

# Enterprise Mobile Applications

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CTO

# Agenda

- TotalMobile
- Example Applications
- The Value Proposition
- Choosing a Platform
- Enterprise Mobility: Reality

# TotalMobile

- Formed in 1985 as TASK Software Ltd
- Rebranded Consilium 2001
- TotalMobile incorporated 2006
  
- 5 years developing mobile applications
- Mobile solutions installed in:
  - Local Authorities
  - Registered Social Landlords
  - Fire Authority
  
- 95 Employees
- Offices in Antrim, Atlanta, Belfast, Boston, London, Manilla

TotalMobile develops and delivers **line of business** mobility solutions for government organisations.



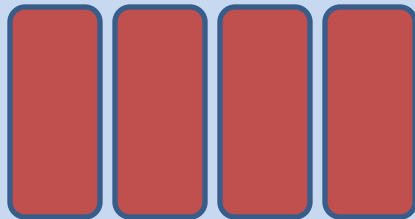
CONSILIUM technologies



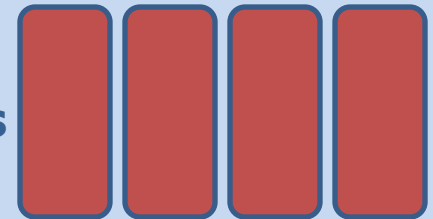
# LOB in Enterprise Mobility

**User & Device Management  
Technology Strategy  
Change Management**

Integration



**Line of Business Applications**



Email, Instant Messaging

Voice, Data

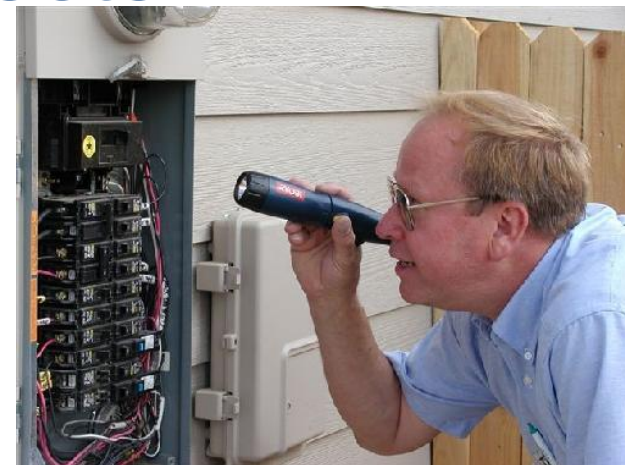
# Examples

# Inspectors



- Fire
- Safety
- Railroads
- Highways
- Equipment
- Assets

- Eliminate Paper
- Eliminate Data Entry
- Immediate Resolution
- Location
- Image Confirmation



# Maintenance Operatives

- Buildings
- Assets
- Equipment
- Highways
- Railroads
- Job Dispatch
- Scheduling
- Informed Call Centre
- Materials
- Time Recording



# Case Workers

- Health
- Human Services
- Care Workers
- Investigations
- Reports



- Visits
- Forms
- Case History
- Time Recording



# Incidents

- Faults
- Outages
- Accidents
- Graffiti
- Roadkill
- Vehicles



# Managers

**Roads and Pavements**  
Roads and Pavements reported by garethh at 13/05/2008 14:25:29.

Incidents **RSS** 1 2 3 4 5 ... >>>

|                                     |                  |  |
|-------------------------------------|------------------|--|
| <b>Illegal Dumping</b>              | 12/06/2008 17:54 |  |
| No details.<br>No address recorded. |                  |  |
| <b>Street Cleaning</b>              | 28/05/2008 13:38 |  |
| No details.<br>No address recorded. |                  |  |
| <b>Graffiti</b>                     | 28/05/2008 10:30 |  |
| No details.<br>No address recorded. |                  |  |
| <b>Abandoned Car</b>                | 26/05/2008 21:27 |  |
| No details.<br>No address recorded. |                  |  |
| <b>Graffiti</b>                     | 26/05/2008 16:37 |  |
| No details.<br>No address recorded. |                  |  |
| <b>Graffiti</b>                     | 26/05/2008 16:34 |  |
| No details.<br>No address recorded. |                  |  |
| <b>Roads and Pavements</b>          | 13/05/2008 14:29 |  |
| No details.<br>No address recorded. |                  |  |
| <b>Roads and Pavements</b>          | 13/05/2008 14:25 |  |
| No details.<br>No address recorded. |                  |  |
| <b>Graffiti</b>                     | 01/05/2008 14:31 |  |
| No details.<br>No address recorded. |                  |  |
| <b>Street Cleaning</b>              | 30/04/2008 13:40 |  |
| No details.<br>No address recorded. |                  |  |

# 2008: The year of L.O.B

Forrester: "State of Enterprise Networks and Telecommunications 2008"

- Surveyed 995 American and European enterprise IT decision makers
- 63% are making mobility support a priority in 2008
- 23% that identified it as a critical priority.
- 21% of respondents already have support in place.
- 10% said mobility support is not on the agenda this year.
  
