THE BUSINESS BENEFITS OF ENTERPRISE MOBILE SOLUTIONS

INCLUDING IFS MOBILITY VALUE PROPOSITION
# CONTENT

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXECUTIVE SUMMARY</td>
<td>1</td>
</tr>
<tr>
<td>DIFFERENT PERSONAS IN THE MOBILITY COMMUNITY</td>
<td>2</td>
</tr>
<tr>
<td>BUSINESS APPS FOR CASUAL USERS</td>
<td>3</td>
</tr>
<tr>
<td>FOR PROFESSIONAL USERS, MOBILITY IS BUSINESS CRITICAL</td>
<td>4</td>
</tr>
<tr>
<td>TRANSACTIONAL USERS WANT THE FULL SUITE ON A TABLET</td>
<td>5</td>
</tr>
<tr>
<td>THE PATH TO MOBILITY</td>
<td>6</td>
</tr>
<tr>
<td>Reach</td>
<td>6</td>
</tr>
<tr>
<td>Act</td>
<td>7</td>
</tr>
<tr>
<td>Transform</td>
<td>7</td>
</tr>
<tr>
<td>MOBILITY DRIVERS AND INHIBITORS</td>
<td>8</td>
</tr>
<tr>
<td>IFS VALUE PROPOSITION: HOW TO ELIMINATE MOBILE INHIBITORS</td>
<td>9</td>
</tr>
<tr>
<td>End-2-end solution</td>
<td>9</td>
</tr>
<tr>
<td>Mobility built-in</td>
<td>9</td>
</tr>
<tr>
<td>Industry excellence</td>
<td>10</td>
</tr>
<tr>
<td>IFS VALUE PROPOSITION: PRACTICAL USE OF CLOUD COMPUTING</td>
<td>10</td>
</tr>
<tr>
<td>CONCLUSION</td>
<td>11</td>
</tr>
<tr>
<td>LEARN MORE</td>
<td>11</td>
</tr>
<tr>
<td>ABOUT IFS</td>
<td>12</td>
</tr>
</tbody>
</table>
EXECUTIVE SUMMARY
The most significant moments in business begin with the arrival of an idea. An idea that is so profound and far-reaching that nothing will ever be the same again.

The idea in question is mobility.

When the mobile phone first appeared, it became obvious that something remarkable was happening. Suddenly, people became more connected and were able to move outside their traditional boundaries of communication. Previous timeframes collapsed, and vital information could flow with hitherto unknown speed throughout most of the industrialized world. But like all successful revolutions, this was only the beginning. Wi-Fi connectivity vastly extended the scope of mobility and brought in completely new capabilities for spreading information. New communication devices were designed to meet new opportunities, and users groups became clearly defined. The mobility revolution was growing.

Analysts estimate that 50% of business applications will be accessed via mobile devices over the next couple of years. Companies are taking the opportunity to create business programs that make better use of mobility. They recognize that mobility provides them with the opportunity to reshape their business and introduce new business strategies that create new business practices that strengthen their offering to customers.

To make the most of this new dynamic, many companies are looking for vendors that can provide a range of mobile solutions that support their user groups and their new business strategies. This white paper shows you what makes IFS such a natural partner in this endeavor. You will read about the different user groups and their needs; about different approaches to implementing a mobile solution; and how IFS provides a built-in mobile solution that eliminates the need for additional complex technology and guarantees total integration. Finally, you will be able to study the arguments for having a mobile solution that is integrated with your ERP solution.

Undoubtedly, we are entering an era where business will redefine itself and fundamentally change the way it works. The company that is among the first to embrace this technology will gain a tremendous advantage and leave the competition in its wake. So read our Mobility white paper to see how IFS puts your business in pole position by unlocking the full potential of the mobility revolution.
DIFFERENT PERSONAS IN THE MOBILITY COMMUNITY

Mobility is playing an ever-increasing role in the life of contemporary business, providing the mobile workforce with a new level of communications freedom. The commercial benefits associated with greater mobility have been recognized as a great stimulus for businesses looking to transform to new business strategies that capitalize on their core strength.

