

HOW WILL MOBILITY SOLUTIONS BOOST YOUR SALES?



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MOBILITY SOLUTIONS

CHAPTER

GENERAL INFORMATION ON MOBILITY SOLUTION

Mobilizing your business is no longer a matter for discussion. Current mobile users – your employees, customers etc expect communication with you instantly. Enterprise Mobility goes past mobile applications, it impacts on the way you run your businesses

What is Mobility Solutions?

This can be said to be the conversion of mobile business processes into mobile business integrated processes.

Mobile solutions refer to online services made accessible to users while they are on the move.

Not only has Mobile Solutions Technologies traversed geographical boundaries but it has also entered various domains. Suppliers of the technology keep on providing services in various countries by making use of the wide range of developments in mobile technology. Presently, these technologies continue giving services in tune to current mobility needs.

Emerging Trends in Enterprise Mobility

As the buzz around enterprise mobility continues to rise and fresh mobility platform keeps on emerging, companies worldwide are betrothed in providing a broad assortment of applications intended to meet the various requirements of users.

Organizations across the globe are currently introducing a variety of solutions to boost employee yield and gain a competitive benefit in the marketplace. At present, deployed Enterprise Mobility Solutions are primarily focused on providing employees with one on the go access to;



- Calendar & contacts
- Email
- Instant Messaging
- Customer relationship management software
- Enterprise telephony

Thus the main focus of nearly all enterprise mobility applications is to ease superior connectivity between employees, partners, vendors and clients while concurrently improving employee efficiency. However, the market necessities are rapidly changing and in the near future, major applications offered by offshore software development centers in India would edge on key client needs and bring in new solutions according to up-and-coming market requirements. As business progresses, newer mobility requirements emerge and new mobility devices are introduced, new application areas for such solutions are also expected to emerge.



Such emerging application areas for enterprise mobility solutions include:

Customer Relationship Management (CRM) Applications

This allows organizations to apply various strategies, policies, and processes, which brings together enter-





prise-wide customer interaction across various departments. CRM solutions also allow clients to gather customer data across the enterprise for formulating new business plans and initiating targeted marketing campaigns. This application posts as a fundamental tool for guaranteed superior customer satisfaction and facilitating sustained growth of the organization's business.

Document Management Applications

Presently available enterprise mobility technologies let organizations move past the use of paper documents and employ various secure electronic documents to keep comprehensive records of business processes and transactions.

Sales Force Automation (SFA) Applications

This functionality of enterprise mobility solutions grants field workers access to crucial data resources, for instance; customer account information, review of order position, improvised sales report and supply information, while on the move. Additionally, it facilitates a company's mobile personnel to constantly update sales and client contact details to the company's server concurrently to ensure availability of up to date information. In this and various other ways, SFA solutions unlocks resources and simultaneously restructures enterprise processes to enhance enterprise productivity and sales.



Business intelligence Applications (Dashboards)

Business intelligence applications refers to different technologies and resolutions including dashboards, which are used for assembling, storing, analyzing as well as allowing immediate access to significant enterprise or department data. On the spot access to business intelligence data offered by such solutions assists the organization's management by facilitating well-versed decision making. Main business intelligence functions carried out by software development companies comprise; data mining, forecasting, statistical study, online analytical processing (OLAP), reporting and query as well as decision support systems.

Composite Applications

In present enterprise networks, monumental systems are no longer able to ensure good management of the vast quantities of information collected throughout the enterprise. Therefore the mobility market is anticipated to go further towards employing composite applications. The major gain of such complex applications to an organization is the declaration of seamless information flow as well as improved data security throughout the enterprise network.

Critical Factors For Choosing Successful Mobile CRM Solution

We have witnessed rapid advancement and major growth in mobile

Heterogeneity of Devices

Security Issues

Scalability

Maintenance

Composite Integration Requirements

Offline Access

value from their existing investments in CRM systems, permitting faster and precise data collection and improved decision-making.

CRM enables exploration of business by enterprises through their workforce on field i.e. Sales and service teams. They are capable of accessing key information through their mobile devices like smartphones and tablets while on the move. It also enables the top level executive and senior management to access critical information like order details, operational statements, performance reports, etc. and to endorse requests on their mobile devices round the clock.

