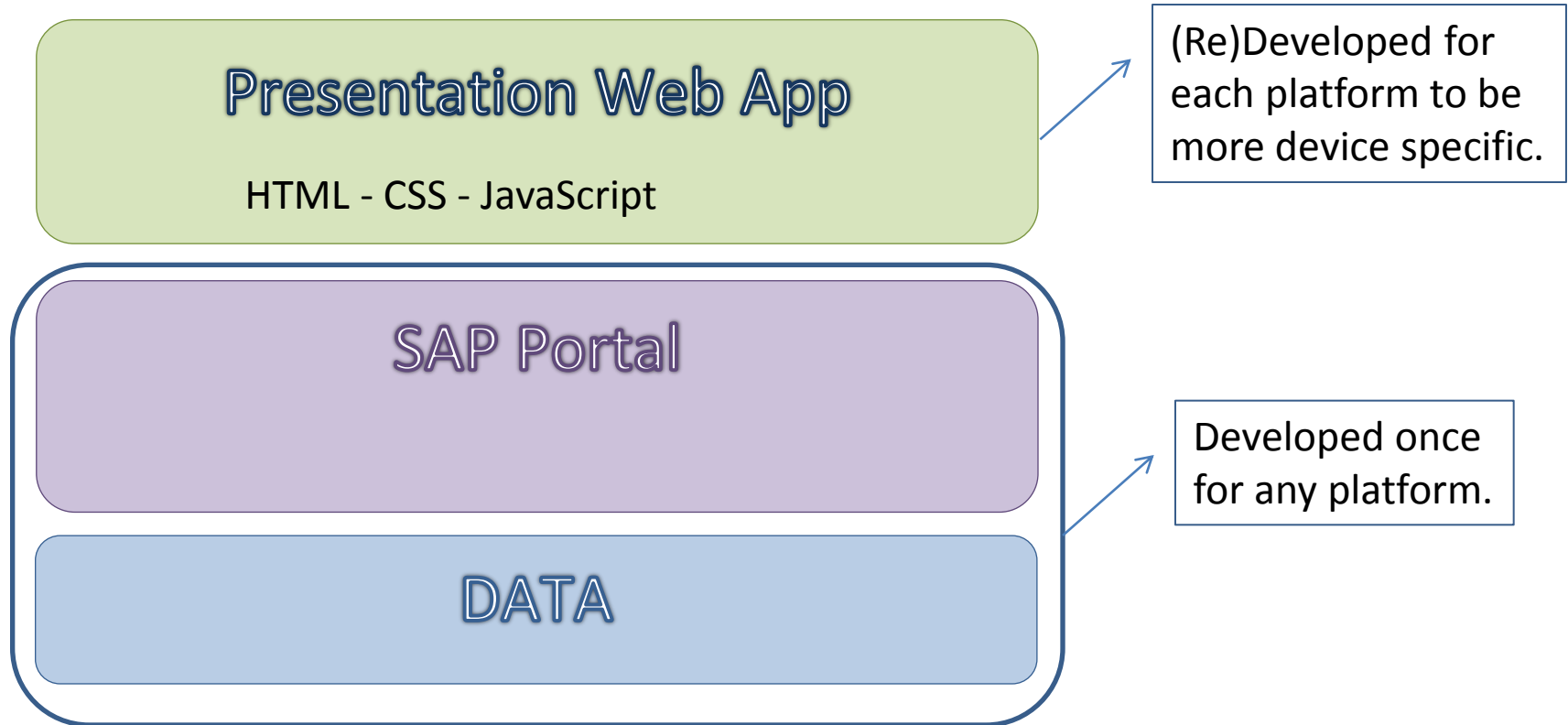
## Mobile Web Application VS SUP Mobile Application

Web Mobile App	SUP Workflow or Native App
Online	Online & Offline
No additional server if existing WAS	SUP server + Relay server
Little setup	More setup
Application Workflow	Mobile Application and Workflow
No hardware support	Full hardware support
	SAP provides « out of the box » applications
No additional licences	Additional licences
Lower TCO	Higher TCO
Higher response time	Lower response time
	Push and notifications



