Mobile channel integration – Why it is of utmost importance for Enterprises and Consumers?

	FROM ...	... TO
Operations	■ Work force centric process driving tasks	■ Task centric processes driving maintenance work force
Transactions	■ From offline paper forms and desktop systems at head office/ plant offices	■ Real time ubiquitous transactions at the point of operations
Interactions	■ Disconnected, User initiated pull	■ Contextual, Real-time, intelligent system initiated push
Transformation	■ Integrated data management and work flow capability using enterprise packages	■ Operational excellency for business operations with reduced annual maintenance OPEX for optimized productivity and elimination of work flow disconnectedness

Mobile Channel enforced transformation across operations, transactions, interactions and transformation

Enterprise context of mobile channel evolves mainly from two different dimensions, one in leveraging the mobile channel as a commerce channel for products and services delivery for top line growth and the second one for leveraging the mobile channel for operational process transformations for improving the SLAs and for eliminating the last mile disconnects and hence improve the bottom line of the organization. Enterprises depending on their specific business eco system have to embrace mobile channel for one or another or both.

Before deciding on the fitment of mobile channel within enterprises doing different models of business, let us see why enterprises have to consider mobile as a channel either as a commercial channel or as an operational process enhancement channel or both.

Global mobile traffic now represents roughly 13% of Internet traffic. It is growing at an exponential rate as smart phone and feature rich phone's market share are increasing exponentially year on year.

Mobile usage scenario is more or less the same as that of USA in Europe as well. Smartphone penetration in EU5 countries (UK, Germany, France, Spain and Italy) is more than 50%. Usage analytics of mobile phones is also more or less the same as that of USA. The percentage of smart phone and feature rich phones are growing at a faster rate in other developing markets in Asia and South America as well.

Mobile devices have become indispensable to people's lives and are driving massive changes in consumer behaviour. Some of the recent statistics related to mobile usage indicate that,

- Recent study on the usage of mobile device indicate how deeply mobile devices have transformed as companion devices for humans. More than 90 percent of users consider their device more important than their morning cup of coffee. A major percentages said they use their smartphone more than their office or home phone to conduct business.

- A major percentage of users use their mobile device while consuming other media. More than half mobile users use their phones while watching TV.

- 100% of smartphone owners in Japan use their phone to research a purchase.

- In USA, more than one third of all American adults own a tablet or e-reader, a drastic increase from the number three to four years ago.

- Mobile Internet traffic has already surpassed desktop traffic in India.

Growing usage of mobile devices for data transactions and the transformation of mobile device from mere voice communication devices to companion devices for users clearly showcase the importance of mobile channel as a critical medium for enterprises dealing directly with end consumers for their business transactions. Industries such as retail, banking, logistics and transportation, insurance and healthcare and service delivery organizations that are part of the Government that are doing commercial transactions with end consumers either physically or online through web have started embracing mobile channel as commerce channel for top line enhancement.

Now let us look at the relevance of mobile channel from internal operational context across enterprises. The user expectations as a consumer of services hosted by enterprises for business process automation or as an actor in a workflow process have changed drastically since the mobile has revolutionized the consumerization of IT across industries. As a beneficiary who will be benefitting from a workflow process outcome, users want process transformation to happen to make the end to end work flow transactions digital and happen in real time instead of offline through non-digital

ways. As a workflow actor who is part of the digital lifestyle centred on smart phones and tablets, actors don't prefer to deal with redundant data management processes and traditional channels for action that restricts the movement of the actor. Transformation towards demand driven production, optimized supply chain and optimized service delivery through real time interactivity between mobile work force who are out there for sales and field service and production work force working out of the shop floor and office premises are the key objectives of the enterprises looking for operational enhancement for bottom-line growth. Mobile being the channel through which all the stake holders in the business value chain can be connected in real time will be "the channel of choice" for rolling out solutions that helps the enterprises to achieve the above mentioned objectives. As mobile devices helps in eliminating the last mile disconnects in the workflow process that are currently handled offline through paper based forms and redundant data entry processes for digitizing the paper data , mobile IT roll outs for operational enhancements are directly mapped to the Green IT objectives of the organization.

About Attinad Software

Attinad Software is a software company specializing in new generation technology driven solutions around Social, Mobile, Analytics and Cloud (SMAC) across various industry verticals. Attinad Software's key objective is to become the right technology and IT solutions partner for its clients by delivering them the best in class software products and solutions that best suits their context. Our products, proven solution frameworks and the implementation methodologies have helped our clients rollout the best fit solution that suits their business contexts, both from functional workflow context and non-functional growth, sustainability and scalability angle.

Attinad Software, one of the fastest growing company has won several prestigious awards and accolades since its inception for its unique differentiators and state of the art solution deliverables. Attinad has been bestowed with the prestigious Red Herring Global 100 award in the year 2013. Red Herring is a prestigious award given to technology companies who bring differentiation in converging and transforming technologies into business solutions. In the year 2012, it has been selected as the EMERGE 50 companies in India by NASSCOM, the association of software companies from India. The mobile patient management solution developed by Attinad

has been chosen for the final round of NASSCOM Innovation Award for the year 2013. It has also figured out in other leading technology magazines such as IDG Channel World, Silicon India as one of the hot 50 companies with unique market differentiators.

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