- 49% are making the formalization of a mobile strategy a priority in 2008
- 25% said they already have a strategy in place.

# The Customer Proposition

- Rapid ROI
- Increased Efficiency
- Improved Customer Service
- Lower Costs
- Improved Work Life Balance



# Return on Investment: Productivity

100 mobile workers  
Each completes 6 jobs per day  
Job value is about £75

With TotalMobile each operative increases output by 1 job daily

Productivity Increase:

100 operatives x £75 = £7,500 per day

£7,500 x 225 days

= £1,687,500 per annum



# Enterprise Applications

## The Network Operator Proposition

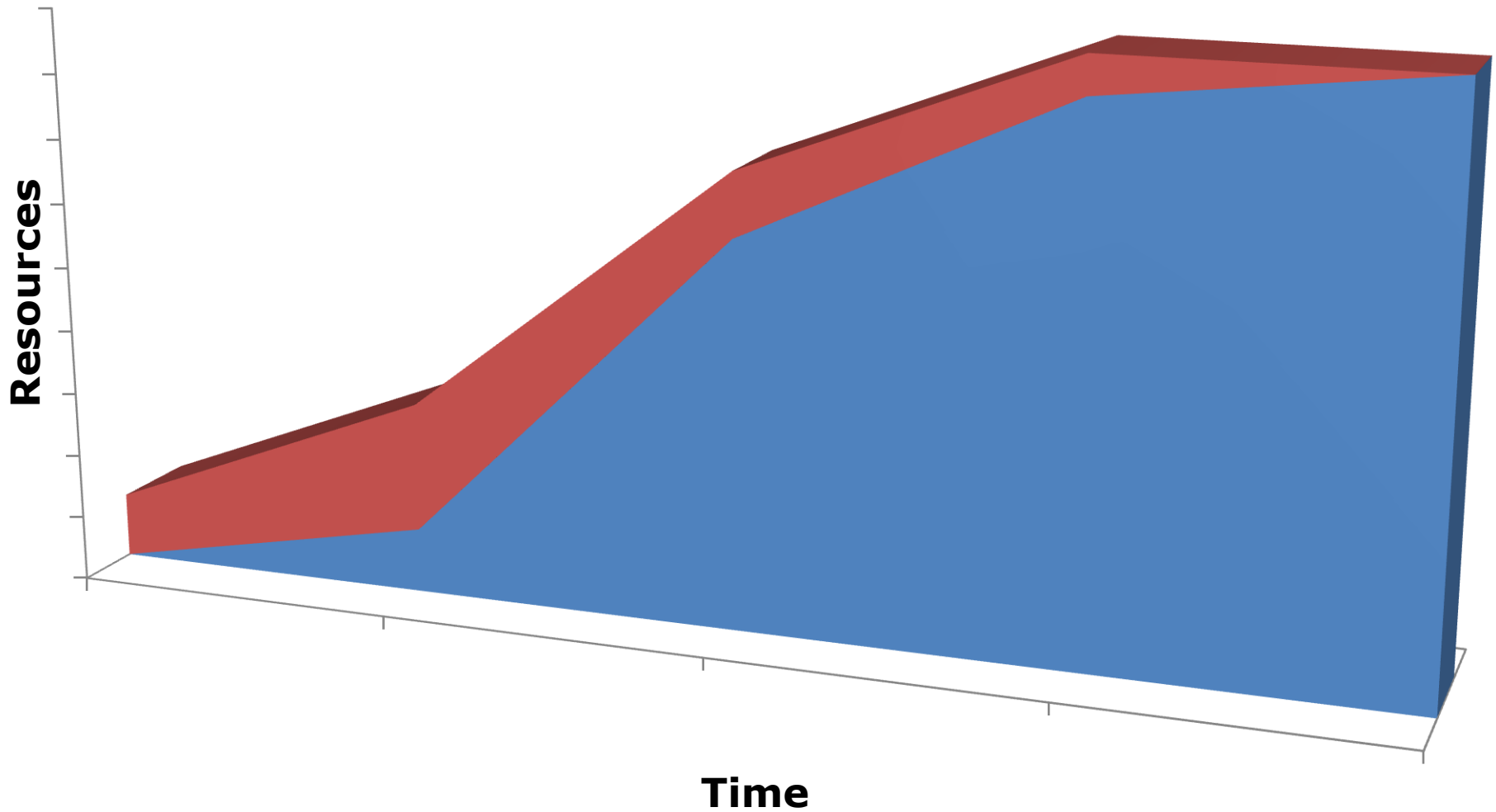
- Added Value
- Deeper Customer Engagement
- Reduced Churn



