



## A Practical Approach to Using Smart Phones in Business

### Observations and Recommendations to Lowering Your Costs and Risks

**Design for user acceptance:** A study published in 2008 in the Journal of Computer Mediated Communication by Garrett and Danziger found that workers who used instant messaging on the job reported less interruption than colleagues who did not. Research showed that instant messaging was often used as a substitute for other, more disruptive forms of communication such as the telephone, e-mail, and face-to-face conversations.

**Basis for improved productivity:** They also found that the conversations were briefer between co-workers when using instant messaging than with the other forms of communications. Because of its unique setup, instant messaging allows users to control how and when they communicate with their coworkers.

**Requires little infrastructure and complexity:** Users understand SMS texting and IM on their desktop. Unlike mobile internet, there are minimal costs to get started.

**A platform for the long term:** IP based communications will be the way companies interact, exchange data and automate the input to their host systems.

**Reduces costs and controls expenditure:** SMS and voice costs are still a problem for most businesses and users. Even with more attractive bundling, there are surprises and challenges. As real time data capture and visibility grow in importance, there will be continued pressure on cost control.

**Communicates the way people want to communicate:** Interactive, dialogue based, immediacy and personalisation are all characteristics of MCS that SMS can not deliver.

**Reduced risks:** The requirement to track, manage and record all the history of communications and instruction is growing as a critical factor in business. Privacy, security and data protection demands are all increasing.

**Visibility = Productivity:** MCS confirms who is on line so there is no confusion about whether messages, emails or voice mail is acted upon. This builds confidence, dependence and trust in people communication with people.

**Work Groups:** networks of people and linked logically to their need to communicate and share information. Broadcasts are easy and inexpensive.



Introducing Mobile Communications Service (MCS) software

Applications designed for ease of use:

- One press to confirm tasks are understood
- One press to confirm progress
- One press to capture and send data
- One press to confirm activities are complete

Take these simple ideas and apply them to actual situations - increasing clarity and interaction between workers will help eliminate errors, improve data accuracy and increase employee confidence.

Apply these same ideas with the use of automated data capture. Scanning bar codes has proven to be an effective and easy to use function in many applications. Capturing pictures can now track job details, serial numbers and activities with date/time stamping.

With the advent of RFID, you have in built intelligence that can provide real time validation of assets and identity.

Learn to do more with less

Companies are struggling with complexity. Fundamentally it impacts the ability to ensure closed loop processes. The people using MCS are not technical experts and complexity gets in the way of doing the job at hand.

However, there are activities to communicate as they happen. Workers then feel less pressure, less stress and have less paperwork to do.

Get people started with simplified and interactive applications - all easy to customise into your expressions and your way of communicating. Then build from, a solid base, additional functions only where required.

People love SMS text messaging but know it is not enough. There is need to capture data, send pictures and files and track all communication.

MCS gives you the tools for control including user and device management but makes it simple for users to get started.



MCS features and benefits:

- Device software compatible any other device software
- A simple user interface - easy to use
- Eliminates the need for data storage on the device
- Provide for automated authorization of users, authentication of use and end to end secure management of all data.

Lower your cost of sending messages!

- Send all types of data - pictures, documents, files and data capture
- Broadcast messages - via drop downs and templates
- Integrate with your existing systems and data

Through the Administration Console, we provide hosted server access that caches all data transmissions, provides the messaging transmission engine and device management.

MCS supports API's and plug ins to connect to existing software and data base information plus other integration functions.

- Guaranteed send and receive - extremely high speed
- Easy to use interface with prompts and one touch operation
- No requirement for recording and storing data on the device
- Optimised search, request- response functionality

Summary

- Dramatically reduce overall costs
- Improve decision support, user training and user satisfaction
- Improve real time communication, data accuracy and responsiveness
- Become more environmentally friendly - eliminate the need for laptops, multiple devices and even the need to be in the office!

References (please contact us for the latest industry research and reports)

Yankee Group Mobility Study

Forrester Group study

IDC mobility reports

Aberdeen Group white papers and ROI research