

# Nokia for Business

## Meeting the mobility and service needs of employees



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## Challenge of mobility for business

Both the working environment and culture have changed - work is no longer tied to a place. Corporates and SMEs need to be reachable and responsive to serve their customers efficiently. For employees, mobility provides improved

flexibility and immediacy when carrying out their daily tasks. All kinds of businesses, both in the public and private sector, can significantly improve efficiency by implementing mobility in their operations.



## Employee service and mobility profiles

Employees usually need a number of communication and IT services during the working day, whether they are mobile or not. To provide the right tools for every job, we need to understand the individual service needs of each employee. It is helpful to divide communication and IT services into Person-to-Person and Person-to-System services. Person-to-Person services include both voice and text based

communication, whereas Person-to-System services include services such as phonebook, calendar, general office applications, connectivity to enterprise intranet and various enterprise specific applications such as Customer Relations Management (CRM) applications.

General voice, e-mail and office applications are often called horizontal applications, while enterprise specific

tailored solutions are known as vertical applications.

Among employees, individual and shared service needs vary from day to day. Essentially, all employees need a basic voice communication service, but only a small proportion of the work force needs to have access to a CRM application, for example.

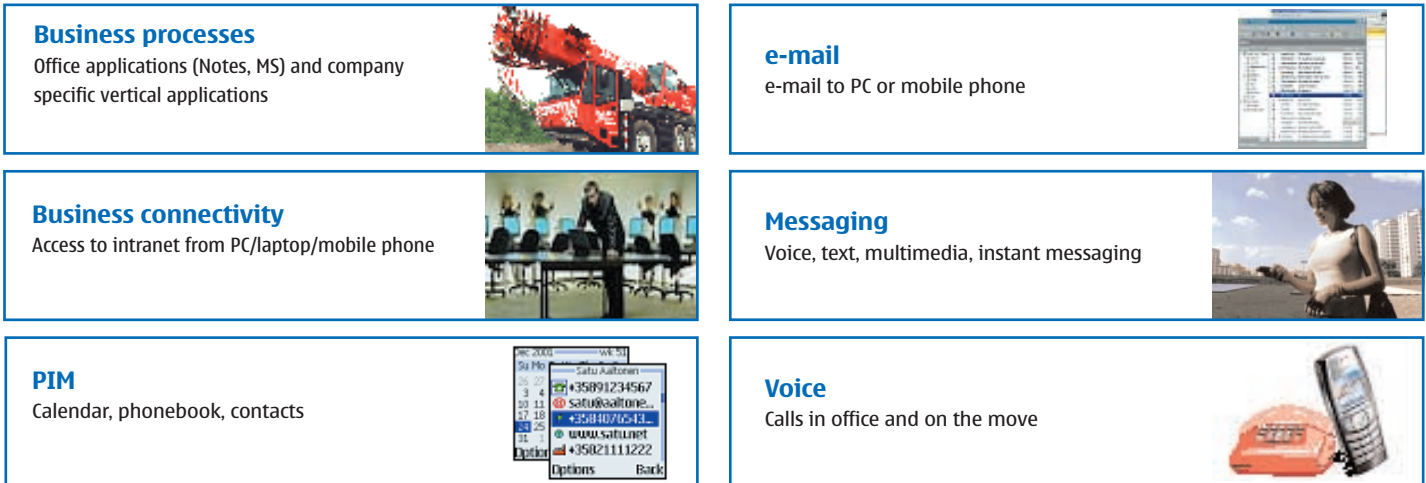


Figure 1: Employees need a multitude of services

## Differing mobility needs

Just as service needs vary by employee and over time, so does the need for employee mobility. Some employees might stay at the same location throughout the working day, whereas others might have frequent international business trips. We can divide employees into three categories according to their daily mobility.

