

Embracing Mobility: Increasing Your Competitive Advantage in a Wireless World

Having It All— Mobility that Spans Your World



According to a recent IDC report, the mobile worker population will grow from 676 million in 2004 to more than 850 million by 2009.

IDC

Worldwide Mobile Worker Population 2005–2009 Forecast & Analysis, #34124 October 2005

You live, work and play in a connected world, one where the tidy lines between business and personal lives have blurred—or vanished altogether. It's an exciting, productive place where you can use a smart phone or PDA to answer e-mail on the train, text message your teenager from a conference, call into a meeting from your car or negotiate a deal from your hotel room.

Everywhere you go, mobile devices are reshaping how and when business gets done. They give you the flexibility to manage both business and personal matters from any location.

Once the exclusive tools of executives and mobile sales professionals, mobile devices are becoming enormously popular—even mandatory—for rank-and-file employees. In fact, more workers are doing business outside the office than ever before. According to a recent IDC report, the mobile worker population will grow from 676 million in 2004 to more than 850 million by 2009 (IDC, *Worldwide Mobile Worker Population 2005-2009 Forecast & Analysis, #34124, October 2005*). This number accounts for more than one-quarter of the global professional workforce. Gartner projects that 50 percent of employees using PC-based e-mail will also have a wireless e-mail capability by the end of 2008 (Gartner, *Gartner Symposium ITExpo, "The Business Case for Wireless E-Mail," Monica Basso, October 2005*).

In addition, sales of smart mobile devices surged by 170 percent in just one year in the European market alone (Source: *Canalys Research, EMEA H1 2005*). If IT is ever to see a trend that rivals the impact of silicon chips and networking, mobility is gearing up to play the part.

This rapid expansion of wireless e-mail is being driven by the need to reach and serve widely dispersed customers in the face of global competition. As businesses compete and expand globally, customers increasingly demand anywhere, anytime service, requiring professionals to be continually responsive and accessible away from the office. To compete, organizations must eliminate delays from their critical activities and processes. According to Gartner, "On average, one-tenth of daily messages need immediate action. The speed of replies has a direct impact on organizations' success." Furthermore, "Wireless e-mail users can reduce their e-mail backlog by 80 percent or more, having more time to delete spam and prioritize messages that need prompt attention, and reduce response times by a half." (Gartner, *Gartner Symposium ITExpo, "The Business Case for Wireless E-Mail," Monica Basso, October 2005*).

Yet this mobile explosion isn't limited to office workers. It has spread across many industries to benefit contractors, drivers, sales representatives, delivery personnel, public-safety officials and other traveling professionals. With up-to-date information and seamless connectivity, these users are fully equipped to do their jobs and exceed customer expectations. Furthermore, many employees purchase mobile devices for personal use and then, recognizing the benefits they offer, want to connect them to their workplace networks. This user-centered demand has driven mobile technology from its inception and continues to do so.

Today's businesses are looking at mobile expansion with enthusiasm—but also with some hesitation. There are hundreds of mobile devices on the market and dozens of mobility platforms. Depending on how

many different types of devices are in use, your organization can face some significant management challenges. With the right tools, however, you'll be ready to manage (and even embrace) the influx of mobile devices, empower the employees who use them and increase productivity across the board.

Forces Driving Mobile Expansion

Expanded mobility is reshaping the way we do business. With mobile technologies, companies can communicate information instantly, which translates to an immediate competitive advantage. The companies that deliver the fastest, most proactive service—while keeping costs down—will be those that reap the highest returns and benefit from long-term success.

So, what's driving this mobile expansion? Today's companies are turning to mobile solutions because they want to:

- *Increase flexibility and productivity*
- *Ensure faster response times in a 24/7 global economy*
- *Help employees make better use of downtime*

Increase Flexibility and Productivity

No matter what type of work your employees do, a mobile device will save time and strengthen their connectivity to colleagues, resources, friends and family. These devices make it easy to navigate all of the daily intersections between business life and personal life, decreasing non-productive time. For example, consider the case of Dana, a salesperson :

When Dana leaves her home each day to meet with customers and prospects, she makes sure her hand-held device is hooked to her belt and turned on. It is her lifeline to

real-time information. One day while making a sales presentation to a group of potential clients, Dana's device began vibrating. When she was done with the meeting, Dana quickly checked her e-mail. Her technical sales partner at the office had sent a message saying that her next appointment had canceled.