Most of us have a positive experience of smartphones and apps in private, and expect the same productive user experience in a business application. The mobile revolution happening right now affects almost every employee within a company. It is seen as a business game changer for some user categories, such as business people on the move who use a smartphone as a complementary service to their laptops. For other user categories, such as mobile field engineers, it is more of an evolution, shifting to new technologies to utilize smartphones and services. In both cases, the main driver behind the enterprise mobility trend is the employees—not the company—who want to use their private modern devices to access company resources. This has resulted in a new business policy called “bring your own device” (BYOD).

The mobility trend is now entering a second phase where companies are formulating mobile strategies to benefit from the new mobile technologies. They are now busy replacing old mobile devices with smartphones and tablets, and are equipping their staff with business apps as a new and productive user interface to their business applications.

The business mobility community is diversified and covers a broad range of users. It can be separated into three distinct groups.

- **Casual users**: who use business apps on smartphones while on the move
- **Professional users**: for whom mobile devices are business critical
- **Transactional users**: who need to access the entire ERP suite from their tablet

Each group has its own dynamics and is defined by the extent to which mobility plays an active role in their working lives. Each user group’s boundaries of use are determined by its user behavior and device of choice. However, it is not uncommon to find that two or three co-exist for the same individual or within the same organization.

The diversity of choice among devices is huge, and each group has its own preferences. Some users want a large screen, whereas others prefer a compact screen. Some favor touch screens; others are more at home using keypads. And it is the same with businesses, too. Some companies want to operate on their premises, whereas others want to operate out of a cloud. Some want full-time connection; others need off-line capability.
**BUSINESS APPS FOR CASUAL USERS**

These are people on the move who use a mobile solution as a complementary service to their laptops. They like to be able to accomplish tasks that can be performed during traditional ‘dead time’ much in the same way as e-mail is used today via the phone while people are waiting at airports, traveling in taxis or between meetings.

Casual users represent the bulk of the mobility trend and use smartphone apps in private to access data from the Internet, update their social media status and read and comment on items of interest. Of course, this was all possible before the smartphone and apps age, but now it is far easier. It is the same with business specific apps as they are also much easier and more fun to use now.

What was once considered tedious is now fun thanks to the quality of the user experience. So performing tasks like travel expense reporting and authorization of invoices is hassle-free. Although this functionality has been available in business applications for a good while, business apps now enable you to do it from a smartphone or tablet.

One expectation of a business app is easy deployment from a cloud store. Once you have installed it, there should be zero training to understand how to use it. Manuals or user specifications are out of the question. The user experience should utilize native device features such as user experience, GPS and camera. The apps should be intuitive to use and fast, designed to handle quick-to-complete tasks. Upgrades should be hassle-free; automatically in the background or manually on the device.

Benefits for the user

- Minimize admin back-log
- Access critical business information on the fly
- Make better use of the ERP solution

Benefits for the business

- More time for customer value-added work
- Reduce the risk of bottlenecks occurring in the business process
- All critical business information is captured and entered into the system
FOR PROFESSIONAL USERS, MOBILITY IS BUSINESS CRITICAL

Mobility is vital for people in this group. Typically, it includes field engineers, maintenance workers and warehouse staff—in other words, people who need to capture data instantly on a mobile device. These users have had access to mobile tools for more than a decade, so the concept is not exactly new. However, the technologies and user behavior are—and these enable them to dramatically raise performance levels.

New devices with modern interfaces and services that facilitate communication let users use the same type of devices they use in their private lives. The mobile phone doesn’t just capture data; it helps the company to stand out from the competition by providing access to business information within a timeframe that customers appreciate. Modern mobile devices and services enable companies to transform their business offering to meet the tough demands of today’s customers.

This user category often has hardware requirements to manage rough work environments such as water, dust and durability or to utilize hardware features such as scanners, RFID readers and photo capturing. It may also include software capabilities to work in off-line mode, synchronizing when connectivity is available. It can also include always operating in on-line mode to validate data against the back-end software.

The largest user group in this category is mobile field engineers who sometimes represent up to 90% of the total costs for a service company. A mobile tool that can improve productivity by a few percent is a strong business case. Service contractors often have tough service level agreements (SLA) that entitle them to high penalties if jobs are delayed. A mobile tool in this environment is business-critical.