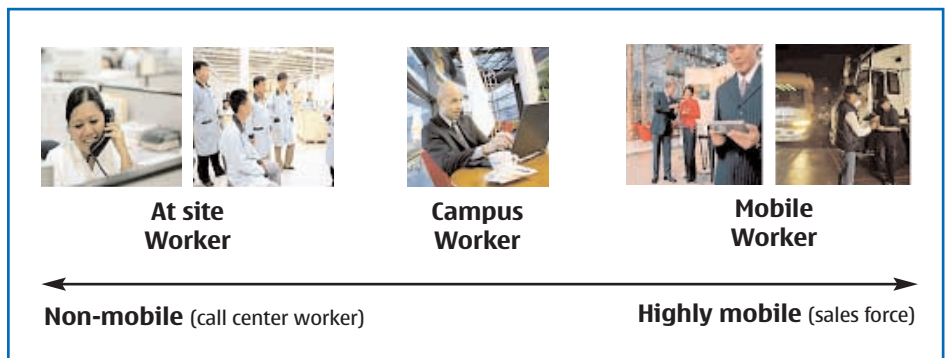


Figure 2: Employee mobility varies by employee and over time

'At site workers' mainly stay at one location during the day. Typical examples are call center service workers or assembly line workers in a mobile phone factory. 'Campus Workers' often use a PC/laptop and work at their desks, but also move from place to place and travel between different enterprise sites and to occasional customer meetings. Examples of a Campus Worker include a controller or factory manager.

'Mobile Workers' are those that continuously spend more than one day per week outside the Homebase site. Examples include sales representatives and truck drivers.

## Creating employee profiles

By combining the service and mobility aspects we can create a number of employee profiles, which help us to understand the needs of each individual employee. In Figure 3, the horizontal axis illustrates the degree of employee mobility and the vertical axis shows what kind of communication and IT services the employee uses during a typical working day.

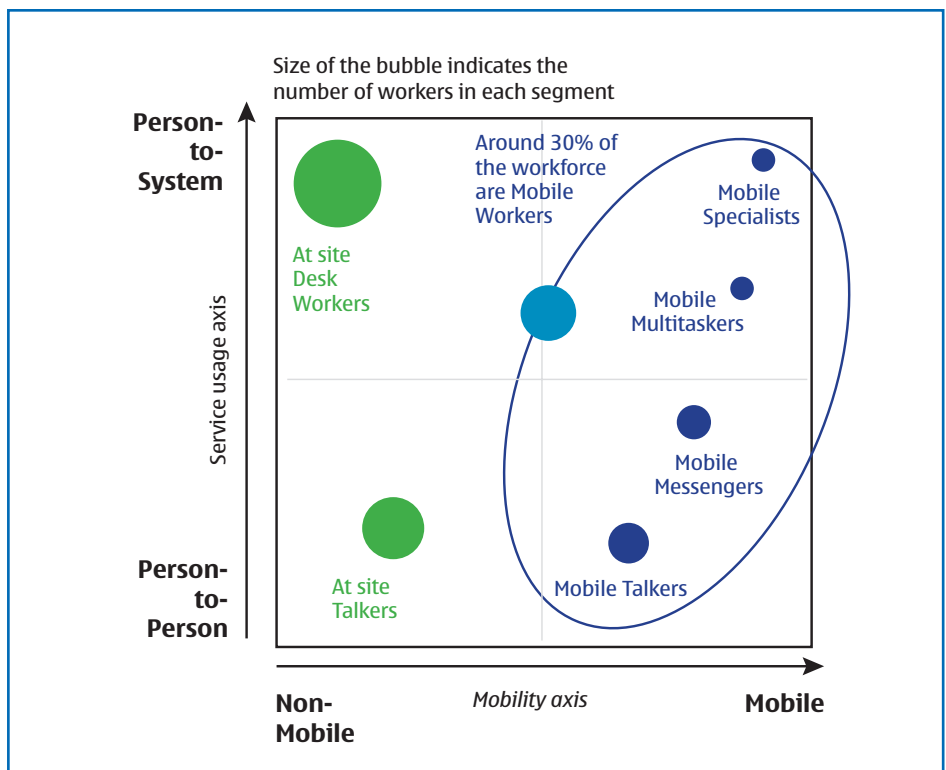


Figure 3: Mobility by type of work

These seven profiles in figure 4 help us to design the best possible set of mobile terminals and mobile services for each employee.

Mobile Workers are divided into four segments according to their use of different services. They all are highly mobile, but the Mobile Talkers' main device during the day is their mobile phone. These employees are often employed in a co-ordination and sales function. Mobile Messengers also speak a lot on the phone, but in addition they often also communicate by sending text messages or e-mails to distribute information or confirm issues. Mobile Messengers could be, for example, truck drivers or sales team managers.