With such importance attached to a mobile CRM system, organizations need to consider the following critical

technologies and their usage worldwide. Mobile Customer Relationship Management has transpired with lots of returns to the organizations, simplifying business tasks in addition to saving operational cost and time. Need of mobility is being realized by companies for attaining a higher



factors to employ a successful mobile CRM solution:

1. Support Device Diversity

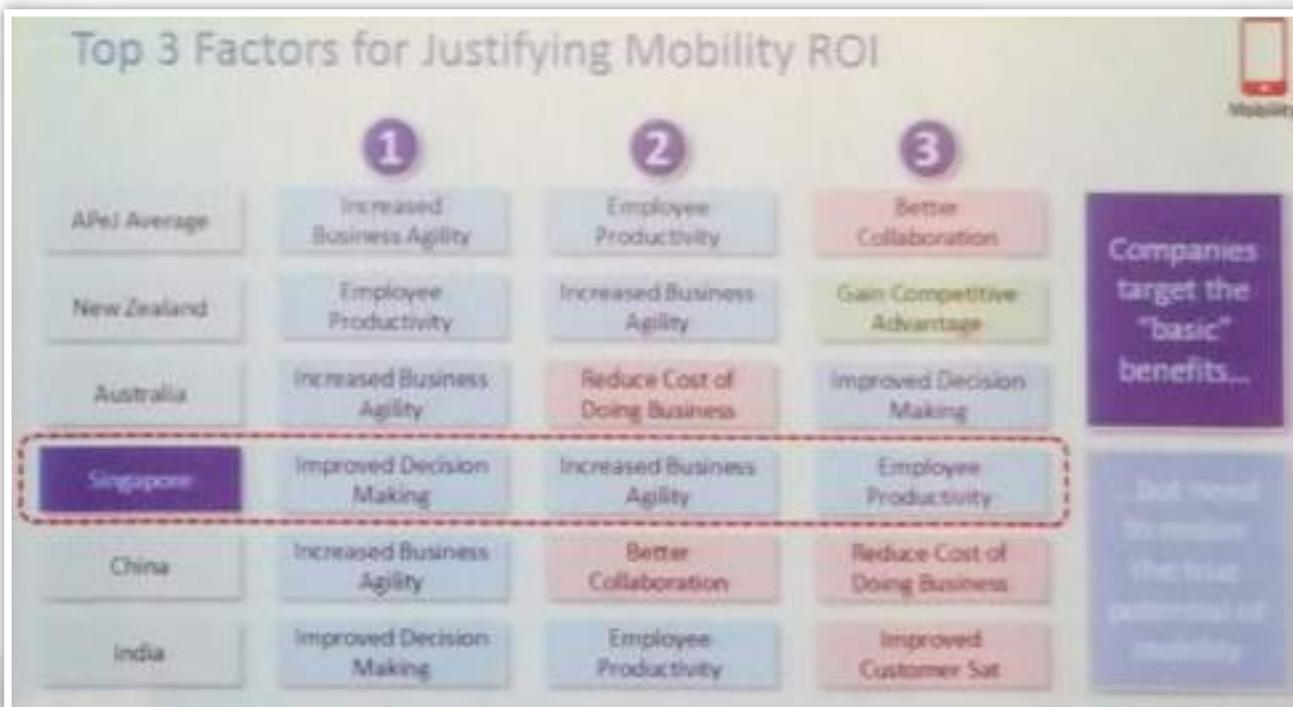
The usage of diverse mobile devices by employees of organizations creates a challenge for the IT department while developing enterprise mobility solutions. An ideal mobile CRM should be flexible enough to support any device operating system to perform seamless transactions. However though, it is better if they adapt to the look of device that users carry instead of offering a general layout for all devices.



2. User Friendliness

Mobile CRM applications serve their purpose by being user-friendly and easy to use while accessing data. If the application doesn't respond on the hand held device and it is difficult to use, it won't be of any purpose during a client dealing.

They must be easy to traverse and respond swiftly to any queries, with little/ no training to users. User edge of such application creates a huge impact with the user and it has to comply with the organizations exclusive process and workflow.



3. Off-line Functionality

Access to customer data, documentation and product information promptly has become a vital reason for all customer-centric business. Sales experts and business managers make use of mobile CRM solutions on their hand held devices all the time they require it - events, meetings,, travel etc. despite of time and viability of internet.

Mobile CRM ought to provide admittance to customer data and all other important information at whatever time and more importantly wherever required. They must be designed such that clients can all the time have access to the right information at the right flash be it on or off-line. This advances the customer's interactions, productivity and business decision making.

4. Security is Key

Mobile CRM data is a business's vital asset. It has classified information of the company's customer relations, suppliers, partners, products details, sales data, some comprehensive documents and key data subject to government policies. This information is accessed by sales experts including the other workers and is to be completely secure.

