



TOE BREAKER

high quality web based solutions
and outsourcing options

Issue: 2
Date: June 2004



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CMO Global: Architects for the eBusiness World

Welcome to the 2nd Edition of CMO Global's Toebreaker for 2004 - the indispensable eNewsletter to keep you abreast of eBusiness developments. Toebreaker's focus for this edition is "**Wireless and Mobile Applications**".

Wireless is possibly the hottest word on every process driven business manager's lips at the moment. CMO Global is at the forefront of wireless platform development, but there is no point announcing this without first explaining what it means! This edition of Toebreaker is a "101" introduction to deploying Wireless and Mobile platforms that best suit your enterprise, with the pertinent information provided by CMO eBusiness Director, James Cotton. Reading it will give you the background to correctly deploy wireless solutions to improve your enterprise's performance.



THE FUTURE OF MOBILE APPLICATIONS WITHIN ENTERPRISES

Working from a ski resort is something that many mobile professionals have taken advantage of in recent years. With the rapid advances in mobile software, hardware and connectivity it is now possible to reply to emails from a handheld device on a chairlift. The more commonplace use of software applications on handheld devices by field force workers, and indeed other employees on a daily basis is now a necessity for all enterprises to remain competitive.

Toebreaker will consider:

1. The reasons why applications on handheld devices have not been embraced as rapidly as many predicted, and learnings to provide a blueprint for an enterprise mobile strategy.
2. Areas of growth for handheld device applications in the immediate future.
3. The next generation of handheld devices that will be used within enterprises.

1) Lessons Learnt

There have been many high profile deployments of applications on handheld devices within enterprises in recent years, however the subsequent case studies with success stories have been less forthcoming. With the benefit of hindsight, there are some simple lessons to be learnt. Towards the end of the last millennium, the abundance of cheaper mobile phones and personal digital assistants stimulated the introduction of software applications on handheld devices aimed at enterprises. These applications were designed to connect continuously or intermittently to an enterprise application backbone. However, for a variety of hardware and software reasons, enterprises have failed to successfully embrace these advances. Many of the applications deployed across enterprises had noticeable shortcomings from a business strategy perspective:

Field Force Applications

There has been a focus on providing applications on handheld devices to field force employees, which allow them to record and review technical data. Hitachi are an example of a company that produced a suite of products on this premise, for both internal and external use. However, the applications failed to integrate with inventory and accounts receivable systems, which then undermined the success of the products from a business case perspective. With the tremendous financial pressure on enterprises, the effect of mobile applications on the bottom line must be significant for them to be successful.



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Sales Force Applications

Sales Force Applications have been successful in the sense that they have integrated with inventory and accounts receivable systems. However unfortunately the introduction of a handheld device between a sales person and a customer can compromise the customer relationship. The use of handheld devices by sales forces needs to be carefully considered from an operational point of view, to ensure that the efficiencies gained are realised whilst the customer relationship is preserved, if not enhanced.

Reporting Applications

Many applications have been built to allow company executives to gain greater visibility over their company's operations. For example, executives of construction companies can review data collected on handheld devices by inspectors on construction sites. Similarly, the management teams of companies with complex assets can review up-to-date information on the state of assets that has been collected in the field. The information that applications on handheld devices can capture is far richer and up-to-date than information previously provided. However, the information is only of any value if companies can adapt to act on the information; for example - by improving the state of construction sites, or improving the assets.

In addition to the fundamental issues with certain mobile applications, many enterprises developed mobile applications to run on specific handheld devices, and then needed to rebuild the applications for different devices and operating systems as handheld and wireless technology evolved. Further, there was a cultural challenge persuading certain individuals, often at management level, to switch to a new device to run the applications on, when they had previously been using another handheld device.

The combination of software and hardware issues outlined above, have prevented mobile applications from being a crucial component of enterprises to date, however they do provide a background for enterprises to move forward with a mobile application strategy.

2) Mobile Enterprise Applications for the Future

Given the learnings of the last few years, it should be clear that enterprises need to deploy applications on handheld devices that will enhance customer relationships, integrate with inventory and accounts receivable systems, trigger operational change where required and the applications should run on commonly used handheld devices. Some examples of this will now be considered.

Health professionals need integrated mobile applications. Hospitals will benefit from mobile enterprise applications by enabling health professionals to enter timely work details and find patient specific clinical data. To benefit from real-time updates from other health professionals and service providers involved, these mobile applications need to tightly integrate with backbone information management systems.

