

Arimaan Global Consulting



# Influence of mobile technology in business growth

**Innovating the future**

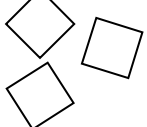
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**LEADERSHIP  
INNOVATION  
SOLUTION**

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“ Mobilizing an enterprise with mobile technologies for business to create competitive edge. ”

## Executive Summary

Information Technology, Internet and Outsourcing have changed the way every business is managed by providing capabilities business demands. The small or large organizations which adopted Information Technology and Internet have achieved competitive differentiation, operational excellence and flexibility to adapt to ever changing business conditions. The next big thing that is going to alter the ways business is conducted is the mobile technology. The biggest challenge for an enterprise is the adoption of mobile technology to create competitive edge, improve profitability and productivity.

This white paper makes you to understand the importance of enterprise mobility and the values mobile technology create for the business. It also examines the number of mobile technologies from technology vendors that compete in the market and how to make these enterprise technology solution works.

## Operational excellence with mobilization

All technology has the capacity to innovate in business, how it integrates with business process and what the influence it has in the business is matters. Technology is to amplify potential gains to reduce costs, turn down risks and hasten business growth. For the recent years you can see the technology takes on the central role in every business processes. Technology is not just support for any business, its also adding power to your business.

A wireless workforce will build you a new business transition between clients and customers. One of the next big social revolutions is mobile communication with new services to help companies accelerate better business outcomes. Mobilizing your enterprise will bring you new potential clients to the company which will accelerate your business growth. To build a consumer oriented empire and beat the competition with new service, emerging new technologies is need to give people the true experience of being connected with content from anywhere and anytime.

“ Data revenues from Mobile data services are expected to continue to grow exponentially by 2010 ”

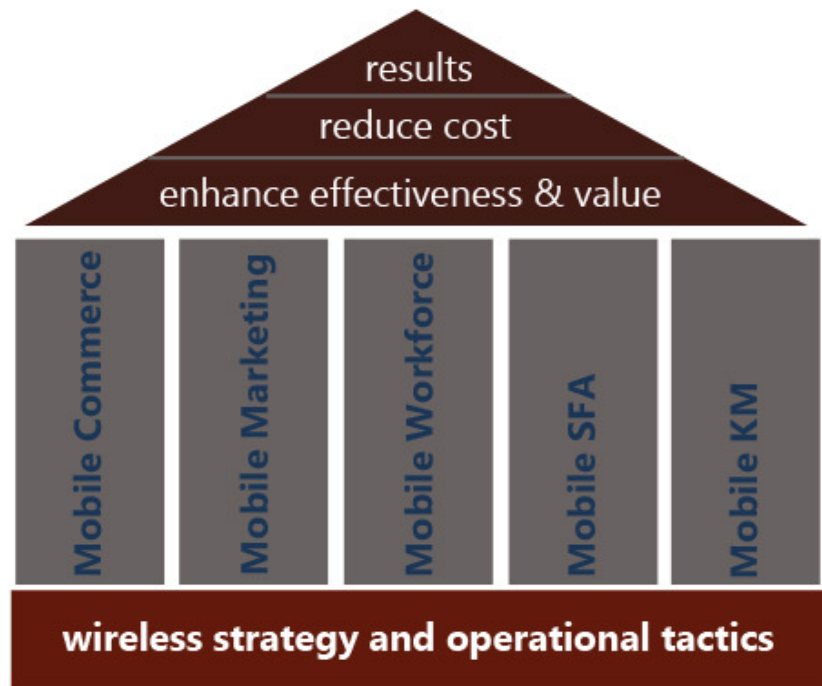
## Improves and Increases your business in all ways

Technology has grown in a way that accessing web from mobile devices is simple and handy as it is on a desktop system. Technology that guarantees your content delivery in any format demands greater mobile device's capability. Moving Online Portal/Content repository to Mobile accessible Web Space will enrich your business application.

How can mobility change the enterprise and which application should I mobilize? This is the question asked by any enterprise. Focusing on employees and their roles rather than on applications will provide a great advantage on mobilizing. It helps the enterprise recognize the business processes that can be enhanced or even completely re-engineered through mobility.

Some of the key benefits that help the enterprises on using mobile devices are, it provides great flexibility between employees, enhanced customer service, quicker response to partners, easy access to confidential resources from anywhere and flexible communication for decision making. These are the fine areas, which will grow the business to higher level. Benefits of mobility never depends on the company size, even the small companies enjoy the same benefits as the big companies do.