# Mobile WebApp

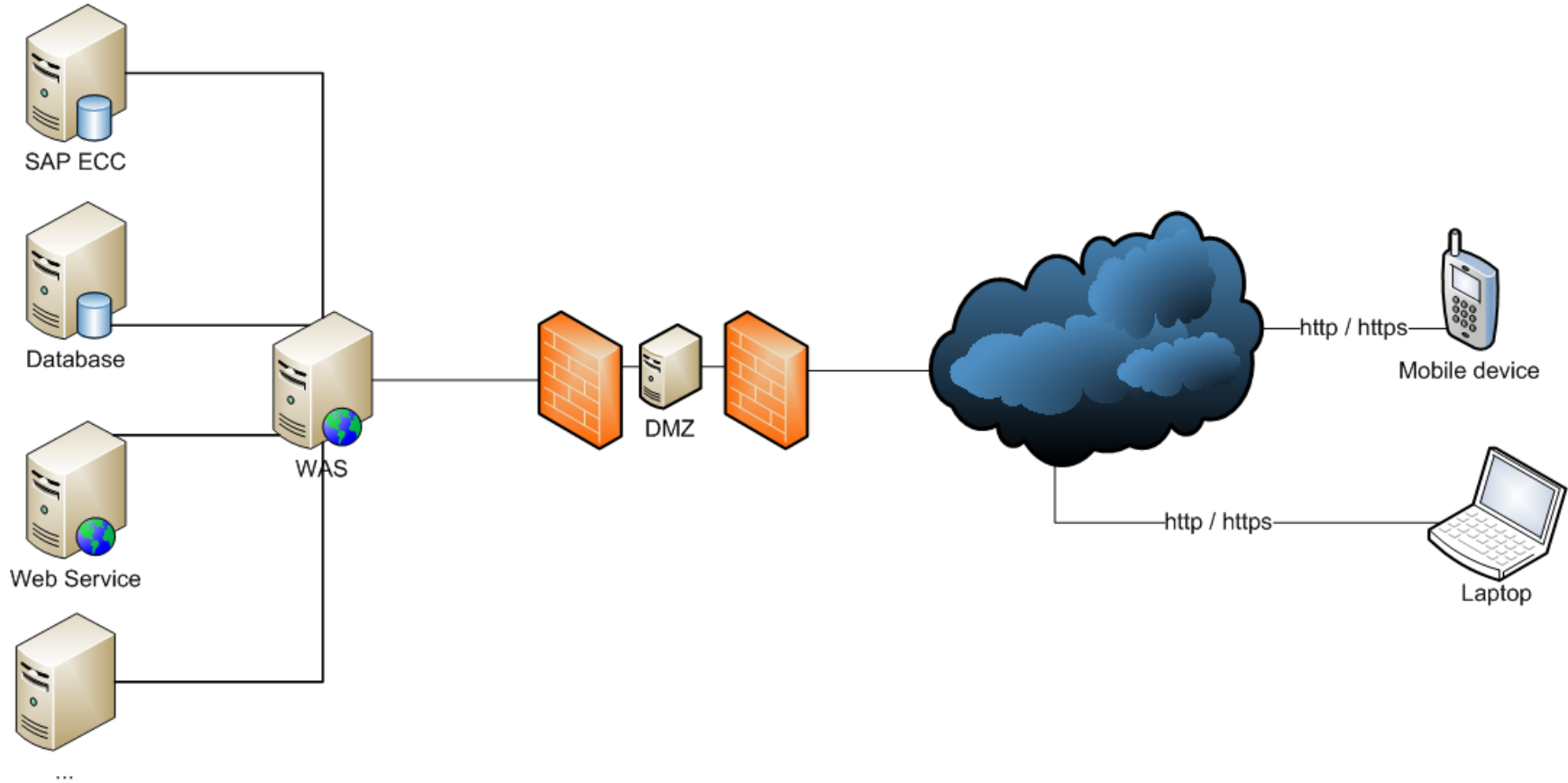
## From a Technical Point of View



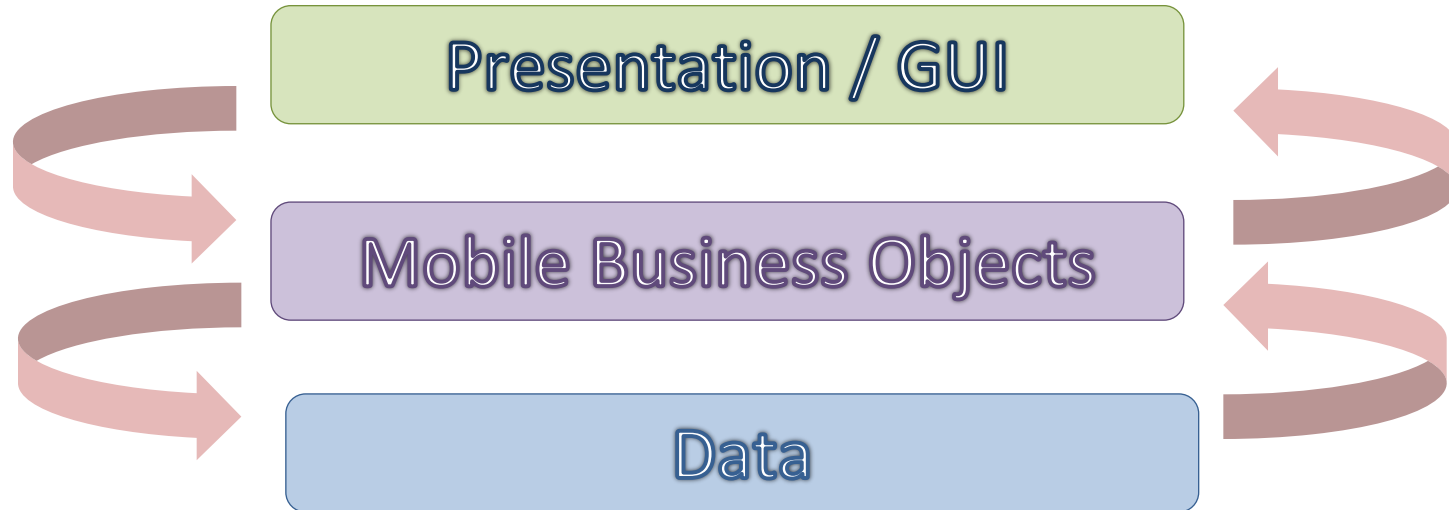
# Mobile WebApp



## Architecture



## From a Developer's Point of View



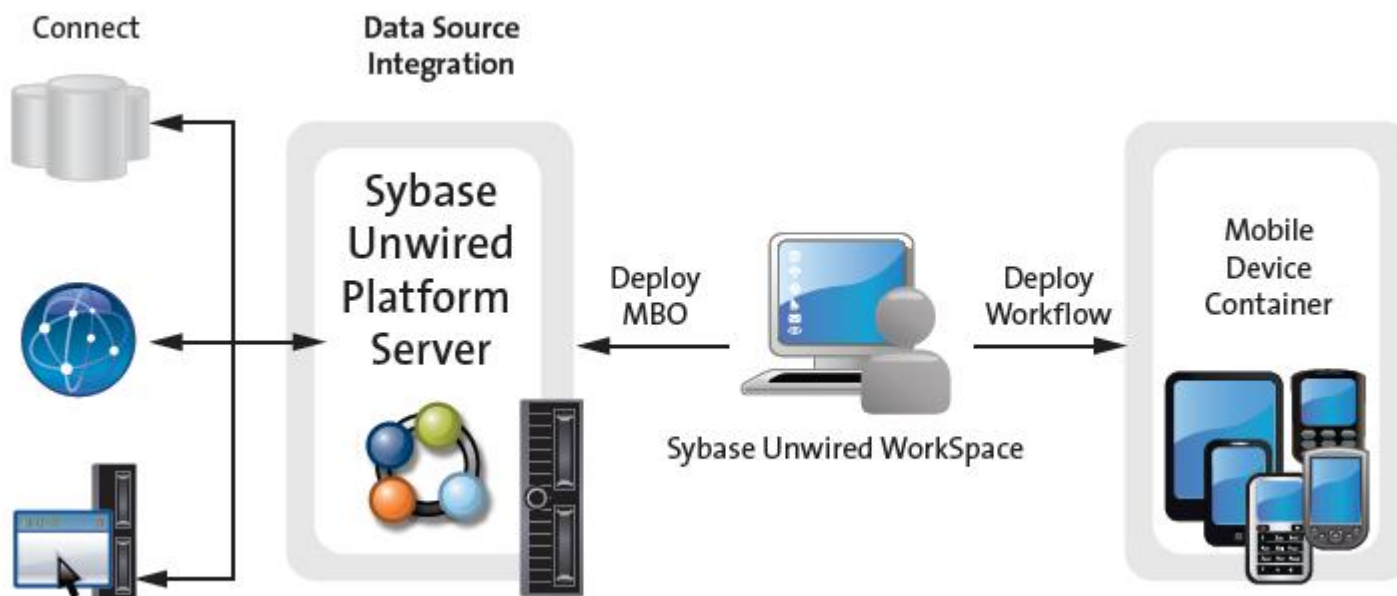
**Presentation:** Graphic user interface of the native applications, developed for each device.

