



# Mobilizing for Success: Boosting the Power of Business Applications with Mobile Solutions

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## KEY HIGHLIGHTS

- A “perfect storm” of technological advances has helped catalyze demand for mobile business applications.
- SMEs want to extend key back-end and front-office business solutions to save time and money, boost employee productivity and improve their ability to serve customers.
- SMEs need to take a strategic approach to identify which mobile business applications—both horizontal and industry-specific—will yield the strongest business value.
- SAP is enabling SAP Business All-in-One solutions to help SMEs support mobile workers anytime, anywhere and on any device.
- Mobile applications from SAP Sybase and SAP’s partner community enable SMEs to tap into additional mobile capabilities that they may require.

During the past decade, one of the most significant shifts rippling across the business landscape has been the growing demand to access corporate applications and data on mobile devices. The clamor for mobile access has been driven by a number of technological, business and demographic forces. Combined, these forces have spiked demand for new mobile applications that enable employees, partners and customers to tap into corporate information and processes. Mobile access to applications is fast becoming a business imperative—and not just for large corporations: Our 2010 SMB Group Mobile Solutions Study revealed that 84% of medium-sized businesses (100–1,000 employees) rely on mobile and wireless devices to support key business functions.

Collaboration and personal productivity solutions such as email, calendars, contact management and web access and search have led the surge for businesses to “go mobile.” Now, companies want to mobilize internal and external business processes to improve employee productivity, reduce customer service times and automate workflows. Although large-enterprise IT organizations have been the early adopters, small

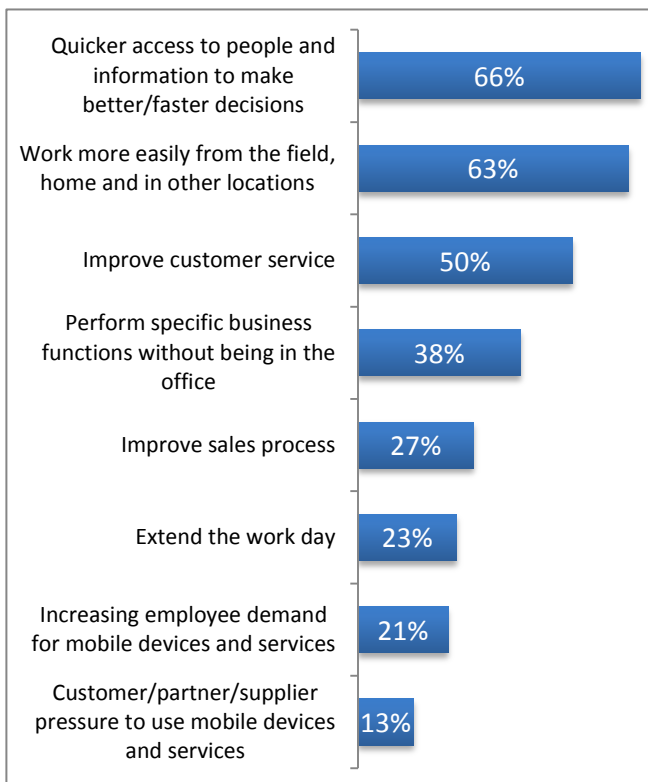
and medium-sized enterprises (SMEs) are quickly following suit. But mapping out the right strategy to prioritize and align new mobile capabilities with desired business outcomes can be challenging.

In this paper, we assess the catalysts for the rising demand for mobile business solutions, examine the challenges and opportunities SMEs face in developing a mobility strategy, and discuss key factors to consider when evaluating mobile enablement for core business applications and workflows. Then, we review how SMEs can extend the capabilities and benefits of SAP Business All-in-One enterprise resource planning (ERP) and BusinessObjects business intelligence (BI) software with mobile solutions.

## SECTION 1: BUSINESSES ARE GOING MOBILE

A perfect storm of technological advances is catalyzing demand to mobilize business applications. Laptop PCs, once the default platform for mobile computing, have been overshadowed by an expanding array of mobile devices—including smart phones and tablets. Appealing new form factors lure users to these devices, and hefty processing power and memory capabilities enable these devices to perform serious computing and communications tasks.