The meeting appointment had been retracted and rescheduled and had already synced to her device. Instead of driving 45 minutes across town—and needlessly wasting time and gasoline—she was able to reschedule a follow-up visit with a different client who lived ten minutes away. She also received a text message from her brother, who let her know that he would be in town next week. She used her device to reply immediately and blocked out some personal time on her calendar so that her partner and other colleagues would not schedule her for meetings at those times. Not only did Dana save her company money, but she was also able to better service to her customers—and plan some time for a social life.

As in Dana's world, mobile devices keep your users connected to the latest information. Whether they're on the road, running an errand or just sitting down to lunch, they'll have the flexibility to scan and respond to messages as they come. This reduces message buildup and ensures that employees have immediate access to critical e-mails and appointments.

Ensure Faster Response Times

In a global economy, your company cannot afford to be the last to hear about new products and market shifts. Mobile devices keep organizations on the leading edge of the latest data, so employees can respond quickly and effectively—and sometimes save lives. This was the case for Michael, an off-duty volunteer firefighter:



“According to the Enterprise Strategy Group, more than 70 percent of a company's critical information can be found in its messaging system.”

Messaging Pipeline

*“Hope is Not Enough When It Comes To Compliance,”
Anne Bonaparte
March 8, 2006*

Even when it isn't a life-or-death situation, you need to be aware of what's happening in your organization or industry at any given moment. Mobile devices give you the ability to receive and act upon that information—and make an immediate difference.



“Intellisync Wireless Email is one of the most powerful and flexible push email and PIM platforms on the market today, and is an important technology for Novell GroupWise customers.”

Tim Bjarin

Principal Analyst
Creative Strategies, Inc.

Michael never travels without his smartphone. He had it with him the afternoon that a four-alarm fire started at an apartment complex across town. Michael was returning home from the store when his phone started to buzz. He pulled over to the side of the road and read the urgent bulletin that called in all available volunteers. The e-mail bulletin contained the address of the complex, basic directions and information that there might still be people trapped on an upper level. Michael sped directly to the fire, arriving at the same time as the dedicated fire crew. He went into the burning building with the first team and helped bring out two children from the fifth floor.

Even when it isn't a life-or-death situation, your users need to be aware of what's happening in your organization or across the industry at any given moment. Mobile devices allow your users to receive and act upon that information—and make an immediate difference.

Make Better Use of Downtime

Everywhere your users go, there are blocks of time where they are forced to wait: during the commute, in the grocery line, at the doctor's office and so forth. Mobile devices help turn that downtime into productive time, giving users a way to stay on top of their e-mail and appointments. They also give users a better way to manage contacts—the true currency of the business world. This is how Natasha, a pharmaceutical sales representative, takes advantage of downtime:

Natasha is constantly on the go, traveling to conferences and business meetings around the country. During those trips, she relies heavily on her PDA. It gives her an organized, efficient way to manage all of her contacts and appointments. It also connects her to vital e-mail from researchers, marketing teams and various doctors' offices. Whenever she has a minute—whether it's on a train, in a cab, in an airport terminal or in line for a rental car—Natasha is checking and responding to her messages. That way, when she finally gets back to the office, it doesn't take her three days to catch up on e-mail, and she's ready to start planning new sales opportunities.

Like Natasha, most of your users are probably aware of the downtime blocks in their day. Imagine how much more productive their office hours could be, if they have already completed much of their routine e-mail maintenance.

Making the Case for Wireless E-mail ROI

While examples of wireless e-mail benefits may sound compelling, your executive team will still want a clear idea of how a mobility deployment will deliver a good return on investment. Gartner has identified at least three specific benefits organizations will realize from a wireless e-mail investment (Gartner, Gartner Symposium ITExpo, “The Business Case for Wireless E-Mail,” Monica Basso, October 2005). These include:

- **Fewer voice calls.** *Studies indicate an approximate 15-percent reduction in telephone-call minutes after the introduction of wireless e-mail.*
- **Prompt reaction to events.** *Because employees can respond to e-mail while on the move, they can help with client requests, take advantage of a business opportunity or react to a competitive threat. Adopters cite benefits such as improved customer service and increased revenues.*

- **Increased personal productivity.**

Whenever employees are out of the office, they risk having huge e-mail backlogs that take extensive time to manage. Mobile e-mail allows them to minimize the backlog.