Mobile Multitaskers differ from Mobile Talkers and Messengers in the sense that they have a more frequent need for certain enterprise specific applications such as CRM or warehouse database applications.

Mobile Specialists' main characteristic is that they often need to have a laptop connected to an enterprise intranet or to a specific application. They also may have to send very large amounts of data while mobile.

Campus Workers are mainly white-collar employees in medium or large size corporates. They have a PC/laptop, a mobile phone and a fixed phone. Mainly working within the enterprise's premises, they also travel regularly between enterprise sites or to external domestic and international meetings. A distinctive characteristic of Campus Workers is their mobility and frequent use of a PC; they may work for many days at one site, mainly at a desk with a PC, but also have periods of intense travel.

At site Workers spend most of their time on the enterprise premises, at the same work center, and are divided into two segments according to their use of PCs. At site Desk Workers frequently use both a PC (e-mail, office applications etc.) and phone in their work and their mobility is low, an example being a call center service person or a research worker. At site Talkers usually have only a fixed phone and they may not use a PC at all or may have a common PC for occasional use. They may also have a slightly higher mobility than At site Desk Workers - for

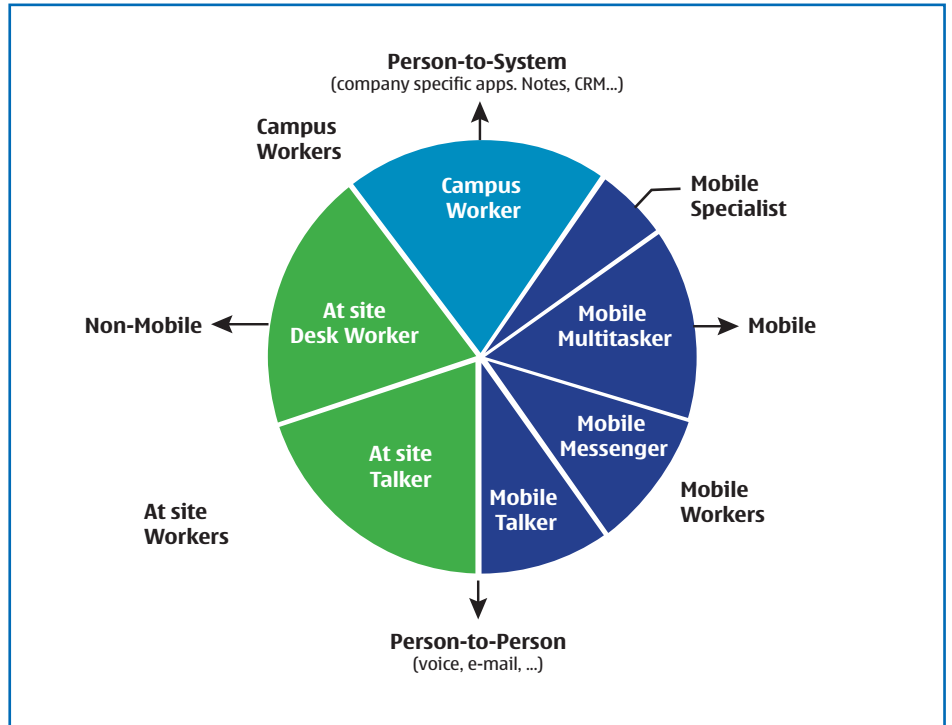


Figure 4: Employee service and mobility profiles

example, salesmen in a hardware shop could be characterized as At site Talkers.

## Operator strategies

When operators think about their strategies for addressing business customers with mobile solutions, it is important to understand the service and mobility needs of individual employees - one device with the same services for everyone is not sufficient. Also, it should be understood that even though mobility is an increasing trend, most employees are not yet mobile. Around 30% of the work force are currently regarded as mobile workers. They are often the most valuable employees in an enterprise and, by mobilizing services beyond voice and messaging, operators can offer significant efficiency gains to companies. For operators, this means much higher levels of ARPU and more mobile data in the network.

However, it should be also noted that by mobilizing the voice services for large numbers of Homebase Workers, operators can increase their revenue significantly and offer cost savings for companies moving from fixed voice to mobile voice. The benefits can also be measured in greater flexibility for both employees and employers, when moving to new facilities.