**Figure 1. Top Drivers for Mobile Solution Adoption**



**Source: SMB Group, 2010 Small and Medium Business Mobile Solutions Study, Dec. 2010**

High-bandwidth wireless networks are now widely available to fuel this shift. The “always-on” nature of the wireless Internet means that people are relying on mobile devices to get more done, both in their personal lives and work-related activities. Many road warriors, field service people and executives spend more time using smart phones and tablets than laptops or desktops—and use of these devices is growing.

As this perfect storm has formed, the business case for mobility has quickly crystallized. As shown in **Figure 1**, when IT managers at medium-sized businesses were asked to select their top three reasons for adopting mobile solutions:

- 66% said mobile solutions enable quicker access to people and information so employees can make better/faster decisions.
- 63% said that they help employees work more easily from the field, home and other locations.
- 50% said such solutions improve customer service.

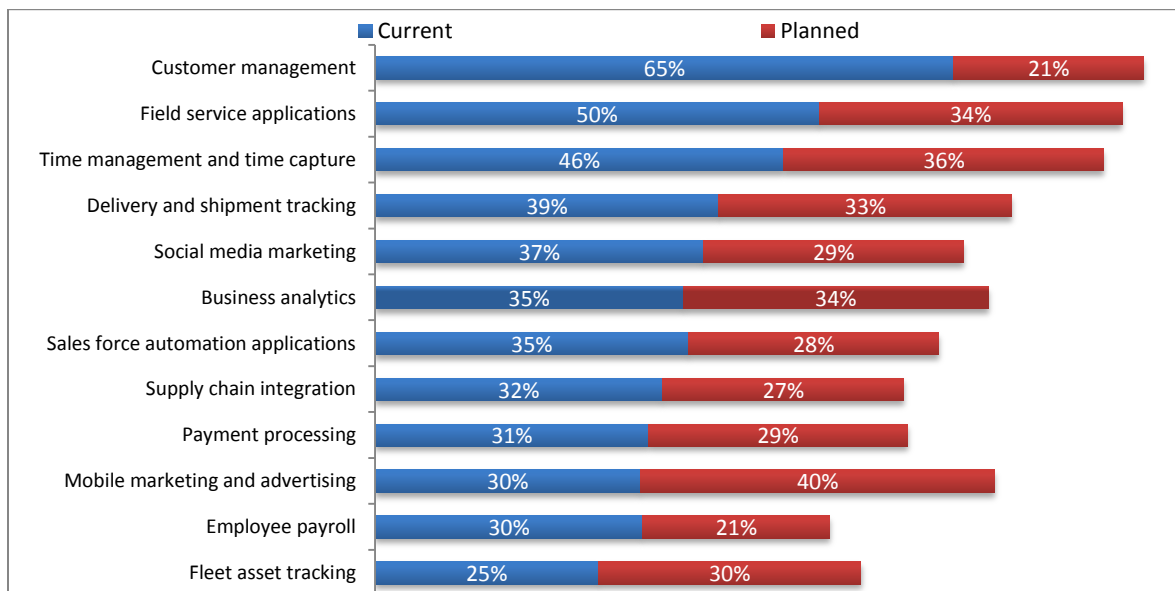
Most businesses start out by providing employees with mobile access to collaboration applications, such as email and calendars. But businesses increasingly view mobile access to core business applications and processes as the holy grail. By enabling employees—and often partners and customers—to tap into selected business processes, companies can streamline workflow, improve decision making, and provide better, more responsive service to their customers. Why not use these smart devices to take orders, send invoices, track deliveries or facilitate appointment scheduling?

That said, it's not surprising that more than half of medium-sized businesses already provide, or plan to offer, mobile support for a dozen different line-of-business applications (**Figure 2**) encompassing both internal and external business processes. Applications leading the list come as no surprise:

- *Customer management applications.* 65% already support mobile-enabled access, and 21% plan to provide this in the next 12 months.
- *Field service management.* 50% currently provide mobile field service solutions, and 34% plan to add these in the next 12 months.
- *Time management and capture.* 46% have deployed a mobile application in this area, and 36% plan to do so.

However, SMEs' plans to extend mobile capabilities go beyond these usual suspects. Roughly one-third of respondents indicated that they intend to add mobile support in areas such as mobile marketing and advertising, business analytics and social media marketing.

