Productivity on the Move

Enterprise Mobility

Client Challenges
Wherever people work is the place they need the information to do their jobs with maximum efficiency. Fulfilling that need is the basic challenge of enterprise mobility.

- For doctors and pharmaceutical companies, achieving enterprise mobility means more lives saved—and millions of dollars—through faster, more effective clinical trials of new drugs. In hospitals, it means shorter wait times for patients and better service as medical support staff communicate directly with doctors to manage appointments, schedule therapists, provision operating rooms, or access patient records.

- For insurance companies, enterprise mobility means agents spend more time in the field and are more productive because claims management can be handled entirely onsite. Agents make better decisions with fewer “paperwork” errors, back-office systems are updated automatically, and customers receive faster service.

- For Federal, state, and local government agencies, enterprise mobility means immediate and personal responses to public needs. Service workers can identify a situation and take immediate action or be dispatched to the place of greatest need in far less time. Government functions like family services, police and fire protection, and homeland security cost less to provide and deliver more value to taxpayers.
Across the board, for every company, from the CEO to individual contributors, enterprise mobility means the ability to respond more quickly to customers and co-workers. Productivity, as measured in revenue per employee, increases dramatically—sales people, for example, typically spend up to 40 percent more time with customers.

Enterprise mobility—which impacts every organization to some degree—requires complex business and technology solutions, spanning everything from business process reengineering to wireless devices to carrier networks to back office systems. The potential rewards, however, are considerable.

**mPowering the Mobile Workforce**

Increased enterprise mobility allows people to work smarter and be more productive. In effect, enterprise mobility transforms each employee into “an enterprise of one,” with maximum power to execute organizational goals individually, at the point of need, while on the move.

Independent research offers the following observations about the market uptake and benefits of enterprise mobility:

- Wireless market revenues in North America will quadruple between 2002 and 2006 as more and more businesses adopt enterprise mobility solutions.
- Mobile-enablement improves work process efficiencies of field service personnel, such as insurance claims adjusters, social services case workers, and repair technicians, by as much as 25% or more.
- One metropolitan police force estimated that processing time per incident report form was cut from 30 minutes to a few seconds.
- Sales reps estimate they spend nearly 30% of their time waiting—dead time that could be captured and used productively with enterprise mobility.
- An airline maintenance mobilization program tracks over $100,000 operating cost savings per aircraft per year.
- Enterprise mobility pilot programs have already shown paybacks within six to nine months of implementation.

Recent advances in mobile devices, data displays, security, next generation networks and wireless LANs are increasing user adoption rates. Now is the time for enterprise mobility. And Fujitsu Consulting is the only worldwide organization with the resources, expertise, and experience to implement a complete mobility solution—from value-based consulting to leading edge mobile devices and next generation (3G) network operations; from systems integration to hosting and outsourcing services. We help you define your mobile strategy, manage the risk, and generate lasting business value.
Elements of an End-to-End Enterprise Mobility Solution

The following elements are all required to construct a complete, end-to-end mobility solution.

- Mobile devices, such as notebook PCs, tablet PCs, personal digital assistants (PDAs), SmartPhones, cell phones, pagers, IVR/voice portal, and device peripherals
- Connectivity through telecommunications carriers, including access to voice, data, and Internet services
- Infrastructure to support the application, especially next generation (3G) wireless networks
- Mobile middleware and security/encryption software loaded on the mobile devices and network infrastructure
- Enterprise applications integration includes back office applications, legacy systems, security, and all the other aspects an IT organization would want to address before a solution is implemented
- Access to desired information or solution content, i.e., data coming to your corporation or web site

Managed Services provide operational support for the deployed enterprise mobility solution resulting in higher end user adoption and lower overall lifecycle cost. Managed Services include device management, end user training, Help Desk, break-fix, application outsourcing, and hosting services.

As illustrated, the result is a fully integrated, highly productive mobile solution tailored to your industry and your corporate culture.

Fujitsu Consulting is uniquely positioned to deliver your enterprise mobility solution because we offer:

- **Real-world experience.** We apply real-world experience with traditional carrier networks, as well as third-generation (3G) and public wireless LANs, to unifying IT and telecom for the mobile workplace. Fujitsu built network infrastructures that are delivering next generation mobile applications in the 2.5G, 3G, and public wireless LAN environments.

- **The right knowledge set.** Our deep knowledge of network technology (traditional and emerging), the wireless carrier footprint, and network migration plans help avoid mistakes with mobile applications.

- **Solutions for today and tomorrow.** Our mobile solutions work with today’s network infrastructure and support future migration as technologies emerge.

- **Integration expertise.** We solve the integration challenges of multiple legacy systems, mobile devices, applications, networks, and security through our professional services expertise in Enterprise Application Integration (EAI) and Fujitsu Middleware Service Delivery Architecture (SDA).

- **The right fit.** We engineer the solution to fit your business and IT environment, and leverage your existing IT infrastructure.

- **Unique voice-enabling capability.** Voice enabled mobile applications are a Fujitsu unique capability that increases flexibility and ease-of-use.