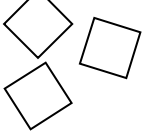
## Benefits of Mobile in Business



“ 28% enterprises currently using public cellular data networks, another 36% of enterprises express interest in the technology - Report says ”

## Diverse landscape

Mobile operating systems landscapes are wide varied. We have number of mobile operating systems available in the industry. Blackberry, Windows Mobile, Palm OS, Mac OS X, Symbian, JavaFX Mobile, LiMo Foundation, Android, Ubuntu Mobile and BREW are well known and largely used mobile operating systems. And when we enter into mobile device management, we will feel the diverse platform. The most common and largely used mobile management software's HP's Enterprise Mobility Suite, Nokia's IntelliSync Mobile Suite, RIM's Blackberry Enterprise Server, Microsoft's Exchange Server, and other internally developed solution. Great challenge for the enterprises is which operating system platform suites our organization which one to select and which is the best in mobilizing enterprises.



“ Create a whole new mobile experience for users with new applications and new capabilities that we couldn't imagine today ” -  
Google CEO Eric Schmidt

## Blackberry, Highly mobile business professional

Blackberry is one of the prime examples of a contributive device. They introduced wireless information services through wireless handheld devices in 1997. Research In Motion is the core Blackberry service provider. The Blackberry Enterprise Solution allows mobile users to access communications and information wirelessly and it is one of the best and most comprehensive mobility solutions provided for enterprises. Some of the key benefits when an enterprise choose for Blackberry enterprise mobile solution are flexibility, lost cost handheld devices, cost effective server software to manage solution, robust security, monitoring third party applications loaded and support and services network are wide spread across the global.

## Microsoft Windows Mobile, Breakthrough innovation

Microsoft Windows Mobile powered mobile messaging solution is the foundation for communication growth at enterprises. By implementing mobile solution using Windows Mobile platform enterprises are offering their employees a new generation of connected Smartphone. Windows Mobile helps organization to extend business information to their mobile users while providing a way to manage and control access to their devices. Collaboration with most of the Microsoft products has made Windows Mobile a well suited for enterprise running on Microsoft Platform. The Windows Mobile platform can help by enabling organizations to use their existing infrastructure to expand mobile messaging throughout the workforce, often at lower cost than competing mobile solutions.

## Google's Android Will it shake the wireless market?

Google's Android is an open platform for mobile application development. The goal of this motivated initiative is to drive innovation in the mobile space and accelerate improvements in how people use the Web via cell phones. Android is the first truly open and comprehensive platform for mobile devices.

Google partnering with T-Mobile, HTC, Qualcomm, and Motorola aligned behind its efforts, Google's stepping into mobile Linux software could provide a more stable, viable option than existing mobile Linux efforts. Enterprises would like to see large applications vendors build to Android before they sign up for the platform.

## Mobile Technologies

“ The resources to support the mobile solution being put in place are as significant as the solution itself ”



### More alternatives, Comfort or Confusion?

The more alternatives, the more difficult is the choice. When you get more alternatives even though you get each alternative with competitive features, some enterprises will fall in confusion while deciding for their solution. While mobilizing an enterprise we have huge options in mobile technology, this is really a difficult situation for some organization. Few organizations feel more the options they have more the comfort they have in deciding the technology. Comfort or confusion is purely depends upon the companies current state and requirement.

## Summary

Mobilized enterprises can produce high-value work more competently, work together in teams anywhere, anytime to arrive at business-critical insights or extend best-practices, forge better relationships with customers and partners, and effectively manage unexpected situations as business conditions change. The mobile solution gives Gateway Delivery to the information access that it needs now, while being designed to grow with the company into the future. Both market orientation and user orientation combined with highly concerted above-average efforts of all key players will make the vision of a modest mobile computing environment become true.

## About Author

Vivek is Chief Technology Officer for Arimaan Global Consulting and leads Arimaan Global Consulting Thought Leadership Board. He is expert in Enterprise Architecture, Process Design and Project Management. He specializes in technology research to leverage emerging technologies to provide technology based solutions for today's business challenges.

## About Company

Arimaan Global Consulting (AGC) is a leader in information technology services and consulting. AGC's experience and expertise helps its clients to achieve competitive advantage by delivering innovative technology solution. Collaboration combined with innovation enables client to be responsive and agile. AGC provides innovative services to diverse clients ranging from small business to giant fortune 1000 in various industries around the world. Innovative methodology combined with deep industry knowledge deliver exceptional results to the clients.

Visit [www.arimaan.com](http://www.arimaan.com) to learn more about Arimaan Global Consulting.



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