**Figure 2. Mobile Business Application Solutions Used by Medium-Sized Businesses**



Source: SMB Group, 2010 Small and Medium Business Mobile Solutions Study, Dec. 2010

## Section 2: What Should SMEs Consider When Implementing a Mobile Business Solutions Strategy?

Although some SMEs have carefully planned and implemented business mobility strategies based on an in-depth needs analysis and benefits assessment, many add mobility more by default than by design. This type of approach may suffice when providing mobile access to email accounts or contact lists. But mobile business solutions need to be integrated into back-end ERP and BI workflows and/or front-office CRM and marketing processes to supply the business benefits that make them so attractive in the first place.

By taking a strategic approach, SMEs can target mobile enablement at the key internal and external processes that can truly streamline operations, reduce costs and/or improve service. The guiding principle should be how mobile solutions can help drive business value—now and in the future. Key questions to ask when prioritizing which mobile solutions to deploy first include:

- **Which existing business processes will benefit most? And how?** When integrated with targeted business processes, mobile applications can help you increase revenues, decrease costs, save time and/or improve service. Identify areas where the mobile solution can help streamline workflows. For instance, an HVAC company may want to calculate how much time field service reps spend calling in to the office to check on parts or writing up paper invoices, which then must be re-entered back at the office. Examine how much time could be saved—and how many errors could be avoided—if the rep could do this from a smart phone. In addition, factor in how more efficient and responsive communication could help improve customer service and, ultimately, customer retention. Likewise, a physician's office could streamline practice management by using mobile apps that enable patients to schedule, view and send mobile SMS text message reminders for appointments.
- **What new market or channel opportunities does the business want to pursue?** Strategic use of mobile applications can help the business open up new market opportunities. For instance, suppose a business is strictly a B2B jewelry wholesaler today, but wants to create a direct B2C channel via a direct selling network, such as Avon employs. Providing the network with the ability to take and process mobile payments, for instance, could add significantly to the company's ability to successfully pursue and support that B2C opportunity.
- **Which areas are likely to provide the fastest return on investment?** Cherry-picking the highest value, quickest return areas will help jump-start benefits and get everyone—even the skeptics—on board quickly.

**Figure 3** offers examples of how businesses put frequently deployed mobile business applications to work for their companies.

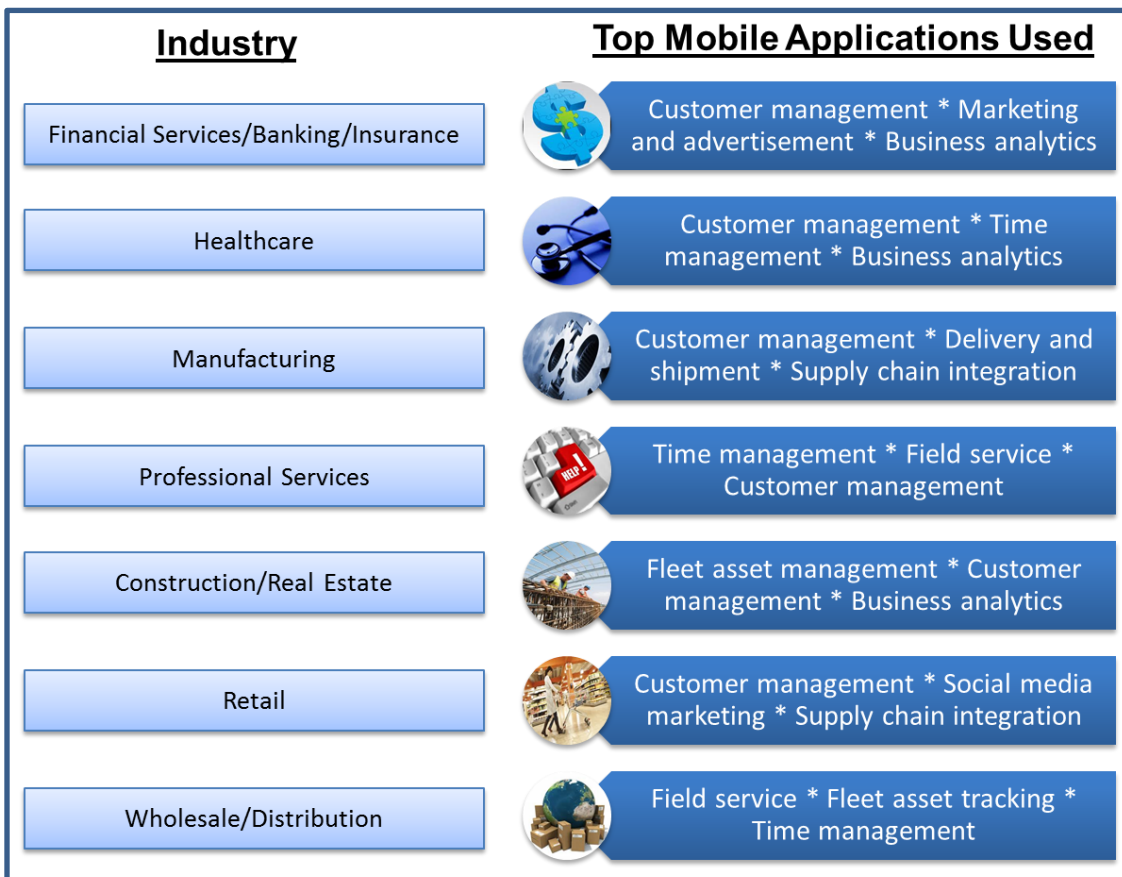
Figure 3. Popular Mobile Application Solution Areas