# Why TotalMobile chose a Single Platform

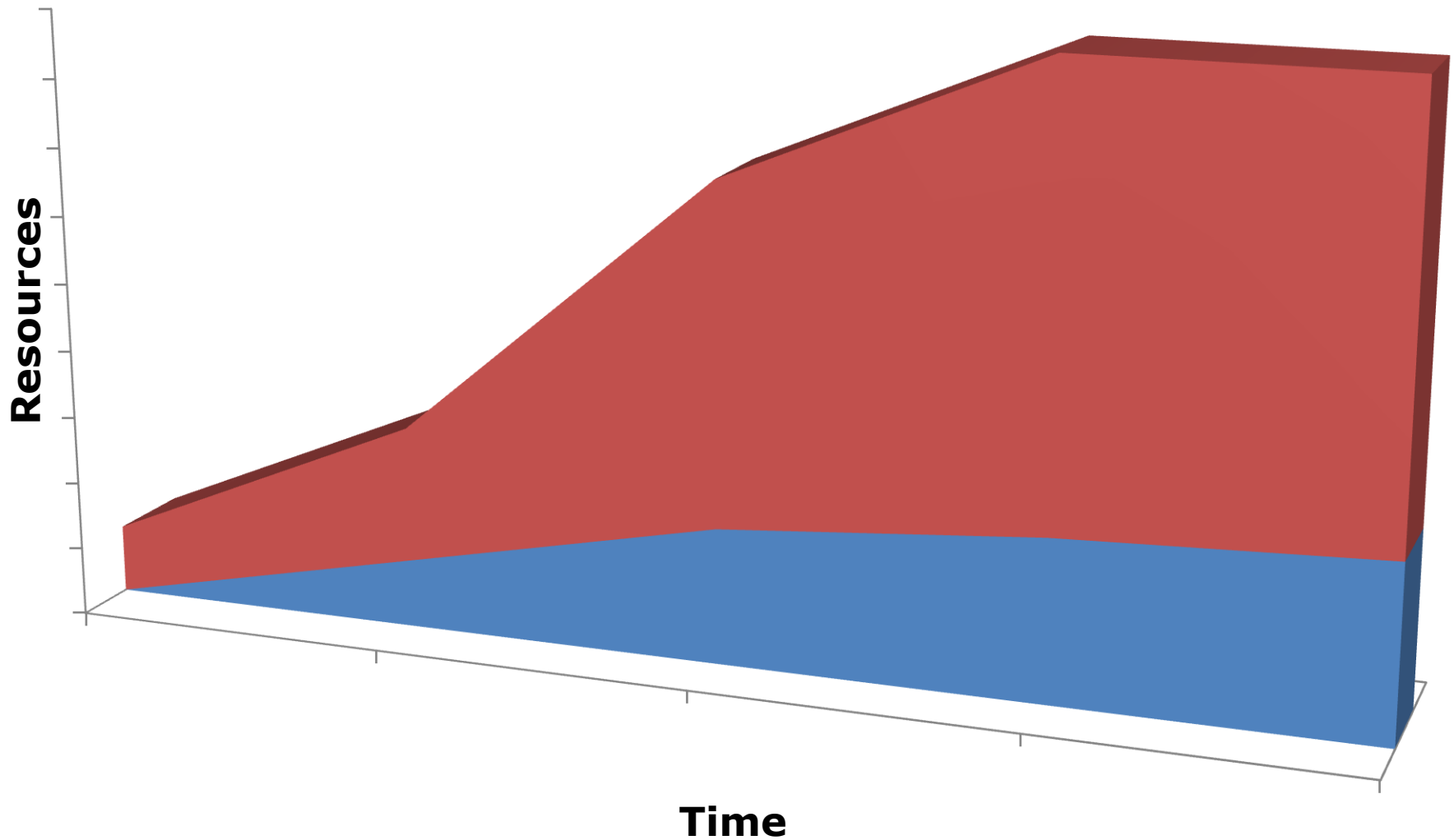
# Multi Platform – Resource use over Time

