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Bringing the Mobile  
Industry Together



# Mobile Enterprise Applications

*23 June 2008*

*The Radisson SAS Hotel*

Consilium Technologies/TotalMobile

Vodafone NI

Advanced Field Solutions



## **Mobile Enterprise Applications**

*23 June 2008*

**17:00 Reception & Networking**

**18:00 Introduction**, Norbert Sagnard, MobileMonday Belfast Co-Founder

**18:15 US Perspective - Mobile Applications for the Public Sector market**

Gareth Tolerton, CTO, Consilium Technologies/TotalMobile

**18:40 Operator Perspective - Vodafone's approach to Enterprise Applications**

Peter Brown, Technology Manager, Vodafone NI

**19:00 Irish Perspective - Mobile Applications for the SME market**

Declan Foley, Owner & CEO, Advanced Field Solutions

**19:30 Conclusions**, Norbert Sagnard

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IDC study (Dec. '06) forecast strong growth for the worldwide mobile enterprise application (MEA) market.

According to the IDC study, the mobile enterprise application market reached **\$1.2 billion in 2005**

IDC forecasts that this market will grow to **\$3.5 billion in 2010**, representing a compound annual growth rate **CAGR of 23%**.

*"Vendors and organizations alike must recognize that MEAs are not just about mobilizing a particular application, but rather **delivering a set of composite applications** based on the mobile workers **business processes**."*



IDC believes the following factors are driving and impacting this growing market:

- Varying requirements for application functionality and data based on **employee role** and **time criticality**;
- Ability for carriers, device manufacturers, ISVs, and systems integrators to provide **packaged solutions** to end-user organizations;
- **Sophistication** of organizations as it relates to mobility, and;
- Horizontal deployments across organizations that drive **collaborative**, customer relationship management (**CRM**) applications.



MEA for sales force automation (**SFA**) and field force automation (**FFA**) that reduce operating costs, increase worker efficiency, and drive incremental revenue while increasing customer loyalty

Mobile solutions for **salespeople** give them the ability to access their **CRM** systems, which include marketing materials, interactive sales tools, and sales performance and inventory information.

Mobile sales applications increase the organization's **knowledge** into each sales interaction to an unprecedented degree and **empower** salespeople with on-the-spot access to information they simply didn't have before.

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MEA (more than mobile Email & PC-to-SMS) usually are sold and delivered as **part of larger business solutions** through the channels of MNO and system integrator.

Enterprise decision makers consider such **key purchasing criteria** as cost-justification, return on investment, and business-process improvements when evaluating proposed solutions.

These customers may **require** solution planning, security considerations, professional services, and integration.



For focused enterprise application vendors, **creating partnerships** and **complementary offerings** may be an effective **strategy**.

Many developers and integrators host their **own channel programs**. For example, through the Forum Nokia, enterprise-focused developers can get in touch with other developers, system integrators, channel partners, and consulting companies.



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