**Mobile Business Objects:** Contain the logic of the application and are responsible for the synchronization and definition of data layers on the mobile device

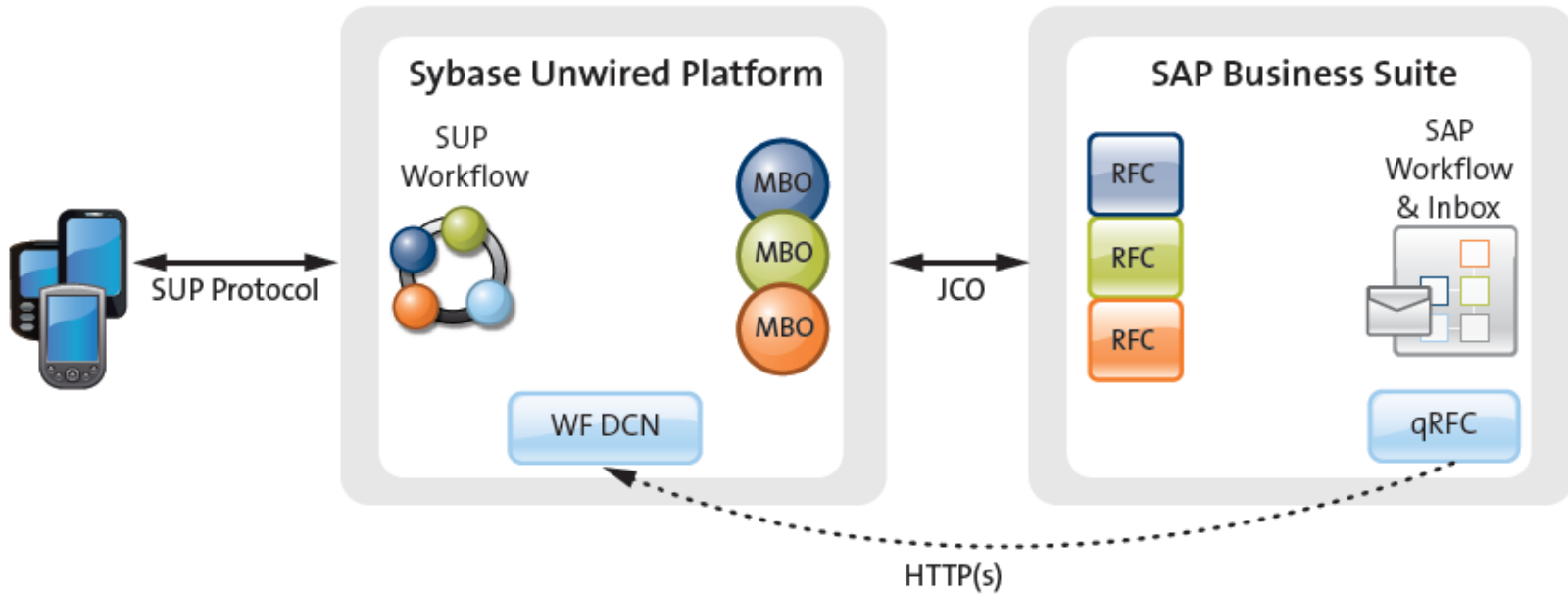
**Data:** Enterprise Data Sources and Mobile Application Database



