



Breaking New Ground:

Increasing the ROI of Mobility by *Moving* Complex Data



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Powering Enterprise Mobility: Beyond Device Management and Security

Business and IT managers alike have known for years that information is the fuel that powers business success. The ability to collect, integrate, secure, analyze and move business-critical information to end-users wherever they may be is often the key differentiator between market leaders and runners-up.

As enterprises grow increasingly mobile, with upwards of 35 percent of employees working outside corporate offices and untethered from hard wired enterprise information systems, IT departments face a myriad of new challenges. These include monitoring, managing and securing multiple mobile device types and brands ranging from notebook PCs to PDAs, smartphones and industrial handhelds.

The number of mobile workers will continue to soar. One recent estimate predicts that more than 70 percent of the workforce in the United States will be mobile within just the next couple of years. Clearly, enterprise mobility is no longer an experiment or a series of pilot projects. Its effectiveness in increasing organizations' competitive advantage, enabling mobile workers to identify and seize opportunities at the point of action, is by now well established. The challenges this trend creates for IT departments go beyond relatively straightforward device monitoring, management and security tasks such as configuration, updating software and protecting sensitive information.

While early mobility deployments typically focused on allowing nomadic workers to access their email and contact information anywhere, anytime, today's mobile workers are clamoring for much more. They want access to business-critical applications and corporate data that was previously available only within the hardened walls of their companies, and then only via secure, monitored network connections governed by strict security policies and role-based permission schemes.

They want access to back office ERP, CRM and SFA systems. They want up-to-the-minute access to pricing and inventory data. They want access to multiple types of information – numerical data, manuals, graphics, maps, GPS data, etc. – that are critical to their jobs regardless of whether they are connected to the company network or not.



AFARIA'S CAPABILITIES go far beyond enabling device monitoring, configuration enforcement, application updates and patch management, and over the air encryption.

Afaria also provides powerful process automation and content distribution capabilities – all from the same central Web-based console.

Mobile workers, as we've learned, are quite a demanding bunch.

Many organizations have turned to Sybase iAnywhere to address these evolving challenges. As a result, Sybase iAnywhere holds solid leadership positions in mobile embedded and workgroup database servers, mobile management and security, and mobile middleware and synchronization solutions.

Sybase Afaria, in particular, is the industry's leading mobile device management and security solution, providing thousands of organizations worldwide with the comprehensive management and security capabilities they need to ensure that mobile data and devices are up-to-date, reliable and secure.

But Afaria's capabilities go far beyond enabling device monitoring, configuration enforcement, application updates and patch management, and over the air encryption. **Afaria also provides powerful process automation and content distribution capabilities – all from the same central Web-based console.**

This white paper describes the business process automation and content management capabilities provided by Afaria and illuminates their importance and value to today's enterprises.

Of course, functional description alone cannot convey the true value of a solution as robust, flexible and reliable as Afaria. To illustrate that value, we are also including a number of real-world customer examples to help you appreciate Afaria's broad range of capabilities and understand how they can benefit your organization.

MOBILE DEVICE MANAGEMENT BEYOND TYPICAL EXPECTATIONS

When you say "mobile device management," most IT professionals and business managers tend to think of a fairly narrow range of capabilities designed to streamline mobile deployment, monitor and enforce device configurations, enable remote troubleshooting, and protect sensitive information both on the device and in transit.

These capabilities are unquestionably essential, but the truth is that most frontline workers either never think about them or simply assume that IT has addressed them. Of course, that's not always the case, particularly at the rate mobile deployments are increasing.

To mobile workers, the real value of mobile technology lies not in these critically important capabilities, but in the ability to access key enterprise applications and information on an ad hoc basis, regardless of their location and without a continuous network connection. In fact, these workers want much of this information pushed out to them on a regular basis, without any action required on their part.

The good news for companies that have already implemented Afaría as well as companies that are currently evaluating frontline management and security solutions is that in addition to its powerful device management and security capabilities, Afaría provides highly efficient and intelligent file distribution and document management capabilities – all in a single, proven, cost-effective solution. This unique, integrated functionality delivers potent business benefits to IT departments and end-users.

A SESSION-BASED APPROACH TO AUTOMATING BUSINESS PROCESSES

Because your frontline employees are usually only intermittently connected to your corporate network, Afaría employs a session-oriented approach to enable you to automate business processes and increase communication efficiency. Using Afaría's Session Manager component, you can automate electronic file distribution, file and directory management, notifications, and system registry management tasks without having to learn a programming language. It provides efficient file transfers, fault tolerant communications and incremental updates.

Session Manager provides an easy-to-use graphical scripting tool that's designed for system administrators, not programmers. This scripting tool can automate communication sessions, organize file and directory management tasks (such as file push and pull), change file attributes, automate processes using conditional business logic, detect connection speed, update registries, and generate alerts and messages.

In short, the custom scripting capability allows you to build and automate business processes that ensure that the right content is distributed to the right individuals at the right times. You can think of it as a file-based synchronization capability as compared to the more common database synchronization. File size and bandwidth availability are not a concern because Afaría also has the ability to perform on-the-fly data compression, checkpoint restart, file segmentation, file-level and byte-level differencing to ensure successful file transfers.


CREATING ALWAYS AVAILABLE DOCUMENT LIBRARIES

Afaría's Document Manager component ensures that frontline workers always have the most current versions of the content they need such as pricing lists, proposal templates, promotional materials, competitive information and sales presentations. It enables the initial delivery and ongoing updating of content and data files without the involvement of end-users. This content can contain dynamic information, including text files, graphic files, and HTML files, and can be distributed to all users, or to selected sub-groups as needed.