# Enterprise landscape

As important as it is to understand the service and mobility needs of individual employees, it is also vital to understand that communication and IT service needs vary by industry and enterprise size.

Small companies often use off-the-shelf solutions and services that can be hosted. The use of services may be limited to voice and e-mail communication and to basic office applications. There is seldom any need for customization and system integration, internal IT skills are low and IT decisions are often tactical and made in the short term.

Medium size companies often have some kind of specific enterprise applications in use and the level of system integration is higher than in small companies. IT skills are non core but companies may take care of running the services themselves rather than outsourcing them. Solutions are mainly from local IT vendors and the level of customization is low.

Large corporates have a long term IT strategy and some companies also regard internal IT skills as a core competence. Corporates use best of breed IT vendors and the level of customization and systems integration is high. A full range of communication and IT services are available for all employees.

## Enterprise characteristics

In Western Europe, 93% of companies have only 1-9 employees. Mobility among the employees of these companies is often high, but the use of mobile services is limited to voice and messaging.

Although large corporates represent a minority of companies, they employ many people. In Western Europe, corporates with 250+ employees represent under 1% of the total number of companies, but they currently employ 21% of the total mobile business users. Large corporates also adopt mobility beyond voice and messaging to enterprise specific vertical applications. Mobilizing an enterprise CRM, for example, requires high level IT skills and generates much higher added value than basic mobile services.

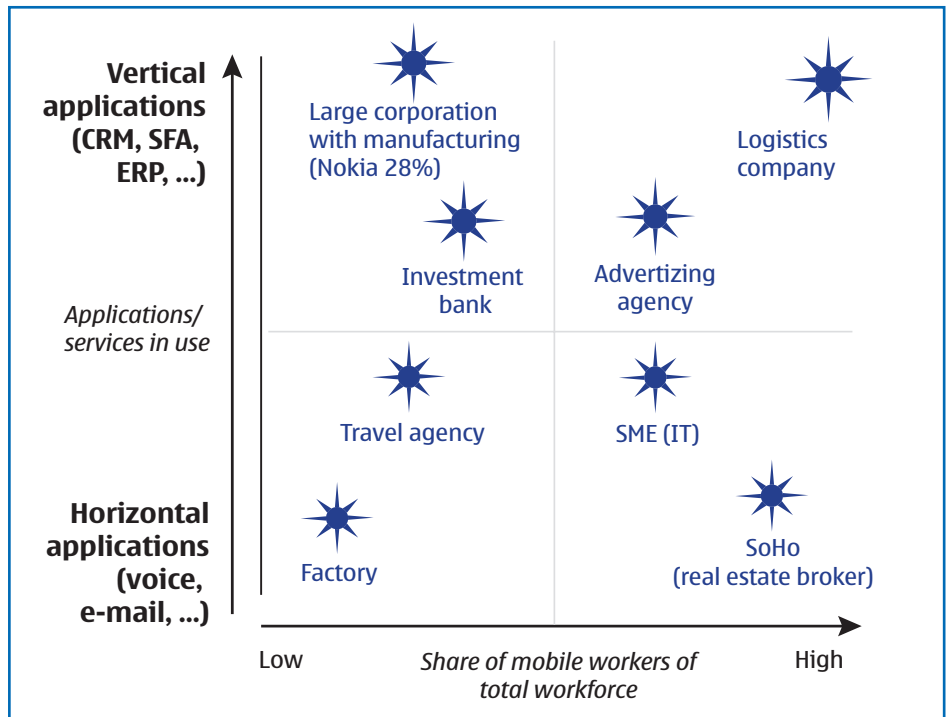


Figure 5: Mobility and service needs vary by industry and company

However, the size of the enterprise does not always define its service and mobility level. The industry in which the enterprise operates also has an effect on the degree of use of vertical applications. Therefore, although a logistics or IT consulting enterprise could be small in size, it may use very sophisticated enterprise specific applications. When process efficiency or customer experience is the critical requirement needed to compete in a particular industry, companies often use a wide range of vertical applications such as CRM and ERP.