Mobility Management Challenges

Mobile devices are now an integral part of business, boosting productivity for multi-taskers in every industry. And although this growth is a positive, exciting trend, it poses some significant management challenges to enterprise IT departments. These include:

- *Breadth of device options*
- *Complex, high-cost management solutions*
- *Inconsistent security*

Breadth of Device Options

To accommodate millions of new mobile users, there are dozens of mobility platforms and hundreds of different mobile devices. This is an oddity in the technology sector, where standardization is the norm. You've probably seen mobility issues appear in your own organization: users from different workgroups sporting a variety of sleek devices or even employees who want to connect their personal devices to company e-mail and calendaring systems.

Without a mobile management solution that supports many types of devices, your administrators will have to spend countless hours on manual management or developing customized management programs to connect and synchronize each type of device.

Complex, High-cost Management Solutions

If your IT department has to create customized management solutions for even a handful of different mobile devices, this can quickly drain your budget. IT personnel will

spend most of their time trying to ensure these machines stay connected, secure and up to date. They'll also have to spend more time managing the individual servers required for each solution, quickly eating up the cost savings that the mobile devices are intended to produce.

Some organizations try to avoid this problem by setting a mobile device standard. This approach often poses problems for users whose devices aren't selected as the new standard. They want the functionality and familiarity of their preferred devices, and they don't want to hassle with learning a new system. You really need a solution that delivers data synchronization and management for all the mobile devices and platforms you already have in place.

Inconsistent Security

The hundreds of available mobile devices feature security that ranges from military-grade to nonexistent. Depending on what devices are connected, some vital data might be vulnerable to theft or misuse. Some devices offer lockdown features. Even so, these features may be insufficient for your company's security and compliance policies. If one of your company's devices is lost, can you be sure that no one will be able to access it and exploit the data?

What you really need is a mobile management system that delivers top-notch security for all the messages exchanged on all devices. You also need a way to lock down and initiate a self-destruct or so-called "kill pill" on lost devices to protect confidential data.

When it comes to mobility, you don't need to battle compatibility and security headaches any longer. Novell has a comprehensive solution that connects your users to key contacts and data, works with existing mobile devices and provides the manageability and security you've been looking for.



"When it comes to mobile devices, our employees always have a choice. They can use whatever phones or PDAs they want—and get all their e-mail easily—because we rely on Novell GroupWise and GroupWise Mobile Server."

Sean Azhadi

*Senior Vice President for
Systems and Technology
San Diego County Credit Union*

Adding Mobility to World-class Collaboration

E-mail is among the most-used features on today's mobile devices. And it's not surprising: e-mail is where your users spend the bulk of their time. It's also the conduit to the information they need to stay productive and get business done.

Novell has long been a leader among e-mail providers, delivering Novell® GroupWise®, a powerful, tightly integrated collaboration solution. GroupWise features e-mail, calendaring, contact management, tasks, instant messaging and document management—and is globally acclaimed for providing:

- **Serious security.** *As of October 2005, CERT.org had tallied more than 150 security vulnerabilities for Microsoft* Exchange, while GroupWise had less than 10.*
- **Unbeatable reliability.** *A recent Novell study of 600 collaboration managers revealed that GroupWise users experience 69 percent less unplanned downtime than Exchange users.*
- **Strategic adaptability.** *GroupWise features an adaptable infrastructure supported by today's popular operating systems.*

To all of these reasons to choose GroupWise, Novell now adds comprehensive mobility. The release of Novell GroupWise Mobile Server, Powered by Intellisync*, gives GroupWise users a more effective home base for information sharing and decision-making than ever before.

What is Novell GroupWise Mobile Server?