Mobile Solution Area	Examples of Benefits
<b>Customer Relationship Management (CRM) and Sales Force Automation (SFA)</b>	<ul style="list-style-type: none"> <li>• Reps can leverage CRM, inventory and other corporate applications and data to accurately answer customer questions, create sales contracts and conduct other business at the customer site.</li> <li>• Reps can update customer accounts and input notes about their visits from almost any location.</li> <li>• Reps can communicate sales from their mobile devices to adjust inventory status, and notify procurement and service groups of new sales that require their attention or involvement.</li> <li>• Managers have access to the most current and accurate information about each customer account, keeping everyone on the same page in real time.</li> </ul>
<b>Field Service Automation (FSA)</b>	<ul style="list-style-type: none"> <li>• Service personnel can access customer service contracts, online service guides, inventory and other information directly from the job site; and update project status instantly rather than in batch mode at the end of the day or week.</li> <li>• Service personnel can invoice/process payments at the customer site—speeding time to payment.</li> <li>• Managers can assign jobs in real time based on who is closest to a service location, and more easily accommodate schedule changes.</li> <li>• Field personnel can submit time cards from the job site without traveling back to the office.</li> <li>• Managers can push out job details immediately to service employees’ smart phones or tablet PCs in the field.</li> <li>• Mobile device-based GPS services can help reduce routing and travel-related costs.</li> </ul>
<b>Business Intelligence/ Analytics</b>	<ul style="list-style-type: none"> <li>• Executives can run reports and analyze sales reports and other key performance indicators while traveling.</li> <li>• Executives and other mobile employees can access required information and analysis anywhere, anytime to make faster decisions.</li> <li>• Sales and service reps can access customer-centric data to quickly answer customer questions and accelerate issue resolution.</li> </ul>
<b>Order Entry and Tracking</b>	<ul style="list-style-type: none"> <li>• Employees, partners and/or customers can check inventory, place orders and track delivery information remotely.</li> <li>• Sales reps can increase customer satisfaction and order size by recommending up-sell and cross-sell products.</li> <li>• Field sales can increase revenue by gaining valuable customer insights and the ability to create quotes and orders with approved discounts.</li> </ul>
<b>Mobile eCommerce</b>	<ul style="list-style-type: none"> <li>• Customers can shop, purchase and pay for more products and services via their mobile devices.</li> <li>• Customers can schedule and view appointments from their mobile devices.</li> <li>• Customers can use “self-service” to check order status, obtain order tracking information, manage accounts and payments, and research and resolve problems.</li> </ul>

Virtually every business application—whether inventory management, HR, supply chain management or fleet tracking—can realize its own set of enhancements via mobile access and enablement. Even internal operations and finance departments can benefit by having immediate access to data that is constantly being modified and updated by a mobile workforce.

Each industry also has mobile hotspots that align with specific vertical requirements. For example, home healthcare agencies may focus on providing aides with mobile applications that enable them to access and update patient files from their mobile devices, while consultants may make time, billing and T&E reports top priorities. **Figure 4** illustrates the top mobile applications for different industry sectors.