Benefits for the user

• Customers benefit from a much higher level of service
• Information can be centrally located
• Increased sense of professionalism

Benefits for the business

• Ability to monitor each job’s progress, and meet the terms of a service level agreement
• Lower administration costs and enhanced data integrity
• Faster access to critical information for smart decision making
TRANSACTIONAL USERS WANT THE FULL SUITE ON A TABLET

This user group uses a range of devices including laptops, tablets and ultra-books. They require open access to their business application and want to benefit from a new, convenient touch-friendly user experience.

Tablets are set to become a primary computing device, with predictions suggesting that they will outsell laptops by 2016. The principle reasons are ease of transport, long battery life and their “always-on” capability. Tablets are also good for information consumption, and the touch-first interface is seen as a logical way to navigate.

As tablets get more and more computing power, their capability to create information will increase. Transactional users who use the business application on a daily basis require the capabilities to query and enter new data. As you need full access to the entire suite, a business app is not enough. A business app is designed to handle a quick-to-complete task.

The introduction of Microsoft Windows 8, with a touch-first experience, means you can deploy a windows-based business application. For simple tasks, you may navigate the application on the touch screen and use the embedded keyboard to type in data. For more regular work sitting at the desk, the tablet can connect to a keyboard and monitor, thereby transforming the tablet into a regular PC with access to all the available desktop applications.

However, the business applications currently run by most companies on their laptops have design limitations which restrict user operation to mouse only. To let people use the tablets for both information consumption and creation, business applications need to change the user experience, consign mouse-only navigation to history and move to a touch experience.

Benefits for the user

- Tablets can be used for information consumption and creation
- Touch-first technology makes the user experience richer
- Always-on increases speed of access to vital business information

Benefits for the business

- Greater use of full ERP capability
- Great opportunity to introduce new business practices
- More professional level of customer-related services
THE BUSINESS BENEFITS OF ENTERPRISE MOBILE SOLUTIONS

THE PATH TO MOBILITY

We believe that mobility will drive transformative business value and that ERP/business software sits at the heart of this transition. Business application vendors have experience and understanding of the business and application processes. They know the role mobility plays in business transformation on an industry level to help you capitalize on opportunities big and small.

For quite some time, mobility has been seen as a separate technology stack with its own unique technical challenges and solutions. That’s the reason behind the great number of mobile vendors on the market today developing standard mobile applications or mobile enterprise application platforms to develop unique customer solutions. When these mobile solutions have to be integrated into the existing business applications or legacy systems, mobility is sometimes considered too difficult and too expensive because of the bolted-together platforms and an overly technology-centric approach.

As a business application vendor, we have to understand the opportunities, but also the obstacles, surrounding what it takes to make a business mobile. We want to enable our customers to realize the value of mobility by identifying outcomes and creating a clear roadmap that is led by business vision, not technology constraints. We want to provide a clear path to mobility based on a platform that has mobility built in from the ground up, and a deeply rooted focus on the end-user experience. Above all, we believe that the path to greater mobility should be simple, cost-effective and incrementally rewarding.

The path to mobility is a customer journey. You may already have started this journey and now want to develop your business opportunities further with the help of mobility. Perhaps you are about to formulate your first mobile strategy and take the first steps to making your business mobile. Wherever you are in this mobile maturation process, you will always have to evolve and adapt to meet new business challenges and opportunities. There is no state where you can consider yourself ready. IFS has identified a three-step process to guide you through the path to making your business mobile.

Reach

Extending everyday essential business communication and productivity tools to allow users to remain in touch and effective regardless of their location or the device they are using is the core fundamental behind offering a mobility solution. However, simply being able to reach the user does not offer a solution. You also need to:

- Understand your business’s core mobile needs. Which staff needs to access apps remotely? What devices do they use? What requirements do they have for inputting and surfacing information?
- Prioritize the user experience—simplicity, familiarity and ease of use are key
The benefits of enterprise mobile solutions

- Ensure appropriate security and support are in place to manage mobility effectively, in a scalable fashion
- Consider the platform requirements (email, mobile device management, core ERP) to fulfill these aspirations
- Extend the footprint of mobility in your business based on continuous feedback from users

