

**Put your customers first
and they will put you first**



*IBM Managed Mobility Services (MMS):
Turning occasional customers into regular customers*

For trade, transport, warehouse, field staff:

Complete mobile solutions from initial concepts to actual implementation

Customers deserve top-quality service

Nowadays, customers are spoilt by shopping experiences they can control themselves. For example, if they shop on the Internet, checking the availability of goods online is par for the course. Products can be compared at the touch of a button, as can the prices. But the situation is different in an actual retail outlet: A sales assistant often has to make a trip to the storeroom, thereby completely interrupting the sales discussion and leaving customers to wonder whatever happened to the idea that 'the customer comes first'.

With mobile solutions from IBM, sales-specific information is at the sellers' fingertips, helping them provide the optimum support and advice to their customers. Using mobile devices, sales assistants can:

- *Check merchandise availability immediately*
- *Quickly see whether a missing article has already been reordered*
- *Help end customers find the right product and propose products that best meet their needs*
- *Serve their customers better and more quickly, achieve greater customer loyalty and conclude more sales transactions*

This is made possible through the integration of special applications into company-wide ERP and CRM systems.

Your one-stop-shop for all your mobile solutions

IBM Managed Mobility Services provide everything from a single source: one contract, one procurement process, one support point of contact, one order process, supported by an online ordering facility on the World Wide Web, one logistics instrument and one invoicing system.

Managed Mobility Services:

- *Increase customer loyalty*
- *Present specific information rapidly*
- *Are available everywhere they are needed at a POS*
- *Relieve the workload on back-end staff*
- *Can cut operating costs for mobile solutions*

How to get your retail store up to Web speed.

IBM in association with our specialised business partners in the retail industry can help you automate processes on the floor and make them more efficient with mobile applications. With Managed Mobility Services from IBM, organisations can purchase complete solutions on the basis of open standards and implement customer-oriented IT architectures. The introduction of new applications and terminal equipment is clearly structured. With the experience of IBM and specialised independent providers of hardware and software, best practice concepts and methods can be made available. IBM takes care of selecting suitable equipment and perfect-fit software solutions, and is responsible for integration into existing IT architectures and systems. IBM also sets up an on-line ordering facility (eShop) especially for your company so you can run your project more efficiently. As a result, you are always in control of your IT rollout.

- *Sales staff: Staff have real-time access to data, including prices, product information, inventory, previous buyer behaviour, special offers, discounts etc. Mobile solutions are also ideal for staff of manufacturers of consumer packaged goods.*
- *End customers: Personal shopping solutions bring mobile applications to the customers. With mobile scanners, customers can scan the selected products themselves and no longer have to waste time waiting in line at the checkout.*

Managed Mobility Services also mobilise other industries

- *Warehouse and logistics: Remote systems can be better monitored with innovative mobile applications. Mobile staff can pick goods more precisely for deliveries. Mobile devices can be mounted on warehouse vehicles, and packaged products can be accurately tracked.*
- *Transport: Many processes can be improved in route planning. Real-time information on all operational workflows reveals potential for cost-saving and optimisation, including driver staffing, resource utilisation, scheduling, planning routes and driving times. Mobile solutions support processes including goods distribution, goods receipt and issue and planning and monitoring truck loading procedures.*
- *Field staff: Maintenance processes, for example, are automated and made easier with mobile solutions. Up-to-date order data, customer data or equipment data are available any time, and systems are synchronised with central applications either online or offline.*



Easy introduction with clear and manageable pilot projects

IBM Managed Mobility Services start by looking at which individual business processes can be optimised and supported with mobile solutions. IBM has both specialised consultants and hardware specialists, and works with independent software vendors (ISV) to deliver outstanding mobile solutions. Experts at IBM are responsible for integrating mobile solutions into central business applications such as CRM or ERP. Pilot projects with manageable timeframes and cost parameters can help users assess the practical benefits of these solutions as well as set the next implementation phase in motion. Staff acceptance can be assisted through training courses.

Offerings available in Managed Mobility Services

- Analyse business processes, identify potential to improve processes using mobile solutions, advise on optimum implementation scenarios
- Strategic planning and solution design; select suitable software applications, standards and platforms
- Select terminal equipment (user groups, tasks, mobile connection technology, operating systems, storage technology)

- Access to corporate networks, protection and security
- Order, prepare and deliver mobile terminal equipment
- Operation, maintenance, spare parts service/replacement
- Project management

IBM eShop makes procurement processes easier

IBM sets up an individual Web shop for Managed Mobility Services for organisations with tailored ordering processes, product catalogues and access options. With this Internet-based order system, procurement processes are made easier. One login – all the services, which can be accessed internationally is a central point for all your procurement employees as well as IT departments and IT purchasers.

For you: less work, more benefits, better control

IBM Managed Mobility Services are ideal for companies that have various centres both in the UK and abroad. Thanks to the international presence of IBM and its partners, distribution costs can be contained.



IBM Deutschland GmbH
70548 Stuttgart
ibm.com/de

IBM Österreich
Obere Donaustraße 95
1020 Wien
ibm.com/at

IBM Schweiz
Vulkanstrasse 106
8010 Zürich
ibm.com/ch

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Benefits of IBM Managed Mobility Services:

- *Simplified procurement and logistics processes*
- *Cost transparency*
- *One contract with IBM instead of several contracts with multiple partners*
- *Faster access to mobile devices that are ready to use immediately*
- *Online access to track status of orders through to delivery*

Make the most of independent service

IBM is neither a manufacturer of mobile devices nor a producer of individual mobile application software. This guarantees independent consulting. Added to that, IBM is an expert in networks and installation and integration tasks.

Discuss your ideas and plans for mobile solutions with us. We would be delighted to show you how Managed Mobility Services could work for you. Please contact us directly at:

Mark Kneen
Subject Matter Expert
Phone: +44 7711 059 184
E-mail: mark_kneen@uk.ibm.com

Derek Noakes
Technical Solution Manager
Phone: +44 7710 304 523
E-mail: d_noakes@uk.ibm.com