Document Manager offers users and administrators multiple delivery options including:

- **Subscription:** Users can subscribe to an entire channel of documents or to selected documents within a channel.
- **Scheduled:** Deliveries can be scheduled for convenience.
- **Requested:** Specific document(s) can be requested for delivery.
- **Automatic:** Documents can be automatically pushed to users based on management decisions or user subscriptions.
- **Notices:** Users can be automatically notified when updates are available for those documents to which they've previously subscribed.

Additionally, documents can be made available either on- or offline, allowing users to choose when and where to receive them.



At the same time, Document Manager ensures that document owners maintain control over their content and can easily replace old documents with the latest versions, allowing files to be refreshed automatically when they become outdated.

And like Session Manager, Document Manager is bandwidth aware. For example, when users request files that already exist on their devices, Document Manager detects the differences between the file at the client and the source file on the server and sends only the changes. If a connection is lost, it bookmarks its place in the process and picks it up again when a connection is re-established.

THE PROOF IS IN THE PERFORMANCE

While it is true that Afaria is the powerful, feature-rich, proven mobility solution described above, we don't expect you to simply take our word for it. In a recent report, Worldwide Mobile Device Management Enterprise 2008-2012 Forecast and 2007 Vendor Shares (IDC # 215219, December 2008), leading IT market research advisory firm IDC recognized Sybase iAnywhere as the leader in mobile device management enterprise software for the seventh consecutive year.

The acid test, though, is always how a solution performs in the real world in complex and intense environments.

The following customer abstracts are intended to illustrate the unique qualities and value of Afaria through the experiences of several organizations.

Mobilizing to Fight Crime

To gain an edge in the fight against crime, the Oakland, California police department realized it needed to provide its officers with up-to-the-minute information on suspicious or dangerous situations and descriptions of criminals and suspects. The department began by installing laptop PCs in patrol cars. For the system to be effective, however, the department realized it needed a way to distribute the latest information to its officers by ensuring that their laptops were updated automatically and continuously, even as their cars traveled in and out of range of their wireless network. After evaluating a number of solutions, the company chose Afaria.

"We went with the Afaria solution because it had so many features above and beyond what other solutions offered," Ahsan Baig, Program Mgr, Public Safety Projects. "Features like document management, hardware management, software management and the script writing feature...With Afaria we're able to send out large files like wanted posters, missing persons information and crime statistics to the patrol cars and to update those files automatically. And Afaria is easy to use and can be implemented to run behind the scenes, transparent to the end-user. That's important because it's busy enough out on the streets for our officers. We need to keep the computer stuff simple."

Keeping Electricity and Gas Flowing to Over Three Million Customers

To maintain and service the electric and gas lines that serve its 3.5 million customers, a major integrated energy company in the United States relies heavily on its field force. Its field workers, in turn, rely on accurate and recurring data updates to laptop computers that are mounted in their utility trucks.

According to a company executive, "With over three million customers relying on us for electrical and gas service, we're required to provide our 1800 field workers the most up-to-date information to conduct their jobs. We turned to Sybase iAnywhere because of its reliability, interoperability and proven track record with large-scale deployments. Since the beginning of our engagement, they've shown us why they're the leaders in mobile device management and security."



Using Afaría, the company's IT department has the ability to proactively manage its remote laptop computers from a single console. By implementing Afaría, its frontline workers don't have to worry about device management tasks, and are assured the data on their laptops is up-to-date. Content that must be delivered and updated on the laptops includes very large files such as map updates, reference material updates, and dispatch job and work orders. Afaría also enables company managers and employees to generate better reports for business analysis.

Automating Business Processes for a Competitive Edge

Cox Communications Inc., the fourth-largest cable provider in the United States, is known for its high capacity, reliable broadband delivery network and its superior customer service. Operating in 22 states, Cox has more than six million customers and over 20,000 employees. Key to its ability to maintain its reputation for superior customer service is its corps of field services representatives.

Cox Communications is known as an innovator in its use of information technology. The company demonstrated its innovative talents in the ways it has used Afaría beyond the solution's most common implementations.

"We've found that we've been able to use Afaría to facilitate significant business automation," says Matt Callaway, Sr. Software Engineer at Cox. "For instance, maintaining our physical plant is critical to our ability to deliver reliable service to our customers. Current documentation – maps and design drawings in particular – is something our field force needs to have. In the past, we've distributed this information as printed material in hundreds of large binders on a quarterly basis. With Afaría, we're able to distribute this documentation electronically as a file transfer. Aside from the obvious benefit of not having to manually produce and distribute hundreds of binders, our field services representatives now have plant maps that are more up-to-date versus the old quarterly updated hard copy maps."

One Cox location also developed and deployed a Plant Damage application using Afaría. This application enables the location to quickly identify and document outages due to plant damage often caused by competitors building out their infrastructures. Where the previous paper-based plant damage reporting process took days, the Afaría-powered application has reduced that to about 15 minutes, producing two key benefits. By having this information so quickly, Cox field services representatives can repair the damage more quickly. Additionally, this application allows Cox to contact the vendor responsible for the damage almost immediately to recoup the cost of the damage and subsequent repairs.

"We estimate that we're saving approximately \$500,000 annually, just from the ability to automate the management and updating of our laptops in the field," says Callaway. "But our actual ROI is significantly greater than that when you factor in our ability to automate other business processes."



SUMMARY

Every organization needs to automate business processes and distribute content and data to their employees. This is particularly critical in enterprises with significant mobile deployments.

While many organizations distribute content and data using email, FTP, even CDs and hard copy through the mail, there is a better way.

Virtually every organization with a mobile workforce can benefit from Afaria. This powerful and proven technology that is capable of handling large data transfers to and from mobile devices is already delivering notable business benefits to many organizations.

To find out how Afaria can help your organization, contact us at 1-800-8SYBASE or visit us on the Web at www.sybase.com/afaria.