

# Enable Your Mobile Workforce



## Helping Improve the Productivity of Your Mobile Workforce

Mobile technology is gaining momentum and companies recognize that it can help drive a competitive advantage. You too might be considering "mobile workforce enablement" as one of your technology priorities.

Your mobile solutions should evolve as your business grows while working cost-effectively with your current business applications and processes. Microsoft technology helps address these concerns by providing solutions that are scalable, extensible, and make use of existing infrastructure. With our products, your organization can benefit from mobility that helps to boost the productivity of your mobile employees by giving them the tools to access, share, and manage vital information while on the go.

## Global Mobility Trends

According to a 2005 IDC study, over 57% organizations are supporting mobile devices and this percentage is rapidly growing, while mobile PCs have already been widely adopted among organizations, with nearly 75% of organizations supporting wirelessly enabled mobile PCs<sup>1</sup>

The worldwide mobile worker population is set to increase to 878.2 million in 2009, accounting for 27.3% of the workforce<sup>2</sup>

Gartner surveyed 1400 global CIOs and found that "Mobile workforce enablement" ranked third as a technology priority for calendar year 2006<sup>3</sup>

## Microsoft-supported Mobile Solutions Can Help with Business Challenges

Microsoft® supported mobile solutions can help your workers be more productive in a wide variety of business contexts:

### General Mobile Employees

Location no longer has to prevent a mobile employee from responding to e-mail, updating team information, or preparing for meetings. Using a Windows Mobile® powered device, employees can check Microsoft® Office Outlook® Mobile applications such as e-mail, calendars, contacts and even Microsoft® Office Word Mobile, Microsoft® Office Excel® Mobile, and Microsoft® Office PowerPoint® Mobile attachments while on the go. Windows Vista™-enabled mobile PCs and Microsoft® Office Groove® 2007 let teams collaborate on documents even when away from a corporate location, leading to quicker project cycles and time savings.

"Workers will average nearly 40% of their time away from the desk—a factor that will massively play into mobilizing millions of corporate inboxes this year."

"Mobile Business Application Outlook",  
Strategy Analytics,  
January 2006

### Sales

Mobile solutions, like Microsoft Dynamics™ CRM Mobile 3.0 on Windows Mobile\* powered devices can help sales people respond more quickly and speed key activities such as sales transactions or answering customer inquiries. Extend presence and IM onto Windows Mobile devices and Windows Vista-enabled mobile PCs and have your sales people communicate with others while on the road and between sales calls. This productivity can help lead to a higher level of customer service, customer satisfaction, and sales—and eventually help increase revenue and profitability.

1 IDC. "Mobilizing the Enterprise in 2006." Doc #33677. July 2005.

2 IDC. "Worldwide Mobile Worker Population 2005-2009 Forecast and Analysis." Doc #34124. October 2005.

3 "Gartner Survey of 1,400 CIOs Shows Transformation of IT Organisation is Accelerating." Gartner press release. [http://www.gartner.com/press\\_releases/asset\\_143678\\_11.html](http://www.gartner.com/press_releases/asset_143678_11.html). January 2006.

\*Connectivity and synchronization may require separately purchased equipment and/or wireless products (for example, WiFi card, network software, server hardware, and/or redirector software). Service plans are required for Internet, WiFi, and phone access. Features and performance may vary by service provider and are subject to network limitations. See device manufacturer, service provider, and/or corporate IT department for details.



## **Customer Service and Support**

Customer service and support teams regularly work offsite and greatly benefit from technology that helps increase efficiency and service to customers. Field service people equipped with Windows Vista-enabled mobile PCs or Windows Mobile powered devices save time by using electronic forms on their mobile hardware. Your organization can benefit by experiencing fewer errors and cost reduction from replacing paper-based forms. In addition, Microsoft products can enable mobile access to line-of-business applications, providing key information to field people when they need it.

## **Supplier Relationships**

Microsoft supported mobile solutions can enable the flow of information between mobile hardware and your core business systems. For example, with Windows Mobile powered devices and access to key applications, your workers can have a continuous and accurate flow of documentation on supplies resulting in fewer errors and better reporting audits. Innovative hardware running Windows Vista and a management solution can provide an offsite manager better visibility into the manufacturing process, so they can order required parts and react quickly to customer demand with greater precision.

## Microsoft Products Supporting Mobility Solutions

- Windows Mobile® 5.0
- Windows Vista™-enabled mobile PCs
- Microsoft Dynamics™ CRM Mobile 3.0
- Microsoft® Office Communicator Mobile
- Microsoft® Exchange Server 2007
- Microsoft® Office Enterprise 2007
- Microsoft® Office Groove® 2007

## **The Benefits of Microsoft-supported Mobile Solutions**

Microsoft provides mobile solutions that deliver the tools, technologies, and platform to help employees communicate, collaborate, and work effectively while on the go. Microsoft software and applications running on state-of-the-art hardware can help your organization respond to evolving business needs.

## **Enhanced Productivity**

Microsoft delivers familiar, easy-to-use productivity tools and applications that increase employee efficiency away from the office. Innovative hardware and familiar applications improve mobile productivity, resulting in time savings and better decision making.

“Through mobile technologies, companies have the potential to catalyze changes ranging from incremental productivity improvements to a radical redefinition of business processes.”

Daley, Ellen. “Topic Overview: Enterprise Mobility”,  
Forrester. March 15, 2006

## **Quicker Response to Customers, Partners, and Colleagues**

Microsoft supported mobile solutions can help improve your organization’s responsiveness and the ability for employees to better communicate with customers and collaborate with co-workers.

## **The Microsoft Mobile Technology Advantage**

Microsoft technology makes it easy to tailor and adapt your organization’s mobile solutions to your unique business needs. Through a broad range of mobile hardware and software options in conjunction with infrastructure products that can scale, Microsoft helps you give your people the right mobile tools and technologies to do their best work, even when away from the office.

## **For More Information**

Support an increasingly mobile workforce by helping them discover the cost savings, productivity benefits, and competitive advantage of Microsoft supported mobile solutions today. Contact your local Microsoft representative or Microsoft Partner and learn more at [www.microsoft.com/business/peopleaready](http://www.microsoft.com/business/peopleaready).

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