



Transforming Your Business in the New Mobile Economy

CONTENTS

TRANSFORMING YOUR BUSINESS FOR THE NEW MOBILE ECONOMY

DELIVERING AND DERIVING VALUE IN THE MOBILE ECONOMY

UNDERSTANDING THE MOBILE ECONOMY

TAKING THE FIRST STEP

HOW DO WE GET STARTED?

The growth of mobile device usage is changing the world. Mobility is ushering in a new era in computing — transforming the way we live, work, play, collaborate, communicate, and conduct business.

For businesses of all sizes, the new mobile economy presents dramatic opportunities. It can mean a huge competitive advantage for organizations able to harness the power of mobility to improve worker productivity, provide groundbreaking customer support, drive innovation across the company, and successfully deploy big data analytics to increase sales.

A solid, comprehensive mobile strategy can solve some common challenges, including:

- Lack of real-time integration and visibility across the entire supply chain
- Lack of visibility and knowledge of end-consumer behavior and sense of demand across the supply chain
- Wait times that cause delays in day-to-day operations, including sales, purchasing, and cash flows
- Lag and sometimes breakdown in information flow from field operations to head office operations
- Problems integrating legacy software with mobile solutions
- Lack of agile development environment for mobile applications
- Difficulty sustaining a methodical approach to mobility that allows for rapid deployment, enhancement, and expansion of mobile solutions

To be successful in this mobile economy, organizations must be able to implement an integrated mobile strategy across their entire supply chain — from marketing and sales, to procurement and manufacturing, to warehousing and distribution, billing, customer support, and order-to-cash. It requires a commitment to transforming business processes with technology solutions that infuse the entire supply chain with mobile capabilities.



Transforming your business for the new mobile economy

Transforming your business for the new mobile economy is not just about recognizing the value of mobility; it is about infusing mobile capabilities across your entire organization, and across your entire supply chain. It is also about recognizing the challenges that are defining this new era, including agility, security, and data management. Further, mobile applications must offer intuitive native experiences and be fully integrated with existing ERP systems, and easy to deploy across all mobile devices.

How are integrated and comprehensive mobile solutions redefining industries? Here are just a few of the ways:

- In retail, organizations gather information from social media interactions to ascertain buyer preferences and push out offers to customers while they are shopping. This same data can be used by the manufacturer or service provider in the supply chain to design new products or services that will allow the retailer to meet consumer preferences.
 - In the life sciences, manufacturers and distributors track the entire lifecycle of their products, meeting government mandates and eliminating counterfeiting and theft. This tracking data can influence the design of products to respond to shelf life demands and consumer needs.
 - Asset intensive industries use mobile applications that leverage machine-to-machine technology to monitor asset performance and breakdown. They can also interact with legacy applications to automate scheduling while relaying real-time customer service information and work orders directly to and from field service personnel.
 - In the distribution industry, mobile monitoring and tracking of truck routes provide visibility of changing route conditions and point-of-delivery activity, such as changed or new orders and damaged or rejected deliveries — thus expediting cash flow, improving customer service, and improving loss prevention. Ongoing analysis of this type of data also allows organizations to change delivery processes and/or routes to improve IFOT (In Full, On Time) performance levels
- In food service, the minute an order is placed, inventory is instantly updated, purchase orders are created, and delivery is tracked — all while keeping the customer engaged on progress through social media.
 - In engineering and construction, professionals monitor raw material inventories, purchasing, and receiving, as well as change orders and time tracking to control job costs and job progress to plan.
 - Oil and gas distributors provide real-time information in the hands of every employee with data covering customer demand, production, distribution, delivery schedules, billing, and service functions. Access to this information improves customer responsiveness and empowers every employee to retain and even acquire new customers.

The list of possibilities is endless, and those companies moving forward today with a mobile strategy are gaining significant competitive advantage now and for the future. They are already reaping most of the key benefits that sound deployments of mobile solutions have to offer: increased sales, better customer service, improved productivity, happier customers and employees, and increased profitability. These companies are also positioning themselves to participate in the new mobile economy that will increasingly touch all aspects of our lives and businesses.

Delivering and deriving value in the mobile economy

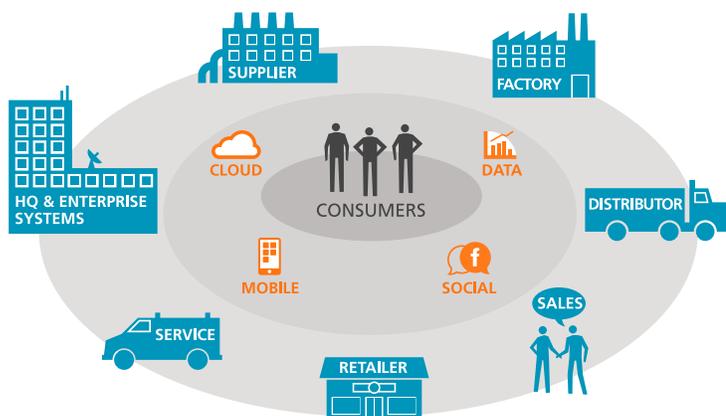
For businesses to deliver value to customers in the mobile economy and derive the value of mobile-enabled operations, they must build mobile capabilities into virtually all of their applications and services, up and down their supply chain and into all of their internal applications, such as HR and accounting.