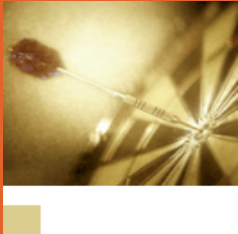
Sales Force applications should be simpler, and need to be device agnostic. Sales teams need simple lightweight applications. Given that they are continuously on the move, the applications must run on any laptop, PDA, or mobile phone. As many employees purchase their own PDA or have very specific wishes for its features, companies require device independent mobile platforms. Applications then need to be tailored, for example to provide only the most crucial information to sales executives, as opposed to all the complex screens that the sales team



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require. In this manner the mobile sales teams will benefit from more accurate sales and customer information and improved sales analysis.

Mobile professionals need mobile groupware, given that they are frequently on the road. While they have some need to access customer data, these mobile professionals do not really use mobile enterprise applications, however would frequently access applications such as email. The benefits of this are enhancing the customer relationship with higher customer-facing consistency and increased collaboration across distributed and mobile project teams.



Hence if companies design mobile applications based on the lessons of the recent past, the adoption of the applications and their impact upon the financial success of businesses should be more profound.

3) Handheld Devices of the future for the enterprise

The variety of handheld devices that enterprises may run their applications on will no doubt diversify further. This will effect both the application design as well as the user experience. These considerations must be deliberated carefully.

Given the further increase in number of handheld devices capable of supporting enterprise applications, all successful mobile application deployments will need to be supported by multiple devices/operating systems. There are a few niche middleware companies that are selling platforms that allow mobile enterprise applications to be developed and deployed across devices, and the companies that lead this field will be the ones that can update their platforms to support the most devices the fastest. Such platforms should also be carrier and network independent, so that all communication and connectivity options are supported. If enterprises ensure this, their applications will be future proofed, and indeed be embraced by those within.

The actual devices promoted by enterprises for use with their mobile applications should also be considered. The technology has advanced significantly in recent years, and shows no sign of abating. It is suggested that larger screens with integrated screen rotation software will encourage adoption given that it will make the screen far easier to read. Data entry will then remain the final issue, with either voice transcription, character recognition or fold out QWERTY keyboards revolutionising this. What the user really wants is the power of desktop in their hands. When screen rotation software is included by default with larger screen sizes, and functional keyboards, the pocket PC will indeed be a good replacement for a desktop. Further, with the emergence of the smartphone, it is clear that the convergence of the PDA and mobile phone is upon us.

Given that handheld devices are becoming far more user friendly, and system integrators can now deploy applications across many devices, the use of mobile applications within an enterprise is a far more appealing business proposition.

The experiences and lessons learnt from the past few years, combined with the dramatic improvements in hardware and software technology to support mobile applications on handheld devices, should encourage enterprises to maximise and extend the existing business infrastructure while cutting costs, optimising efficiencies and increasing overall profitability with mobile enterprise applications.



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CMO Global's Wireless Applications

One of the most entertaining things we do at CMO Global is developing new means to apply mobile technology to existing and often highly traditional business processes. Often those looking to implement wireless and mobile infrastructure are unable to see how significantly it can benefit their enterprise. Once you can grasp the repercussions of wireless potential the next step is to imagine the possibilities. It's all very exciting!

You can visit the CMO Global website to see some of our most recent wireless products and customised solutions. Alternatively, contact us to find out how we can introduce wireless to your enterprise.

CMONEWS

CMO Takes Australian Surgeons Wireless

eLogbook, an Automated Surgical Audit and Management Tool developed by CMO Global in association with the Royal Australasian College of Surgeons (RACS), was recently launched at the RACS Annual Scientific Congress in Melbourne. The product, which works on Pocket PC and Palm platforms with the desktop PC interface, was warmly received by the Fellows at the Conference. It should increase the quality and efficiency of the delivery of healthcare by surgeons. The product is now available for retail sale in Australia, and there are plans to launch in the UK in Q3 2004.



And Finally...

As reported in the previous addition of Toebreaker, a CMO stylus (known as Bob) left CMO's London office and was last seen at Heathrow airport. A global alert has been issued, requesting any evidence to be sent to stylus@cmoglobal.com that may help us track Bob down (sightings, stories or photos).

Unfortunately, Bob is still at large. CMO can divulge that before leaving the country, Bob wined and dined on the CMO company credit card, was momentarily apprehended by London Police before disappearing and finally leaving the country in what the authorities have labelled an "impressive and audacious escape". Varying reports now place Bob in the European Alps, India, Columbia and Australia? Any information or photos concerning Bob will be rewarded handsomely!



Bob enjoying a Burgundy at the National Liberal Club
and later momentarily captured outside the House of Commons
before he reportedly fled the country!