With the field experts having to move all around facing critical security threats, mobile CRM has to ensure enterprise level security by validation, encryption and central, policy-based control.

5. Improved User - functionality

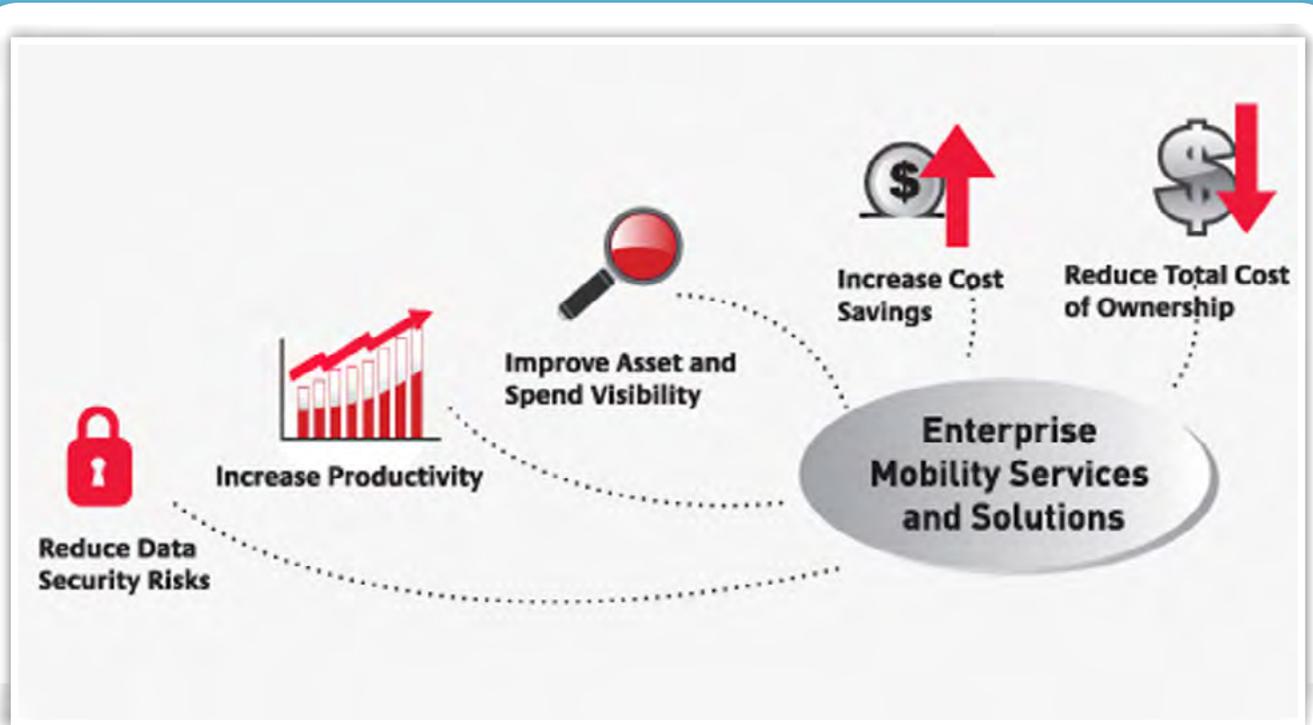
Mobile CRM facilitates the increase in business sales opportunities and lead production by networking with customers anywhere, anytime with legitimate data at a single touch point. Applications help out users even better when they are regularly updated. Employees have to be able to adjust their visit reports, insert new findings of customers and up-date on their mobile devices.

Key Concepts When Implementing Mobility Solutions

The key concern is perceptibly related to security of perceptive corporate data and compliance with a range of existing data security protocols. Organizations are therefore required to make sure that their data is safe and available only to approved personnel subsequent to employment of the mobility solutions.

Enterprise Mobility Solutions Developers are at present focused in generating various security solutions to ensure conformity with and better security of business data subsequent to employment of enterprise-wide mobility applications. Main authentication features normally incorporated into these solutions include:

- X.509 Certificate
- SAML (Security Assertion Markup Language)
- Open ID



Additional security actions deployed through these developed mobility solutions include identity provisioning, Digital signature as well as data encryption. Personal mobility devices are also configured with remote data wipe capabilities to ensure protection of critical data store on the device if a mobility device is lost, stolen or misplaced

An additional problem commonly encountered by organizations is the uncertainty faced by the management with regards to the capabilities and effectiveness of the solutions implemented. As the enterprise mobility market evolves, these are well as other problems would be resolved resulting in even greater acceptance of enterprise mobility solutions by organizations all over the world.

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