Mobile capabilities need to be enabled throughout all points of the supply chain, not only connecting people but also machines. Machine-to-machine (M2M) communications are a critical part of the mobile economy; M2M simplifies data collection throughout all processes and delivers good data integrity. Yankee Group outlines some of the key imperatives driving the new mobile economy:¹

1. Mobility has created a deepening focus on enhancing the individual customer experience.
2. Today's workplace is being revolutionized by mobile apps and technology.
3. Mobile technologies are putting a premium on business model innovation.
4. Follow the best practices of today's mobile leaders.

Another important point to consider is that mobile solutions will deliver the most value when they are integrated across departments, lines of business, and business functions. Significant business value is derived when all critical functions — sales, production, distribution, customer service, billing, inventory management, and others — are mobile enabled. This value is amplified when mobile enablement extends to the entire supply chain, connecting each entity and providing connection and visibility to the end consumer. The diagram below illustrates how the new mobile economy focuses on the customer — allowing direct engagement and interaction throughout the entire supply chain process.



In this type of environment, each entity in the supply chain is empowered through the use of mobile solutions and applications. Field sales personnel, for example, can close business deals faster and more efficiently with real-time access to product and customer data and much better sales support. Billing, customer service, distribution, marketing, and other functions are improved when sales information gathered in the field is automatically linked to interrelated back-end functions and is available for communication to the consumer. Each improvement in productivity or cost savings has a positive impact on productivity and cost savings throughout the supply chain and end customers reap the compounded benefits of an optimized supply chain.

Understanding the mobile economy

To thrive in the mobile economy, you have to understand the important themes and characteristics that are defining this new era, including these three critical points:

1. **Mobile solutions touch everything.** Mobile capabilities must infuse every aspect of your business. The dramatic proliferation of mobile devices combined with the ready availability of connectivity means that many users will rely upon mobile devices as the sole means of interacting with your organization. And users are not just customers; they are also your company's executives, employees, and partners. Research firm Yankee Group offers an interesting take on this trend, describing the new mobile economy as a virtuous circle driven by four characteristics:
 - Rapid growth in demand for great connected **experiences**
 - Continuous improvements in mobile broadband **connectivity**
 - Increased mobile data **adoption** activity and transactions
 - More **content** produced and optimized for mobile devices²
2. **IT consumerization is real; ignore it at your own peril.** The concept behind the trend commonly

¹ "How to Be a Leader in the New Mobile Economy," Yankee Group, Nov. 6, 2012

² "Leading in the New Mobile Economy," SIA keynote address, Terry Waters, President and CEO, Yankee Group, June 2013



referred to as IT consumerization is that, in today's environment, everyone is a consumer of information technology in their personal lives. Again, this tendency applies not just to customers, but to executives, employees, partners, and anyone else who touches your business in any way. As information technology continues to proliferate in the consumer world, consumers bring the same expectations for technology to their business applications and interactions. That means they expect their work applications, particularly their mobile ones, to be intuitive and easy to use. They want them to be developed quickly and in response to specific needs. And they expect them to be fully formed and ready to use right out of the gate, providing real-time access to critical business information.

- 3. Mobile applications need to take advantage of the native capabilities of mobile devices.** Another important outgrowth of the consumerization of IT is the simple reality that mobile devices are different from the stationary devices they are displacing. And the ways users interact with these devices are different from how they use traditional PCs or laptops. For example, users expect to be able to access information with simple commands involving no more than a few clicks or swipes as opposed to typing. Also, mobile devices are equipped with cameras so they can be used to scan bar codes, and they have GPS capabilities so they can support geo-tagging, auto-routing, and presence awareness. Mobile devices are increasingly being used for social media interactions as well. It is precisely these native capabilities that are 1) making mobile devices so popular and exciting and 2) creating dramatic new ways for businesses to innovate.

Taking the first step

Many of the companies leading this mobile revolution have already taken the first step by putting in place an enterprise mobile platform. These platforms serve as the foundation for an enterprise-wide mobile strategy, while also providing for the simple, consistent, and strategic development of new mobile services, applications, and capabilities for the future. A mobile platform should enable agile development, simple integration with legacy systems, enterprise-level security, support for big data initiatives, and sustainability. Perhaps most important, the right platform will allow you to infuse mobile capabilities across your entire supply chain. The new mobile economy is at hand. Mobility is reshaping our lives and our businesses. Is your business ready for the transformation?

How do we get started?

When it comes to delivering the key value propositions and benefits of mobility to organizations and their supply chains, the DSI Mobile Enterprise Platform is an industry leader. As the pioneer in enterprise mobility, DSI equips companies around the globe to move beyond just implementing mobile apps — to being mobile enterprises. DSI enables customers to take control of their mobile future and create a sustainable, optimized advantage for their business. Looking for a trusted partner for your mobile supply chain strategy?

Contact DSI www.dsiglobal.com.