## Workflow Global Architecture



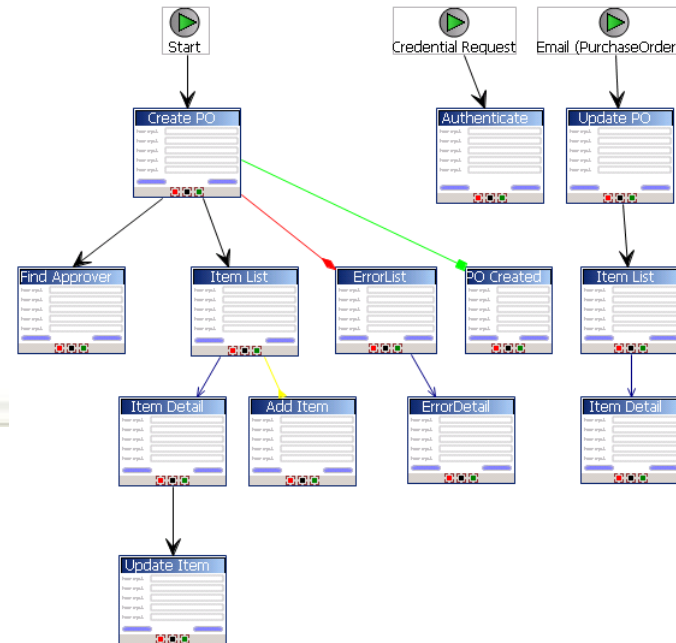
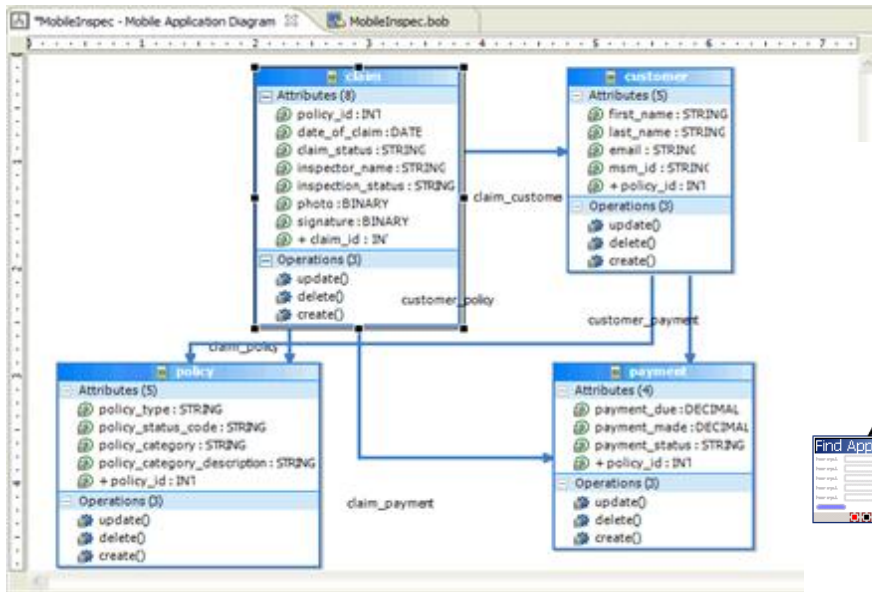
## Workflow