**Act**

You should empower both casual and heavy ERP users to access key data wherever they are, enabling them to act on information through simple, easy-to-use authorizations and acknowledgments, and to provide input and updates in real time from remote locations. You can:

- Manage costs and support requirements by adopting a tiered approach to extending mobility deeper into the business
- Make task-orientated apps available on a trial basis to super-users and internal influencers, who will help convey the importance of mobility to peers
- Look for ‘easy wins’ that help users tick off actionable tasks while in transit, e.g. PO authorization, expenses, timesheets
- Explore new areas where mobility can add value to your business
- Emphasize the usability and consistency of apps deployed across your organization
- Prioritize the ability to handle off- and online usage cases

**Transform**

Through action we then harness the potential of mobility to re-engineer core processes, automate routines and bring new levels of flexibility to the workforce, to move beyond industry norms and ‘business as usual’ engagement with customers and suppliers. This enables you to:

- Identify the mobile characteristics of industry leaders, and how they are using mobility to transform partner, customer, staff and supplier relationships
- Poll mobile needs and ‘dream app’ scenarios of stakeholders and everyday mobile end-users
- Consider the ways in which mobility supports broader strategic and process change e.g. BYOD schemes, deskless working, minimal-touch admin, getting closer to customers
- Share your perfect-state scenarios with mobility experts, and get help to build a business case around them
MOBILITY DRIVERS AND INHIBITORS

In a mobility survey sponsored by IFS, the business analyst firm IDC explored how companies are embracing strategies for mobile ERP solutions. The survey was carried out in nine countries with a total of 455 phone interviews and web surveys with C-level executives in a number of industry verticals. Annual revenue of the companies covered in the survey was US $100 million and above.

Mobility as a solution has moved from being a voice-centric to a data-centric solution focusing on smartphones and tablets with access to corporate data, and this is creating a whole new set of challenges for CIOs and IT managers. Mobile solutions have established themselves as an interface to email solutions, but are growing steadily as a tool for collaborative solutions, other types of communications, and for pushing information to mobile workers.

The survey, published as a white paper, reveals that:

- 59 percent of the companies will increase their investments in mobile solutions. Paradoxically, 46 percent of the companies have no strategy in place.
- 65 percent of today’s businesses will focus their mobile solution investments on rolling out smartphone and tablets.
- Over the next three years, 6 of 10 companies expect to invest more in mobile solutions than they did in the past.
- With a jungle of business apps to choose from, the “killer” mobile application is a CRM app.

This survey also revealed the top drivers for mobile investments in companies today. The results indicate concrete returns on investments when implementing mobile solutions:

- Increased employee productivity and lower cost
- Remaining competitive in the industry
- Real-time registration to improve data quality
- Attracting and retaining talent

However, many companies remain hesitant or are unable to add mobility to their business. The survey also revealed the top inhibitors to becoming mobile.

- Security (31%)
- Cost of integration with back-end systems (13%)
- Work processes not adapted to mobile (12%)
- Company policy (10%)
IFS VALUE PROPOSITION: HOW TO ELIMINATE MOBILE INHIBITORS

Obstacles to mobility must be fought to let companies develop their businesses through mobile solutions. IFS can eliminate mobile inhibitors through our Mobility by Design concept. This means that mobile solutions from IFS are built into IFS Applications from the ground up, enabling seamless processes, fewer technology constraints and a solution aligned with industry requirements, today and in the future. Mobility by Design has three cornerstones:

- End-2-end solution
- Mobility built-in
- Industry excellence

End-2-end solution

Being mobile on-site with your business partners should not stop you from accessing your business application whenever you need to. As lead time nowadays is seen as a differentiator, you cannot afford any delays in the information value chain. Mobility will drive transformative business value, and ERP sits at the heart of this transition. A business application designed from scratch to support the whole process, from the back-end to the mobile front-end, makes mobility a natural business opportunity, not an IT project. That’s why we make IFS Applications mobile so you can bring it with you whenever you require.

Integrations between a mobile solution and the back-end software are often seen as a functional bottleneck and a risk factor. With a mobile solution from IFS, there are no disruptions in the application processes as the back-end and mobile front-end applications are seamlessly bolted together. There is no double administration of users and data access authorizations, and the hand-over process to and from the mobile device is managed with full control.

