



## The Next Wave of Productivity – Converging Mobility and SOA

Within the last three years, mobility has moved from the sidelines to become one of the key tools available within the enterprise to significantly increase productivity, reduce the cost of business and enhance customer service. Right across multiple industries, from financial services to telecoms, travel/logistics and government, we are witnessing the deployment of mobile customer and employee applications that are achieving a very impressive return on investment in short time periods. An excellent example of this is Australia's largest telecommunications provider, Telstra, who in 2005 deployed the 'BigPond' mobile portal to provide content and downloadable media to its 8.5 million subscribers. Within 12 months Telstra's mobile data revenue increased by 119% (AU\$100M), average mobile data revenue per user increased 19% and Telstra's market share increased for the first time in 3 years.

The key Chief Information Officer (CIO) question has moved from "Why do mobility?" to "What is the best way to implement mobility into my business?" Anecdotal information already indicates that up to 30% of large enterprises have appointed leadership teams to coordinate a mobility strategy across their organizations. Gartner has forecast that license revenue for strategic mobile enterprise platforms will grow from US\$350M in 2006 to US\$1B by 2011. Current mobile platforms, however, are leading organizations down a path with no future. The market today is serviced by (i) mobile silo applications, which whilst delivering tactical value are an inefficient and costly approach from a management perspective, and (ii) proprietary mobile platforms that run along side mainstream enterprise platforms and again introduce inefficiencies and cost duplication.

As enterprises migrate to the next generation IT architecture based on SOA, these traditional approaches to mobility are unsustainable. Instead, a new approach that harnesses the full power and governance models of SOA to enable rapid deployment of tactical mobile solutions within a future-proofed enterprise architecture is required. By combining SOA and mobility, CIOs can rapidly empower line of business with new mobile capabilities, whilst maintaining a consistent methodology and high-reuse of existing enterprise assets across all departments. In addition, by employing mobile as a use-case for SOA, CIOs can ensure that they maximize the return on SOA investment, leveraging it to achieve measurable business benefits in terms of cost reduction in customer engagements and enhanced organizational productivity. For example, another MobileAware customer,

a large US beverage distribution company channels more than US\$10B worth of business through mobile applications annually. Sales representatives stay in the field an extra 30mins/day leading to an 8% increase in top line revenue. Field technician productivity has increased by 6%, which equates to an additional 1.4 million labor hours per year.

MobileAware is leading the way to realize this new approach of converging mobility and SOA, which is known as Mobile Service Infrastructure. By deploying Mobile Service Infrastructure, enterprise business analysts and developers can rapidly utilize existing enterprise services to create composite mobile applications for offline and online mobile use-cases. Mobile Service Infrastructure enables mobility to become a first-class member of the SOA environment and can now leverage the full array of SOA capabilities, including web services, enterprise service buses, service registries, repositories and composition tools.

Finally, the confluence of Business Process Management (BPM) and SOA provides the opportunity to move mobility into the mainstream line of business within the enterprise. BPM is becoming a key tool in enabling line of business to translate SOA into direct business benefits. SOA provides the foundation of enterprise services that can be discovered and utilized by business analysts to rapidly create and evolve tactical and strategic business applications. By combining mobility and BPM, organizations can now model and deploy mobile business processes that significantly improve employee effectiveness and customer experience when users are away from their PC. Recent studies from the BPM Institute have shown that approximately 50% of enterprises deploying BPM would like to extend those processes beyond the desktop. By combining BPM and mobility, organizations can fully model and measure their mobile business processes without having to resort to utilizing specialized and proprietary mobile workflow engines that are the norm today.

In conclusion, the convergence of mobility and SOA combined with BPM is empowering line of business to create mobile applications that quantifiably improve the competitiveness of enterprises. Ultimately by utilizing SOA as a foundation for mobility, enterprises can significantly improve the ROI on existing enterprise investments and put in place a mobility strategy that is future-proofed with respect to the migration to the next-generation enterprise architecture.