## Defining a mobile service offer

Mobile operators should define their mobile service offering for businesses according to both the size of the enterprise and the industry. A straightforward strategy is to start from small size companies with high mobility but limited service needs. As operators traditionally have been strong in horizontal services such as voice and messaging, a natural evolutionary step is to provide well packaged hosted e-mail

to these companies. The same services can also be expanded to larger corporates, especially those who are looking for outsourcing opportunities. Mobilizing vertical applications such as CRM is more complex and will in most cases require close partnering with system integrators and IT and software companies in order to provide an end-to-end solution.

For large enterprises, secure data connectivity with seamless roaming across country borders is one potential area for developing competitive solutions. Service level agreements are another. Provisioning and terminal management are also critical areas to address to meet requirements for ease of use and manageability of the solutions.

Again, it must be noted that with each enterprise there are a number of end-users with different needs. By combining end-user segmentation with enterprise segmentation, operators can build a high performing portfolio of mobile business solutions that meets these needs and ensure the highest possible customer satisfaction and return on investment.



# Mobile solution value proposition

For companies, integrating mobility into daily operations is a challenge, but once in place, mobility is a vital competitive advantage. Mobility provides both direct and indirect cost savings for the enterprise, speeds up processes and decision making and also improves customer service and customer satisfaction.

For customers, mobility means better reachability and improved customer service. As employees are able to work and be reached when out of the office and traveling, the elimination of “dead

time” brings significant cost savings and smooth access to and distribution of information and makes decision making easier and faster. Integrating mobility into enterprise-specific business process applications brings high added value. When field workers have access to enterprise-specific applications, efficiency gains are significant and may also be an important factor in improving the enterprise’s competitiveness.

Within an enterprise, there are several different stakeholders who set various requirements for a mobile solution.

End-users, who utilize the actual devices and services, look for ease of use, functionality and personality, while business owners are interested in costs and the cost savings and efficiency gains provided by the mobile solution. IT managers place a priority on integration, security and management issues. In order to satisfy the needs of each stakeholder, operators and systems integrators must first understand the role of every stakeholder and address them individually.

# Nokia mobile business solutions

The Nokia offering comprises solutions that allow enterprises to make the most of the advantages offered by mobility. These include terminals for voice and data services that allow business users to use mobile phones as their only communication device, whether in the office or out of it.

There are also a variety of data solutions enabling business users to access and manage personal and company information efficiently. Security and management solutions are available to ensure confidentiality and adequate control and management of the use of services. In addition, Nokia provides systems integration services to set up and integrate the solutions.

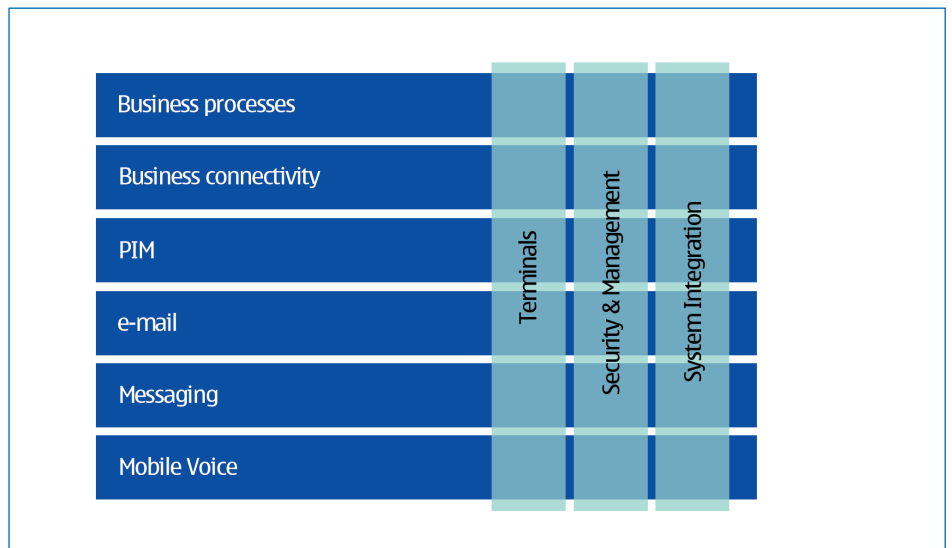


Figure 6: The Nokia offering encompasses mobile voice and data services

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