**Figure 4. Top Mobile Applications by Industry**



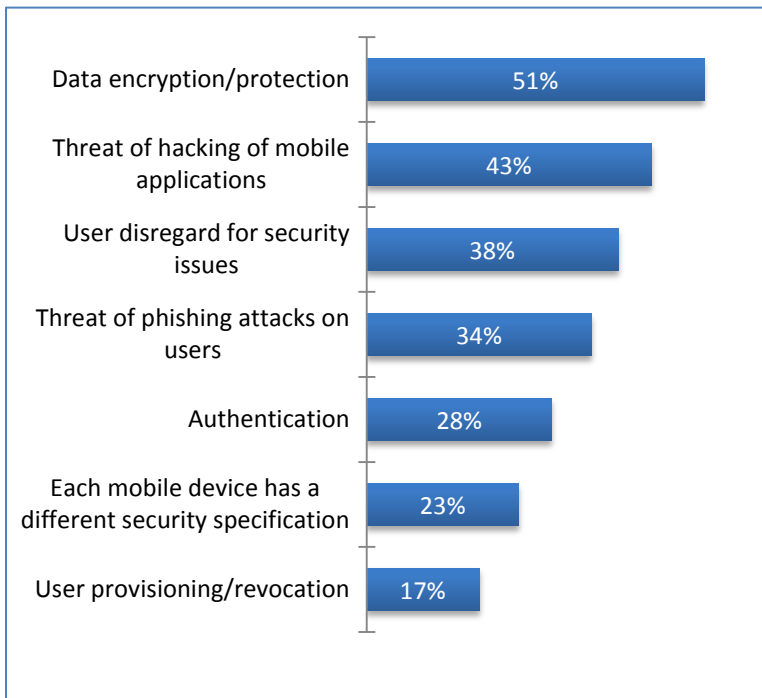
Source: SMB Group, 2010 Small and Medium Business Mobile Solutions Study, Dec. 2010

### Section 3: Mobile Governance and Policy Considerations

Security concerns almost always top the list of obstacles that companies cite when discussing mobile business solutions. Within the physical walls of a company, IT managers generally have more control of things, whether it's end-user computing platforms, network access or the physical security of devices and data. But once companies open their business applications and data to mobile devices and workers, things get trickier.

The growing “consumerization of IT” compounds the security challenge. Increasingly, employees want to use that sleek new iPad that they just bought instead of the two-year-old company-issued brick of a laptop—and companies are succumbing to employee pressure to “bring your own device” (BYOD) to work. This trend brings several benefits, not the least of which can be happier and more productive employees. But as the number and type of end-user devices grow, and as the networks they tap into multiply, the management and security matrix becomes more daunting. Companies need to look for a mobile platform that supports BYOD while also addressing the management and security challenges that mobile solutions can pose.

**Figure 5. Top Security-Related Challenges for Mobile Solutions**



For instance, among medium-sized businesses surveyed, 51% cited the need to provide data encryption and protection as one of their top three security challenges when adopting mobile business applications (**Figure 5**). Close behind, at 43%, was the threat of hacking, followed by user disregard for security issues, noted by 38%.

Consequently, companies need to determine and define mobile policies to govern role-based device use, application access and management. Although a detailed discussion of these topics is beyond the scope of this paper, some key questions to consider in this area are listed in **Figure 6**.

Source: SMB Group, 2010 Small and Medium Business Mobile Solutions Study, Dec. 2010

**Figure 6. Checklist of Key Considerations for Mobile Governance and Policies**

✓	What is the current profile of your mobile workers? What jobs do they perform and what mobile devices do they carry? How do you ensure that the role-based access employees have to back-end systems also works on mobile devices?
✓	What specific password, device configuration and network access requirements will you need to implement to achieve the necessary level of application and data security?
✓	What mobile management platform should be deployed? Considerations include support policies to guide distribution of mobile applications based on employees' roles, devices and location, and if they should have access to applications.
✓	Will employees be able to use their personal mobile devices to access corporate applications and data under a "bring your own device" model? If the use of personal mobile devices is permitted, what level of support will IT provide for these devices?
✓	How will mobility affect existing regulatory or compliance requirements?
✓	Beyond employees, will you need to offer mobile access to customers and/or partners?
✓	Will the mobile platform be able to push the right version of the application being deployed to end users' mobile devices without the need to go to an app store?

**Source: SMB Group, 2011**

The catch is—and it's a big one—that most SMEs don't have a large IT staff to design or manage a mobile platform. They need ready-to-use mobile solutions that align to their needs, take advantage of the latest wireless technology and work on all of the mobile devices they use—or may want to use in the future. They often expect that these apps will be secure "out of the box," and will balk at having to pay a premium for the security and compliance safeguards necessary to avoid business risk.

