

MoMo #33 – The Mobile Enterprise

Windisch, Monday 29th October: Torsten Svensson welcomed almost 30 MobileMonday enthusiasts to the contemporary offices of Coresystems AG, to debate the future of Business/Enterprises with the advent of mobile-technologies like mobile-apps, tablet-computing, smartphones.

Introduction – Torsten Svensson Consulting

Torsten introduced 4 major trends that are affecting companies and their CIOs today (Cloud, Mobility, Bring-your-own-device “BYOD”, & Big-data). These new technologies are helping bring business processes much nearer to customers, and Torsten argued that the IT landscape is about to experience a major period of change.

According to Mckinsey, 56% of CIOs see a strong demand for mobile-devices within enterprises, and 77% plan to allow BYOD. The first challenge for them however is business-case.... How to justify the investment in mobile-technologies and solutions? The answer comes from many places (better employee collaboration, better productivity out-of-office, sensor networks and opening new channels to customers.) However challenges also exist in security, cost and above all, governance, and therefore a tailored mobile-strategy should be implemented.

Matt Holdrege – Head of EMEA Bigtincan matt.holdrege@bigtincan.com

Matt explained the need to bring more intelligence into content storage/management across an enterprise regardless of device and network access scenario. He explained how enterprises now need not only to consider MDM and MAM (mobile device/application management) tools, but to think about making a mobile-worker’s life much easier when out of the office. BigTinCan has therefore developed an “all-in-on” app that combines the features of many other business-apps into one, so that a worker need only work with one app on his tablet, smartphone rather than several, and the importance of making it fun/cool to use!

BigTinCan have developed plug-ins connectors to typical business software products like Citrix, Outlook, Sharepoint. They have also taken social-networking ideas and replicated them within an enterprise (eg. Use twitter-like functionality to follow an individual within an enterprise. Push out hashtags on certain topics, to help simplify content/information distribution within an enterprise.

Other features include

- Track which documents being used most and put those first.
- Full offline access to documents
- My channel – customise what you need on the go
- Deliver an I-pad type experience for an enterprise DMS (document management system).
- All within 1 sandbox – security (eg very specific privacy and security rules based on geolocation, user-rights)
- Full MS Office support on an iPad- include track changes... full MS PPT possible thanks to use of Citrix session
- Collaboration including video chat session

Matt explained how BigTinCan has already had great success with large Enterprises (Merck, Cisco, AT&T). They are also newly expanding into Europe.

Peter Brak – Partner proaxia consulting group [peter.brak at proaxia-consulting.com](mailto:peter.brak@proaxia-consulting.com)

“ValueApps for more business”

Proaxia, with its 150 consultants focuses on mobile-solutions for ERP applications both in specific verticals (automotive, manufacturing) as well as in horizontal-sectors (sales, CRM).

Peter introduced the concept of a ValueApp: A mobile-solution that

- a) optimises customer-interaction, generates more business, increases customer-satisfaction
- b) has a great business-case and user-experience, plus seamless integration into back-end systems

He explained that mobilising business-processes is not about transferring the whole process to mobile, but more about understanding which slices of a business-process to mobilise. Proaxia also work with user-experience experts (iOS developers that come from the computer game industry, rather than typical IT-designers.)

How to create a Value-App?

- Consider a day in the life of a service-rep, a sales-engineer... – Start from here..
- Eg A sales engineer starts his day with preparation, then performs the work/process, does housekeeping after meeting... each are different steps with different needs.
- ValueApps can help a service-person make decisions on the spot

Example:

- Autohaus BALD – Proaxia developed a “car reception process” for customers that bring in their cars for servicing. The tablet-app enables service-representatives to walk around car with customers and identify work to be done during servicing.
- Result: 30% more interaction with customers... \$600k more business in 1 year, thanks to cross/upselling potential and closer-customer-interaction.

Dr Iain Cooke – CTO IMD International [Iain.Cooke at imd.org](mailto:Iain.Cooke@imd.org)

IMD is a leading global business school based in Lausanne, that runs 300 executive education programs per year with over 7000 participants. Each participant of a program requires course-materials that in most business-schools requires photocopy/printing of huge quantities of paper (up to 1000 pages/participant per week). Iain explained how IMD has now become paper-free thanks to its IMD mobile-tablet app that it hands out to all course-participants. This has become a major revolution in course/program-delivery for them, and allowed IMD to reduce total annual paper consumption by over 25 tonnes.

IMD needed to develop a full content administration system themselves. Initially, they used native code, but are increasingly using HTML5 wherever possible.

Major limitations for paper:

- Bulky, heavy, hard, cost, hard to personalize, hard to update/change, text/static graphics only

Benefits of electronic approach:

- Interactive–dynamic multimedia content possible, simplifies creation/distribution content, enables communication and (social) networking

Typical challenges:

- Competing devices, device–mgmt, evolution/compatibility, content–mgmt, content–licensing, Web–App vs Native–App, Device–ownership

Functionalities

- Annotation of pdfs for reviewed documents
- Password to lock documents and timed document release to allow controlled access
- Interactive documents/text–books
- Video streaming of presentations possible for faculty speakers

Manuel Grenacher – CEO & Founder Coresystems AG

Started in 2006 Coresystems has 150 employees, with 25 nationalities already. 80% of their business is international. CH based, with development in Romania, China. 350 partners worldwide – network of 3000 experts. Winner of multiple awards (Gartner, Microsoft, SAP..) Their goal is to help “Increase efficiency of businesses...” Manuel explained how he started Coresystems during his university studies and that it quickly turned into a rapidly growing business. He believes Cloud and Mobility are very important trends currently.

Coresystems focus on 3 major waves/demands amongst small & medium sized businesses

- Inter–business/partner relationship and collaboration – eg Skype/Twitter type communication within an enterprise to speed up decisions
- Business on the move – small business users want to use software on the move
- Zero consulting – small businesses don’t want to worry about installation, training

Coresystems Solutions

1. Coresuite – allows you to display/run ERP data on a mobile client
2. Mila – allows micro–businesses to start/run a business from a smartphone

Built on principle of running business–processes off–line to synchronize data (eg machine–data, customer–info) between a device and cloud/systems when back on a network.

Examples:

- 1) Service–cloud (for field–engineers)
 - Integrates into ERP systems and help mobilize business–processes
 - Geolocating – using Google–maps
 - Offline service checklists
 - Time and Materials – automatic invoicing
- 2) Intelligent–cloud

- Connect Employees, subsidiaries/partners, end-customer, even “things/objects”
- 3) Mila- helps you find new customers. Targeting very small/local businesses
- Customer tweets „my sink is blocked“... Mila can detect this message and dispatch the lead to a local plumber, thanks to web-symantics.
- Coresystems Added-value
- Anywhere, anytime, on/offline access to ERP data
 - Security
 - No additional infrastructure

Event write-up by: Peter Angelos: http://ch.linkedin.com/in/pangelos_pmangelos_at_yahoo.co.uk

N.B. all email addresses have been adapted to avoid spam. **At** should be replaced with @