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Mobility demands a continuous improvement process

## «The virtual office is already reality today!»

The targeted use of mobile technologies can create competitive advantages, above all in the quality and cost area. The focus here is placed on speeding up the process and the improvement of the quality of the information.



### What is already, or will be different?

Favoured by a high standard of education, flexible working environments and the economic and technological infrastructures, mobility has become one of the most important values nowadays, and has developed into a key concept in today's working environment.

Pioneers – above all from the liberal professions – have already tried and lived out the possibilities of the modern working environment, and have thereby raised it to a state of normality. Nowadays, flexibility in the corporate world

represents the new way of thinking within the economy and thus forms the basis for the independence from workplaces. What significance does this development have for the services of the company when everything is becoming increasingly virtual?

### Trends of the coming years for Mobile Business Solutions – consolidation of the media

Today, platforms already exist that work together with all communication paths such as fixed connections, mobile



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telephones, Fax, Email and even the Contact Centre. The infrastructure will be consolidated, and business processes automated. Employees can access all applications from anywhere. As a result, the employer is able to provide his customers with an even better service and to realise added-value through processing in the virtual front-office.

### Consolidation of telephone number

Through the One-Number principle for the mobile telephone, the Home Office and the office, employees are already reachable under a single number. The goal lies in user-friendly operator interfaces: The end user does not have to work with different technologies, but always finds the same one present.

### Virtualisation of the workplace

Call Centres can be operated virtually, with the agents working from home, and high infrastructure costs can be minimised in this way. The employees have exactly the same tools at their disposal as they have in the office, however. This increases their motivation, and will have an effect on their friendliness on the phone. Long trips to work will be eliminated, as the agents will be employed where it pays off financially.

### The user as the central factor in Mobile Business solutions

As a rule, today's user already has clear and specific demands on the specifications for his means of communication. The most important components here are thereby

mobile accessibility, the simple finding of the contact data of one's own customers and suppliers, and, wherever possible, this should be possible for all media. These needs, which make effective working possible, will certainly grow even further in the future. In most cases, however, the technical possibilities have been missing to date, or the solution was simply non-affordable.

### The implementation

The user must be involved in the planning of the project. The employees who work with the techniques and applications on a daily basis can thereby draw attention to their most important needs: an exact illustration and optimisation of the workflow is thereby possible. This results in a solution that takes the existing organisational form into account, while remaining oriented towards the goal of the continuous improvement process.

Another important point is the training of the users: they need to understand how the jointly developed process optimisations will be implemented technically and with regard to the organisation. These points are always at the focus of the safety aspects (data security, data integrity and availability). Through the automation of various activities, such as the integration of risk management tools, each employee will gain more expertise. The training and the visualization of the detailed processes significantly increases the motivation of employees. This procedure clearly increases the productivity of the employees, because they will be very satisfied once they have mastered their new tools.

With Mobile Business Solutions, both SMCs and large companies are able to examine the needs of their customers in an even more targeted way

### Optimisation of internal processes and the potential to make savings

Thanks to mobile Business Solutions, employees can be reached in a targeted way and can thereby act more quickly and work more efficiently. The shortened reaction times have a lasting effect on customer satisfaction. Companies are able to save infrastructure costs, to deploy employees more effectively and to react to short-term peak loads through the deployment of additional virtual employees.

- Considerable advantages arise from the combination of the GSM mobile telephony and the IP telephony, including on the cost side
- As calls will be dealt with over the fixed network or IP telephony – even when the employee phones using his mobile or in his Home Office – the time-consuming telephone accounting will be eliminated
- As the office phone number can be used for the mobile phone, the same business number will always be shown to callers.



### The Security Concept and the Challenges of Networking

Mobility requires that the security concept of a company must take all units such as laptops, telephone sets, mobile phones etc., into account as potential entry points into the company network. A comprehensive security policy can only be defined and the risk can only be reduced to a minimum when all units have been included. This requires technical know-how and time. In every case, however, it is always worthwhile to take the necessary time and to call in the appropriate specialists.

### What characterises a good Mobile Business – the management

A good device management provides the support for a wide range of mobile platforms. Device Management is a flexible, productive and cost-effective solution for device management, for example, over the mobile phone network. It ensures that mobile workers remain in contact, that important data is fully protected and that the cost of the IT administration is minimized.

With a Device Management solution, the IT administrators can manage the mobile solution cycle from the initial deployment of the equipment and the configuration of the devices and the security guidelines, through the provision and configuration of the application and the ongoing updating of the equipment software and the enforcement of the guidelines. Features such as theft and loss protection, updates over the mobile phone network, automatic backups and equipment management systems ensure the protection of corporate investments and the simultaneous optimization of the provision and ongoing management of mobile devices.



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### Main characteristics of a Device Management System

- Support for the most commonly used device platforms Symbian, Windows Mobile, BREW, Blackberry, Palm OS and Pocket PC units.  
With OMA DRM-standard compatible units such as those of the Nokia E series Windows laptops and PCs
- Comprehensive protection functions in the case of theft:
  - Remote lock
  - Deletion of E-Mail and organizer data
  - Deletion of files (on removable storage media and the device)
  - Remove all data from the device or reset to standard default settings
- Distribution and management of applications
  - Monitoring and management of device settings
  - Asset management for the registration of the complete device inventory
  - Support and services to ensure the best use of the solution for the enterprise

### Main advantages of a Device Management System

- Increasing the productivity of employees:
- Mobile units are correctly configured automatically, correspond to the security policies of the company, receive the latest revisions of important software applications and data over the mobile network and are adequately secured.
- Decreasing IT costs:
  - The reduction of the amount of time that is required for the life-cycle management of mobile devices over the mobile phone network.
- Managing the business risk:
  - The protection of critical assets such as data and other confidential information and communication data, as well as protection if the devices are lost, misplaced or stolen.
- Simplified Troubleshooting:
  - Automated hardware and software inventory and automated tools for device recovery as the replacement of a lost device

### Conclusion

Mobile Business Solutions will continue to gain in importance. If the tasks in the areas of Security and Management have been carried out, every company, from small to large, is well advised to not wait another year before starting the implementation of their mobile strategy. <