## Section 4: Natural Partners—SAP Business All-in-One and Mobility

Increasingly, SMEs are discovering that SAP can provide them with both sides of the mobility coin: integrated ERP and analytics applications that can make mobile workers more productive and efficient, and mobile capabilities—management software, development and deployment platforms, and complementary mobile applications—needed to extend their business applications.

### **SAP Business All-in-One**

SAP Business All-in-One solutions encompass more than 800 industry-specific SME solutions that SAP and its partners offer under the SAP Business All-in-One brand. Forming the core of each solution are SAP ERP, SAP Best Practices and SAP NetWeaver (the vendor's standards-based technology platform), meaning that every solution contains the same SAP ERP functionality that the vendor sells to enterprise customers. Partners can configure, optimize and price their solutions to meet specific customer and/or industry requirements—making Business All-in-One a popular choice for medium-sized businesses.



After acquiring leading BI firm BusinessObjects in 2007, SAP enabled SAP Business All-in-One solutions to leverage the deep BI functionality that BusinessObjects offers. The vendor has also embedded various BI dashboards and reports from BusinessObjects into SAP Business-All-in-One solutions.

### **SAP's Mobility Portfolio**

SAP's mobility capabilities draw heavily on the company's 2010 acquisition of database and mobility vendor Sybase. Sybase's product portfolio includes a broad range of mobile applications, mobility management software, and mobility development and deployment platforms. Most notably:

- *Sybase Unwired Platform.* A mobile enterprise application platform with which SMEs can add mobility to existing applications or create new applications from scratch. Based on a flexible and open infrastructure, Sybase Unwired Platform leverages a service-oriented architecture and XML-based Web services, and lets companies design solutions that can be deployed to a wide range of mobile devices.
- *Afaria.* A device management and security solution that can work in tandem with the Sybase Unwired Platform. Afaria lets IT manage a wide variety of mobile platforms (including BYOD platforms) from a single web-based console. Among Afaria's capabilities are mobile device configuration and management, security management, document management and automated backup, and mobile application availability and access control.
- *Mobile apps.* SAP and Sybase, an SAP company, offer a large number of mobile apps, many of which can extend and enhance the functionality of the core SAP Business All-in-One solutions. SAP maintains an online catalog of these apps at <http://ecohub.sap.com/store/mobility/catalog/>.

SAP is working to ensure that its broad portfolio of business applications—including SAP Business All-in-One solutions—can take full advantage of the innovative mobility capabilities Sybase brings to the table. For example, electric car pioneer Fisker Automotive allows salespeople throughout its dealer network to use iPads and other mobile devices to interact with the CRM functionality in Business All-in-One in the back end. When engaging with a customer, a salesperson can view any relevant information Fisker has stored in its CRM system to make the interaction as meaningful and effective as possible. Also, as it has with other cross-industry business functions (such as BI, data migration and human capital management), SAP has released a best practice blueprint for mobility, SAP Best Practices for Mobile Apps and Infrastructure, which enables SAP Business All-in-One customers to expand the reach of their core SAP business solutions.

## **Section 5: Going Mobile with SAP Business All-in-One**

It wasn't long ago that acquiring an integrated ERP solution seemed like too far of a reach for many SMEs. ERP was associated with enterprise IT operations and requirements, and the software was thought to be too expensive and complicated for SMEs. The introduction of SAP Business All-in-One proved many of those assumptions wrong, and these solutions have attracted a large SME customer base by providing enterprise-grade software in configurations and pricing models that address the specific needs of this market sector.

Now, SAP is corraling its business application and process expertise, Sybase mobility portfolio and broad ecosystem of technology and service partners to bring powerful mobility capabilities and solutions to the SME sector. By building on its solid ERP and business process foundation, SAP can help SMEs move from haphazard and patchwork mobile solutions to well-planned and implemented mobile applications that zero in on business requirements and help companies improve top- and bottom-line performance.

SAP is marshaling its strengths to provide smooth interoperability between its SAP Business All-in-One solutions and the Sybase portfolio to ensure that SMEs can extend the power of SAP Business All-in-One's horizontal and vertical capabilities, across both internal and external business processes, in an increasingly mobile world.



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