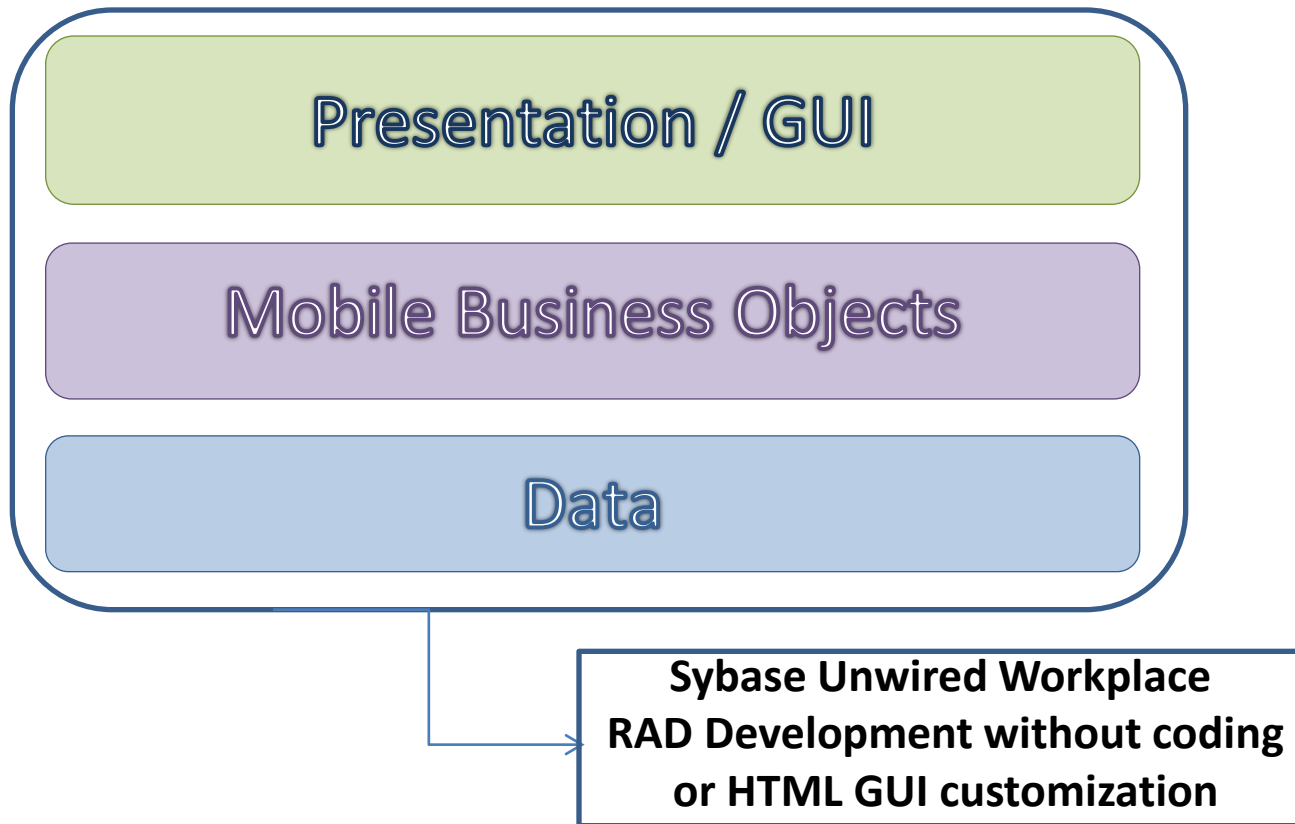
# How? - SUP MobileApp



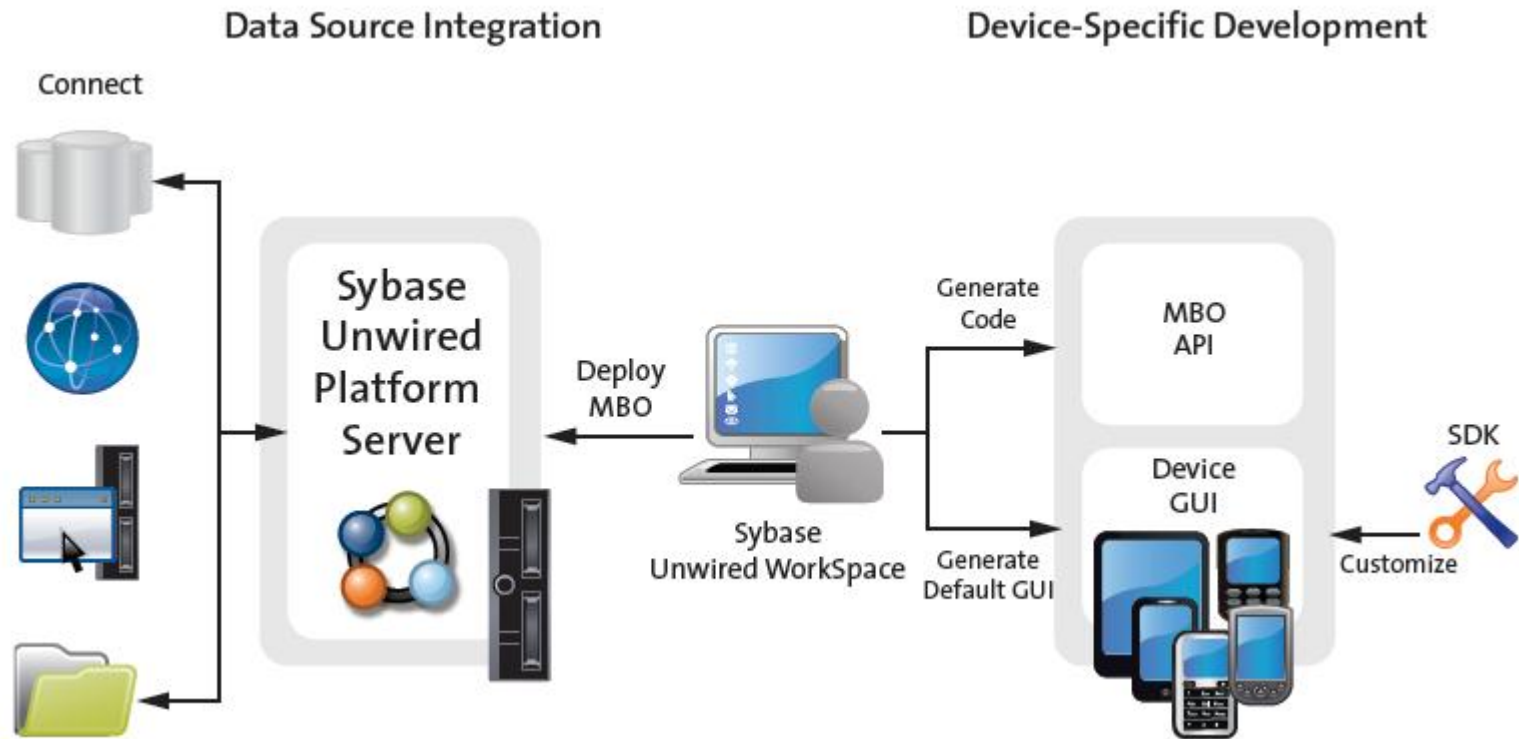
## Workflow / Native Application - Mobile Application Logic Development



## Workflow – Mobile Application Development



## Native Application - Mobile Application Development



## Native Application - Mobile Application Development

Presentation / GUI

C# – Objective C – Java – HTML

(Re)Developed for each platform to be more device specific.