To complete the solution and successfully integrate it into the fabric of your business, Fujitsu Consulting surrounds the elements of each enterprise mobility solution with business and technology consulting and managed services to ensure a low-risk, successful deployment.

Business and technology consulting includes the Fujitsu Consulting Enterprise Value Management solution, which ensures your enterprise mobility solution delivers the expected business benefits through value mapping, business process reengineering, calculation of return on investment (ROI), and change management. IT professional services include project management, systems integration, Commercial Off-The-Shelf (COTS) software implementation, and mobile application development.

Elements required for a successful mobility solution
Our Enterprise Mobility Solution

Experience with a number of clients worldwide has shown that achieving maximum business value and ROI from enterprise mobility requires much more than technology expertise. The ultimate critical success factors are strategic visioning, value management, business process reengineering, industry-specific program management, integration of enterprise mobility into your overall IT portfolio, and ongoing operational support. Accordingly, we have structured our Enterprise Mobility solution to help you move rapidly from the strategic visioning process through all phases of your enterprise mobility initiative. The solution supports new or existing enterprise mobility initiatives with a logically phased set of services.

You have the freedom to select any or all of the following services, depending on the maturity of your enterprise mobility initiatives and the value each service can bring to your organization.

**Enterprise Mobility Awareness Workshop**
- Provides management consulting to help you explore the opportunities and benefits of current mobile technologies and their potential business value.
- Highlights lessons-learned from Fujitsu’s real-world experience and the scope of our end-to-end capabilities.

**Enterprise Mobility Strategy and Implementation Roadmap**
- Ties mobility to strategic business objectives.
- Inventories existing mobile assets, projects, lessons learned, and end-user needs.
- Identifies key business processes that can be improved with mobilization.
- Quantifies the ROI of process improvements, and assesses organizational impact and related support requirements.
- Maps out a successful enterprise mobility strategy for your business using Fujitsu Consulting’s Enterprise Value Management solution, which includes Benefits Realization™, ResultsChain™, and ROI Calculator tools.

**Enterprise Mobility Design**
- Defines business process improvements.
- Determines business and technical requirements.
- Includes low-risk pilots for proof-of-concept.
- Provides consulting for business process reengineering (BPR) and change management.
- Brings Fujitsu’s 3G network experience, leading edge mobile devices, Service Delivery Architecture (SDA) middleware, and unique voice enablement capabilities to the architecture planning stage.

**Enterprise Mobility Implementation**
- Delivers resources to implement every aspect of the identified and designed mobility initiative, including architecture and systems integration.
- Includes thin- and thick-client applications based on .NET, Java architectures leveraging partner and custom software solutions.
- Employs Fujitsu’s award-winning Macroscope® consulting methodology, which consists of tried and proven processes to ensure implementation success.

**Enterprise Mobility Managed Services**
- Assists with device management and configuration.
- Provides different mobile application hosting options.
- Provides help desk services.
- Supports end user training requirements.
- Brings worldwide resources for break-fix.
- Supports post-deployment operations as a critical success factor for both end user adoption and total cost of ownership.
- Covers all elements of the enterprise mobility solution, from devices to application outsourcing.

Enterprise Mobility services are aligned with the adoption lifecycle
Bottom Line: Faster Time to Value, Lower Lifecycle Costs

One area where IT investments can reap huge rewards is in mobile technology. The Fujitsu Consulting Enterprise Mobility solution helps you manage risk, focus on the business process impact of working mobile, accelerate end-user adoption, lower lifecycle costs, and deliver measurable business value. As your primary business partner for enterprise mobility, Fujitsu Consulting provides:

- **One brand** delivering all the elements required for a “turnkey” mobile solution—business process consulting, managed services, mobile devices, network connectivity, infrastructure, mobile middleware, and enterprise applications.
- **Real world experience**—the only systems integrator to actually build and operate 3G networks, the wireless networks of the future.
- **Voice enablement**—a Fujitsu unique capability—along with wireless and Web services access to deliver flexible, user friendly mobile applications designed to fit your existing business and IT environment.
- **Macroscope**, Fujitsu Consulting’s best-in-class methodology, for faster time to value and lower overall lifecycle costs.
- **Assurance of mobility solution success** from one of the world’s top three information technology companies.

With Fujitsu Consulting, you gain a trusted business partner focused on delivering maximum business value from your enterprise mobility initiatives.
Experience the Fujitsu Consulting Difference
As the management- and technology-consulting arm of the US$45-billion Fujitsu group, Fujitsu Consulting integrates the core expertise of Fujitsu companies and its partners to deliver complete solutions to businesses and government in the areas of Information Management, Legacy Modernization and Managed Services. The scope of these offerings extends from strategic management consulting to the tiniest detail of infrastructure operations. Through its industry-recognized strategic methodology, Macroscope®, Fujitsu Consulting assists clients in incorporating more value into their investments and driving their leadership in the marketplace.

We work with you to create solutions and produce results that drive your business.