Mobility built-in

Too often, mobility projects that started as a business development project end up as an IT project with too much focus on technology constraints rather than solving the original business challenge. The mobile market has huge velocity, and new devices and services are constantly being introduced and adapted. Unfortunately, as new technologies are introduced, companies may end up in a blind alley because old legacy systems and heavy investments prevent them from evolving into new business opportunities. With IFS, companies can develop their business and adapt new mobile solutions that are released in IFS Applications. With mobile solutions that are plug-and-play, IFS can be a one-stop-shop for companies that want to take the path to mobility.

New functionality that is released to the market can continuously be implemented to better support your business. Regardless of whether you use IFS Touch Apps,
business apps deployed through the cloud or the IFS on-premise solutions for service and maintenance or warehouse management, you can benefit from standard mobile solutions from a single vendor.

**Industry excellence**

Throughout the years, IFS has gained proven industry experience in a number of industries around the world. We have been nominated as leaders in a number of industries by business analysts. Business software without knowledgeable consultants who know the industry’s challenges can never transform and make a company future-ready. IFS’ industry knowledge and close partnership with our customers ensure alignment of business and product requirements. Companies can rely on our mobility product roadmap, which is always aligned with industry trends and challenges.

For each of IFS’ focused industries, there is an industry advisory council consisting of prestigious companies using IFS Applications in their daily business. In this forum, industry leaders and IFS share opinions and experiences of industry trends and challenges. Together we discuss and prioritize product requirements for the way in which mobile solutions in IFS Applications need to evolve. This ensures a quicker and safer path to mobility so you can retain your competitive edge, now and in the future.

**IFS VALUE PROPOSTION: PRACTICAL USE OF CLOUD COMPUTING**

The world of smartphones, tablets and apps is extremely fast-moving, with new capabilities, new hardware, and new software innovations appearing several times a year. The pressure is on for businesses to support the ‘latest and greatest’.

The world of business applications, in contrast, is slower-moving compared with the speed of the constantly innovating mobility market. IFS solves this bridging problem by using cloud technology and taking a practical approach to cloud computing, leveraging its capabilities where it makes sense and brings benefits to our customers.

Rather than having the apps speaking directly to a specific version or installation of IFS Applications, they talk to a set of services running inside the IFS Cloud, through the Internet. An organization only needs to uplink the existing IFS Applications installation(s), whether deployed on premise, hosted, or in a private cloud to the IFS Cloud, for their users to take advantage of all IFS Touch Apps.

This unique approach means:

- Users self-provision the apps simply by downloading them from App Store, Google Play or Windows Store.
- There is no work for IT in keeping the apps updated to the latest version. This is handled through the App Store/Google Play/Windows Store, and is done centrally by IFS for IFS Cloud.
The business benefits of enterprise mobile solutions

- The services in IFS Cloud encapsulate the potential differences between various IFS Applications versions, and isolate the apps from these.

- Strong security built-in. No corporate data or user passwords are stored in the IFS Cloud. All communication, from device through IFS Cloud to IFS Applications, is encrypted with a customer-issued certificate.

This practical use of cloud computing leverages capabilities where it brings most benefits to our customers. With software plus services (S+S), IFS combines IFS Applications software, on premise or hosted, with public cloud multi-tenant services. As we have seen, using this approach for smartphone access and apps brings multiple benefits, especially for casual users and to meet the BYOD trend.

IFS and IFS Touch Apps Partners are continuously releasing new apps to enable people on the move to improve their business with the help of IFS Applications.

Try IFS Touch Apps for free. On Google Play, search for “Pub:IFS” and on Apple App Store search for “IFS Corporation” to list all available apps. Select Try Me mode for a free trial.

CONCLUSION

The mobility trend in enterprises is entering a more mature phase. The hype of employees bringing their own devices to work is being replaced with mobility investment strategies to transform business. Mobility is seen as a business enabler to exceed customers’ and employees’ expectations on business productivity and software usability. However, surveys and analysts have outlined startling differences between regions, industries and companies in their path to mobility. The purpose of this white paper is to guide you through the mobility transformation process to maximize your business opportunities—now and in the future. The path to mobility is a journey on which there is no time for failure.