Mobile Business Objects

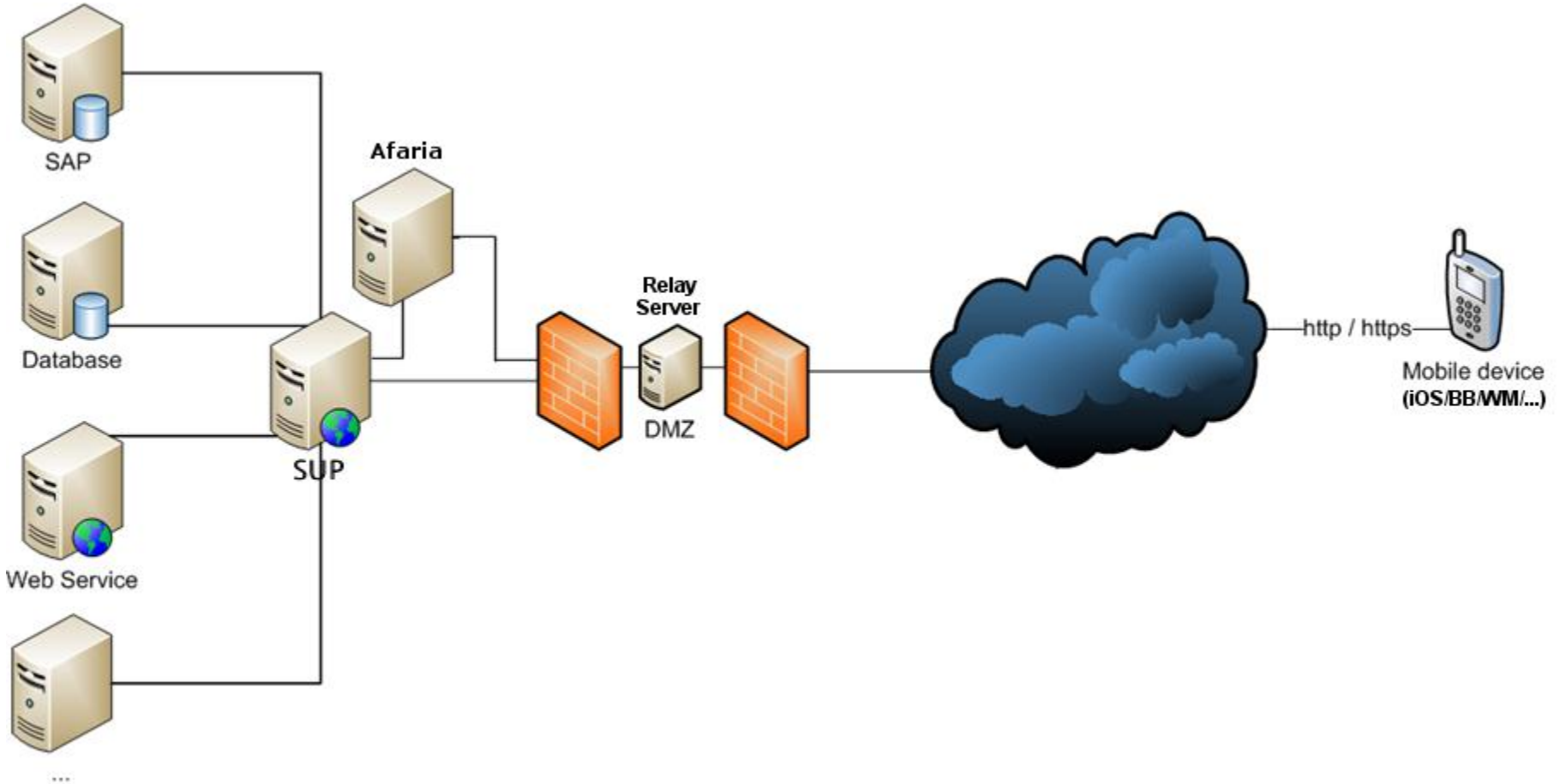
S.U.P. WorkSpace RAD Tool

Developed once for any platform.

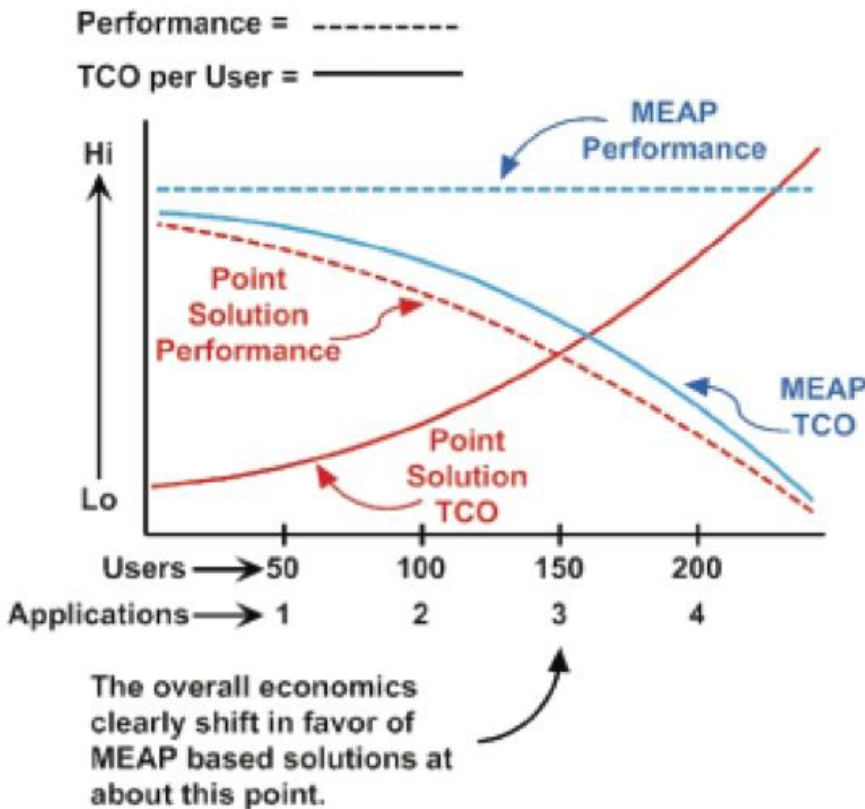
Data



## Architecture



# SUP Mobile Application VS Point Solution



- Number of mobile application initiatives underway:

- The largest category was

- 3 projects underway (32%)
- 2 projects (22%)
- 1 project (16%)

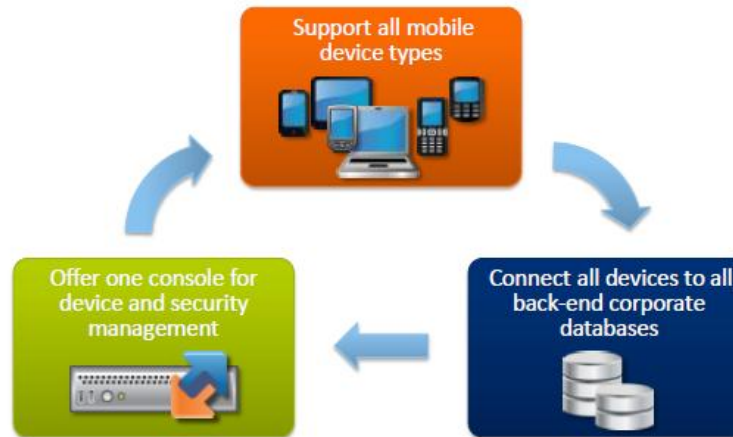
- Conclusions:

-The number of simultaneous projects is likely to increase, and more than one initiative underway will likely require leveraging assets of previous/parallel projects



## SUP Mobile Enterprise Application Platform Benefits

- Lower administrative, maintenance, and support costs
- Large choice of mobile devices, including the latest technologies
- Integrated mobile applications allow greater flexibility in information sharing and workflow
- Single console for managing all devices, applications, and security
- Greater flexibility in expanding mobility through the organization



## Afaria

### Provision

#### Manage

- Company Policies
- Connectivity Settings
- OTA Management
- Software deployment