Novell GroupWise Mobile Server is an enterprise mobility solution that securely synchronizes e-mail, appointments, tasks and contacts between Novell GroupWise and hundreds of wireless devices. Ready

for busy workloads, this innovative solution combines Intellisync's wireless "push" e-mail and PIM (Personal Information Management) synchronization technology with GroupWise.

Novell GroupWise Mobile Server increases user productivity by delivering mobile support for meeting requests, attachments, folder access, signatures, attachment filtering and more. The result is that users can synchronize calendars, schedule meetings, access contact information, view attachments, check task lists and respond to inquiries from virtually anywhere. And when you enable the integrated "push" technology, GroupWise Mobile Server will push data to a mobile device (through a wireless carrier of your choice or over WiFi) as soon as it arrives in the user's inbox.

With Novell GroupWise Mobile Server, everyone in your organization can rely on secure access to real-time communications from virtually any device, on virtually any platform and at any time of the day or night.

Key Benefits of Novell GroupWise Mobile Server

Novell GroupWise Mobile Server increases flexibility and productivity, allowing your employees to use the devices they prefer to get business done from anywhere. It also significantly reduces your mobile management workload and hardware costs. You have one easy-to-use, secure management solution for all of your devices, and you can consolidate the servers you once used to manage multiple mobile solutions.

When you choose Novell GroupWise Mobile Server, you can count on:

- *The broadest mobile device support in the industry*
- *Unmatched security*
- *Low cost of ownership*

The Broadest Mobile Device Support

Novell GroupWise Mobile Server offers the best and widest array of wireless synchronization solutions on the market. Whether your employees use a Palm* Treo*, HP iPAQ* Pocket PC, Nokia*, Motorola* or any of the other 400-plus devices supported by Intellisync, GroupWise Mobile Server will synchronize collaboration information between the server and the device. In fact, GroupWise Mobile Server works on hand-helds, personal digital assistants (PDAs) and smartphones from a broad range of vendors.†

Supported operating systems include Palm O/S*, Symbian*, Windows Mobile*, SmartPhone*, PocketPC*, SyncML*, Microsoft SmartPhone and BREW*. And to optimize user productivity, GroupWise Mobile Server presents a consistent look and feel across all platforms.

Unmatched Security

Novell GroupWise Mobile Server also delivers unmatched security. Military-grade encryption protects your data during transmission and storage. And if a device is lost, misplaced or stolen, there's nothing to worry about. Strong password protection and encryption keep vital information confidential. For extra security, your IT team can remotely lock out the device or wipe the entire device clean.

Low Cost of Ownership

With Novell GroupWise Mobile Server, you can support multiple devices on multiple

operating systems for all of your GroupWise users—and all at no cost beyond your original GroupWise investment with maintenance or upgrade protection.

The easy-to-use administrative console ensures that your staff spends less time deploying, maintaining and supporting mobile users and their devices. Streamlined, over-the-air software distribution greatly simplifies initial application loading and updates. And because GroupWise Mobile Server works with a wide range of mobile devices, you can use existing hand-held hardware rather than purchasing new devices for every user. This helps keep costs down, especially as wireless e-mail expands into more and more functional areas across your organization.

Conclusion

Novell GroupWise Mobile Server gives your users the security and flexibility to be productive from any location. It also saves you money and eliminates the complexity of evaluating and purchasing multiple wireless gateways to support dozens of different mobile devices.

Get the wireless e-mail solution that will exceed your expectations. Novell GroupWise Mobile Server is available—free of charge—to all Novell GroupWise 7 customers who have maintenance or upgrade protection. If you are not up to date on your GroupWise maintenance or upgrade protection, get current today and see how your business benefits from this leading mobility solution.

† *GroupWise Mobile Server supports hundreds of devices, but the extensive list does not include the BlackBerry*. To integrate GroupWise with BlackBerry devices, you will need to install Research In Motion's (RIM's) BlackBerry Enterprise Server (BES). Please visit www.blackberry.com/go/groupwise for more information on BlackBerry options and offers for GroupWise users.*

To try an evaluation version of Novell GroupWise Mobile Server
(with a 90-day license), visit: <http://download.novell.com>

www.novell.com



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