LEARN MORE

To find out more about how IFS’ Mobile solutions can help your organization maintain its competitive edge, see the IFS Mobile brochure. For general information about IFS Applications, visit www.IFSWORLD.com.

Martin Gunnarsson is Director of the Research & Strategy unit at IFS, responsible for formulating and communicating future product directions and strategies for IFS Applications. With over 15 years of experience in the enterprise software industry, he has had the opportunity to discuss business challenges and solutions with companies within a wide range of industries around the world. He has held management positions in areas such as presales, marketing, product and industry directions. Martin is a frequent speaker at customer events and conferences to share product strategies and inspiration about creativity and innovation. Martin has a Master’s degree in Economics and Marketing.
ABOUT IFS
IFS is a public company (OMX STO: IFS) founded in 1983 that develops, supplies, and implements IFS Applications™, a component-based extended ERP suite built on SOA technology. IFS focuses on agile businesses where any of four core processes are strategic: service & asset management, manufacturing, supply chain and projects. The company has more than 2,000 customers and is present in 50+ countries with 2,800 employees in total.

More details can be found at www.IFSWORLD.com.
For further information, e-mail to info@ifsworld.com

<table>
<thead>
<tr>
<th>AMERICAS</th>
<th>+1 888 437 4968</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARGENTINA, BRAZIL, CANADA, MEXICO, UNITED STATES</td>
<td></td>
</tr>
<tr>
<td>ASIA PACIFIC</td>
<td>+65 63 33 33 00</td>
</tr>
<tr>
<td>AUSTRALIA, INDONESIA, JAPAN, MALAYSIA, NEW ZEALAND, PHILIPPINES, PR CHINA, SINGAPORE, THAILAND</td>
<td></td>
</tr>
<tr>
<td>EUROPE EAST AND CENTRAL ASIA</td>
<td>+48 22 577 45 00</td>
</tr>
<tr>
<td>BALKANS, CZECH REPUBLIC, GEORGIA, HUNGARY, ISRAEL, KAZAKHSTAN, POLAND, RUSSIA AND CIS, SLOVAKIA, TURKEY, UKRAINE</td>
<td></td>
</tr>
<tr>
<td>EUROPE CENTRAL</td>
<td>+49 131 77 340</td>
</tr>
<tr>
<td>AUSTRIA, BELGIUM, GERMANY, ITALY, NETHERLANDS, SWITZERLAND</td>
<td></td>
</tr>
<tr>
<td>EUROPE WEST</td>
<td>+44 1494 428 900</td>
</tr>
<tr>
<td>FRANCE, IRELAND, PORTUGAL, SPAIN, UNITED KINGDOM</td>
<td></td>
</tr>
<tr>
<td>MIDDLE EAST AND AFRICA</td>
<td>+971 4390 0888</td>
</tr>
<tr>
<td>INDIA, SOUTH AFRICA, SRI LANKA, UNITED ARAB EMIRATES</td>
<td></td>
</tr>
<tr>
<td>NORDIC</td>
<td>+46 13 460 4000</td>
</tr>
<tr>
<td>DENMARK, NORWAY, SWEDEN</td>
<td></td>
</tr>
<tr>
<td>FINLAND AND THE BALTIC AREA</td>
<td>+358 102 17 9300</td>
</tr>
<tr>
<td>ESTONIA, FINLAND, LATVIA, LITHUANIA</td>
<td></td>
</tr>
</tbody>
</table>

www.IFSWORLD.com

THIS DOCUMENT MAY CONTAIN STATEMENTS OF POSSIBLE FUTURE FUNCTIONALITY FOR IFS SOFTWARE PRODUCTS AND TECHNOLOGY. SUCH STATEMENTS OF FUTURE FUNCTIONALITY ARE FOR INFORMATION PURPOSES ONLY AND SHOULD NOT BE INTERPRETED AS ANY COMMITMENT OR REPRESENTATION. IFS AND ALL IFS PRODUCT NAMES ARE TRADEMARKS OF IFS. THE NAMES OF ACTUAL COMPANIES AND PRODUCTS MENTIONED HEREIN MAY BE THE TRADEMARKS OF THEIR RESPECTIVE OWNERS.

IFS AB ©2013