#### Secure

- Security policies
- Power-On Password
- Data Encryption
- AV, firewall

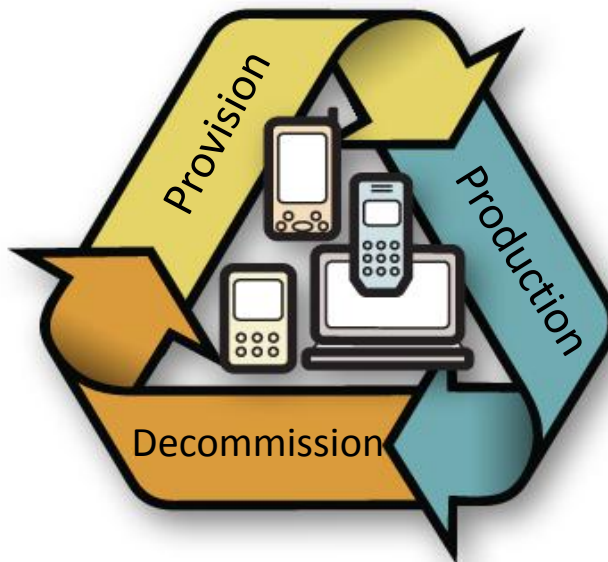
### Decommission

#### Secure

- Disable Lost/Stolen device
  - Remote Kill/Lock
  - Access Violation Lock
  - “Data fading”

#### Manage

- Re-Provision/Re-Image device
  - Replacement device-same user
  - Repurposed device
- Redeploy software assets
- Restore data (after device kill)



### Production

#### Manage

- Track Asset
- Updates
- Monitoring
- Modify Device Configuration
- Files Distribution
- License usage and tracking
- Scheduled/automated activities
- Remote Control of devices
- Cost Control
- Localization

#### Secure

- Back-up Data
- Patches/Security Updates
- Enforce Security Policies
- Monitor/Track Violations/Threats
- Logging



# Agenda



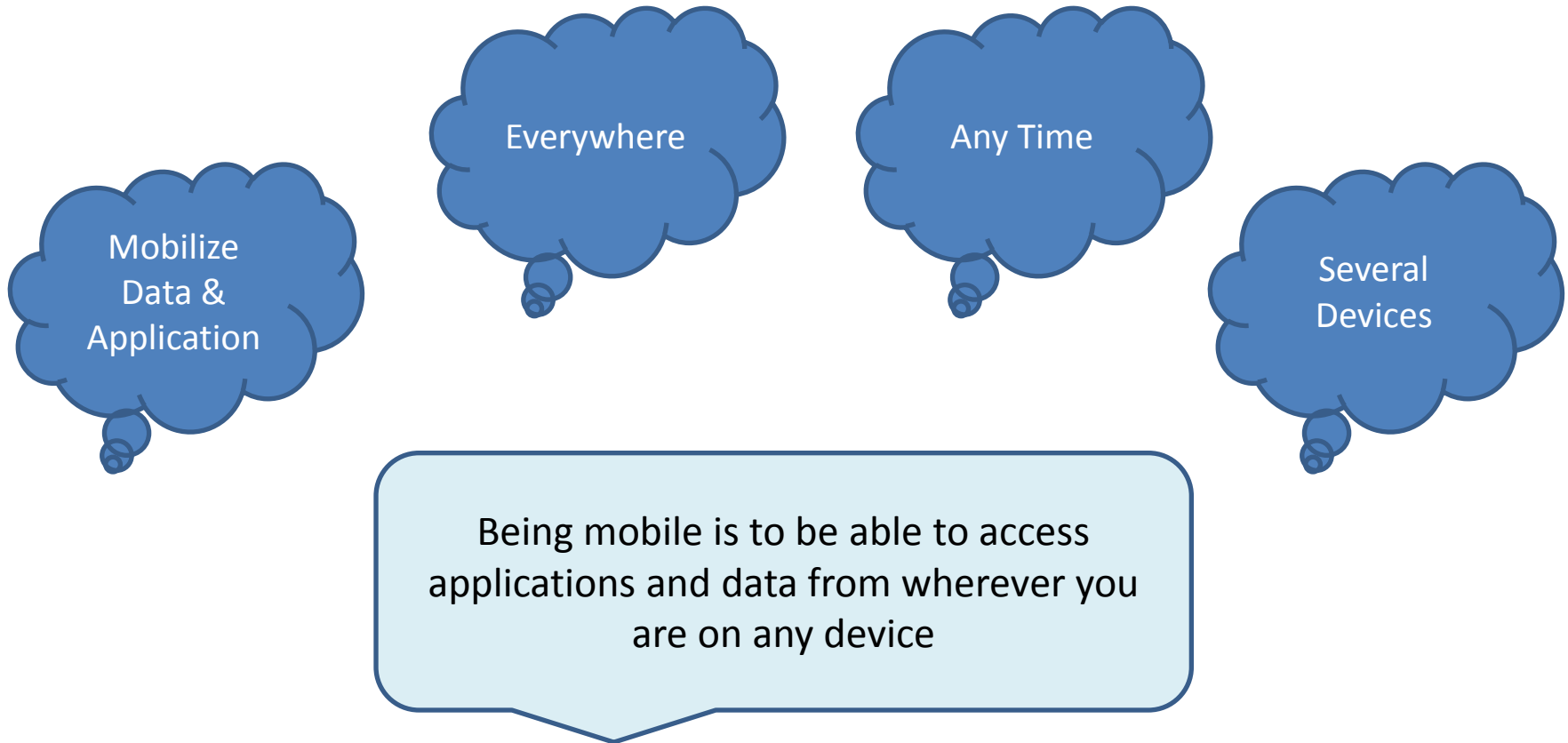
- Case Studies
- Market Foundations
- Mobilizing My Company
- **MobilMap: the Roadmap for Mobile Effectiveness**
- Q&A