■ Maintenance ■ Investment



# Single Platform: Resource use over Time

■ Maintenance ■ Investment



# We chose Microsoft



Mobility Solutions  
ISV/Software Solutions  
Custom Development Solutions



# PDA's



|                  | <b>AT&amp;T Tilt</b> | <b>HTC P6500</b> | <b>Airo Wireless A25</b> | <b>Motorola Q9</b> |
|------------------|----------------------|------------------|--------------------------|--------------------|
| Operating System | WM6 Prof.            | WM6 Prof.        | WM6 Prof.                | WM6 Std.           |
| Screen Size      | 2.8"                 | 3.5"             | 2.8"                     | 2.4"               |
| 3G/Wi-Fi         | Y/Y                  | Y/Y              | N/N                      | Y/N                |
| GPS              | Y                    | Y                | Y                        | Y                  |

# Larger Format



|                  | <b>HTC Advantage</b> | <b>HTC Shift</b> | <b>Motion F5</b> | <b>HP Tablet</b> |
|------------------|----------------------|------------------|------------------|------------------|
| Operating System | WM6                  | Vista            | Vista            | Vista            |
| Screen Size      | 5"                   | 7"               | 10.4"            | 12.1"            |
| 3G/Wi-Fi         | Y/Y                  | Y/Y              | Y/Y              | N/Y              |
| GPS              | Y                    | N                | N                | N                |

# Ruggedised

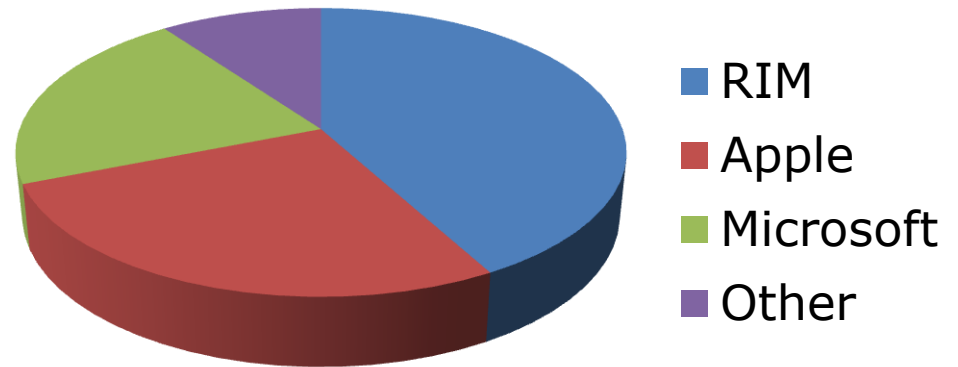


|                  | Motorola MC35 | Motorola MC70 | Psion Ikon | Panasonic Toughbook 19 |
|------------------|---------------|---------------|------------|------------------------|
| Operating System | WM5 or WM6    | WM5           | WM6 Prof.  | Vista or XP            |
| Screen Size      | 2.8"          | 3.5"          | 3.7"       | 10.4"                  |
| 3G/Wi-Fi         | N/Y           | N/Y           | Y/Y        | Y/Y                    |
| GPS              | Y             | N             | Y          | Y                      |

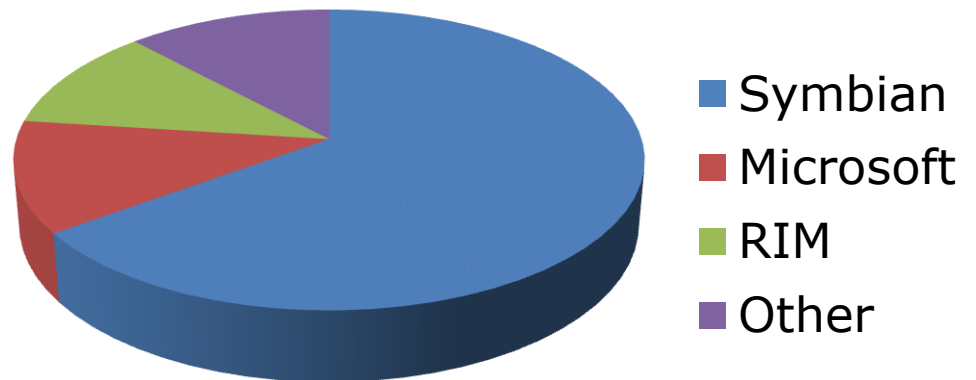
# Choices

- RIM
- Symbian
- Java
- Linux
- iPhone
- Android

North America Sales Q407  
Source Canalsys



Worldwide Sales 2007 Q4  
Source Canalsys



# Enterprise Mobility: Reality

- Line of Business is important
- Enterprise wide sales are rare
- Partnering is essential
- Integration is painful
- Technical Strategy

# Questions