# What - Why - How



## Mobility, What are we talking about?



# What - Why - How



## Why should we be mobile?

Have  
Nice/Key  
reports

Be On the  
Move

Mobilize  
your  
Decision

Be The  
First

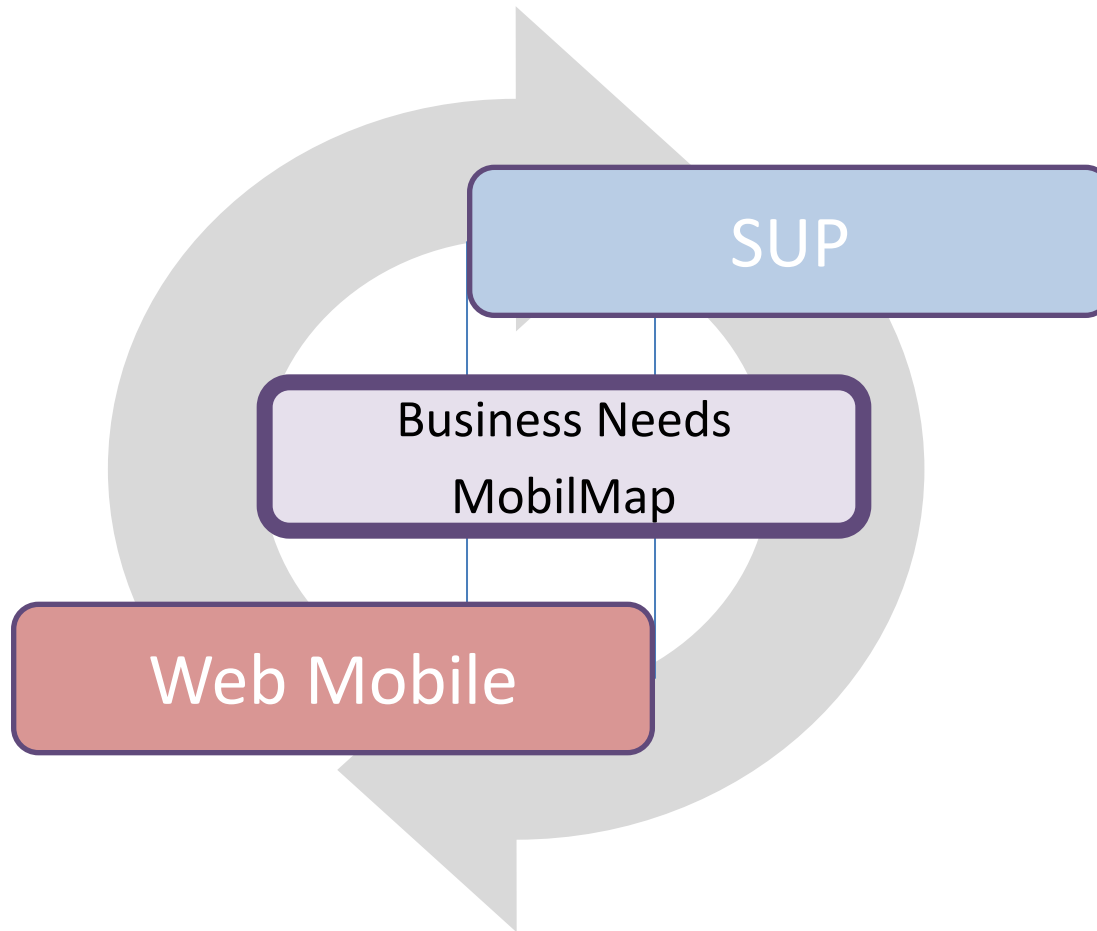
You should first identify the added value of  
having a mobile application.  
[Targeted users – ROI – Business Process ...]



# What - Why - How - Intro



## How to become SAP Mobile?



# What - Why - How - Strategy



1.



2.







- Define/Align the Mobile Strategy - 5 Days
  - Help to describe Your Market context & trends
  - Allow to define High Level Mobile goals
  - Mention priorities in terms of « Applicability »
- The MobilMap « Capabilities » - 5 Days
  - Align for each Goal the « capabilities » elements
  - Describe the related processes & Value
- The Best Practices - 10 Days
  - Define the long-term SAP Mobile Strategy
  - Align for each « capability » the best SAP practices
  - Describe/Adapt the functional process
  - Select the best Mobility solution related to the Goal
  - Ensure project Success & Quick Wins (KPI, ROI..)
  - Manage the Change Management



# Example of Results



Job function	Application	Business benefits
Management	Key performance indicator dashboard	On-the-spot decision making facilitates downstream productivity
Management	Business workflows	Faster approvals speed the pace of business; better use of executive time
Sales	CRM	More responsive customer service; more time in the field; higher sales
Service and support	Service order/dispatch	Faster problem resolution; less paper waste
Human resources	Business workflows	Rapid request approvals; higher employee satisfaction
Manufacturing	Inventory management	Supply chain optimization; reduced overstock
Manufacturing	GPS locator	Faster warehousing processes
Retail	Inventory management	Improved customer service; higher sales
Retail	Point of sale	Place customer orders anywhere on the sales floor



# Example of Results



Rank	Mobile office	Mobile workforce management	Next-gen fleet management	Mobile sales force automation
1	Increased user productivity	Increased customer satisfaction	Improved worker response times	Reduced paperwork
2	Reduced paperwork	Reduced labor expense	More accurate billing	Increased sales
3	Increased revenues	Higher job completion rates	Less employee overtime	Increased customer satisfaction
4	Decreased expense	Reduced paperwork	Higher job completion rates	Faster overall sales process
5	Increased customer satisfaction	Improved competitive advantage	Reduced paperwork	Increased sales visits
6	Less employee overtime	Improved field service response times	Improved competitive advantage	Improved competitive advantage

Source: Frost & Sullivan, *Adoption of Premium Mobile Enterprise Applications—The U.S. Perspective in 2010* (9838-65)



# Agenda



- Case Studies
- Market Foundations
- Mobilizing My Company
- MobilMap: the Roadmap for Mobile Effectiveness
- **Q&A**



# WINNERS

always think several  
moves ahead



## Thank you!

