

BUSINESS DRIVER	ROLES	NEEDS	CHALLENGES	IMPACT
<b>IMPROVE USER PRODUCTIVITY AWAY FROM THE DESK THROUGH MOBILE ACCESS TO...</b>				
<b>MESSAGING</b>	<b>Mobile Information Worker:</b> Employees who spend the majority of their time outside of the corporate network	Empower your workers through e-mail, Unified Messaging, direct-push e-mail, and mobile IM.	<p>Mobile workforce must work in disparate software (applications and tools) to e-mail or send attachments.</p> <p>Mobile workforce cannot send data securely.</p> <p>Mobile workforce receives spam and viruses.</p> <p>Mobile workforce has limited or no access to messaging while away from the desk.</p>	<ul style="list-style-type: none"> <li>Increased time spent making disparate applications and tools work together.</li> <li>Risk of data being intercepted or used maliciously (possibly resulting in failure to comply with privacy and other regulations).</li> <li>Increased time spent checking whether e-mail is spam or good.</li> <li>Increased travel and communication costs.</li> </ul>
<b>DOCUMENTS</b>	<b>Mobile Information Worker:</b> Employees who spend the majority of their time outside of the corporate network	Equip your workers with mobile access to familiar, easy-to-use programs and anywhere, real-time collaboration.	<p>Mobile workforce cannot easily work offline or outside the office when preparing documents (such as proposals and business deliverables).</p> <p>Mobile workforce spends too much time creating proposals for customers with similar needs or in similar industries.</p> <p>Difficult for mobile workforce to capture, synthesize, and aggregate different types of notes and information in one place.</p> <p>Mobile workforce has basic collaboration workspaces but limited ability to collaborate away from the desk.</p> <p>Mobile workforce has limited or no connectivity to documents away from the desk.</p>	<ul style="list-style-type: none"> <li>Decreased productivity while workforce is traveling and lost time for "downstream" work.</li> <li>Increased redundancy and duplication of effort.</li> <li>Increased operations costs.</li> <li>Increased time spent bringing together similar information.</li> <li>Increased travel and communication costs.</li> </ul>
<b>SEARCH</b>	<b>Mobile Information Worker:</b> Employees who spend the majority of their time outside of the corporate network	Enable your workers to find the right information, quickly, online and offline on mobile devices and mobile PCs.	<p>Mobile workforce cannot find information or expertise needed to respond effectively to a customer opportunity or issue.</p> <p>Mobile workforce cannot search e-mail on mobile devices.</p> <p>Mobile workforce cannot easily act on volume of e-mail, tasks, and meeting requests, making it difficult to focus on customers or projects that matter the most.</p>	<ul style="list-style-type: none"> <li>Lost revenue opportunities.</li> <li>Decreased customer/account penetration.</li> <li>Decreased customer satisfaction.</li> <li>Decreased responsiveness.</li> <li>Inability to act on search results (ineffective search results).</li> <li>Lack of efficiency in day-to-day tasks and communication.</li> </ul>
<b>DRIVE BUSINESS RESPONSIVENESS WHILE AWAY FROM THE DESK THROUGH MOBILE ACCESS TO...</b>				
<b>MOBILE FORMS &amp; PORTALS</b>	<b>Mobile Information Worker:</b> Employees who spend the majority of their time outside of the corporate network	Equip your workers with mobile forms, access to portals, and forms and workflows with customers, partners, and suppliers.	<p>Mobile workforce uses paper-based forms, manual processes, and redundant data entry.</p> <p>Mobile workforce does not see value in using forms, sees it only as an administrative activity.</p>	<ul style="list-style-type: none"> <li>Increased time spent on tasks.</li> <li>Increased operations costs.</li> <li>Decreased responsiveness.</li> <li>Lack of mobile workforce buy-in for processes and tools.</li> </ul>
<b>BUSINESS INTELLIGENCE &amp; REPORTING</b>	<b>Mobile Information Worker:</b> Employees who spend the majority of their time outside of the corporate network	Empower your workers with user-driven report building, definition, scheduling, and subscription.	<p>Mobile workforce has too many sources of information to prioritize and take effective action.</p> <p>Mobile workforce does not have access to complete customer transactions and interactions.</p> <p>Increased training costs for mobile workforce to learn disparate analysis and reporting tools.</p> <p>Day-to-day decisions are based on incomplete information, leading to ineffective action and conflict.</p>	<ul style="list-style-type: none"> <li>Poor decision making.</li> <li>Decreased responsiveness.</li> <li>Increased training costs.</li> <li>Slower worker adoption.</li> <li>Decreased customer satisfaction.</li> </ul>
<b>CUSTOM MOBILE APPS</b>	<b>Developer:</b> Employees who develop business applications	Simplify development of custom mobile applications by providing a common development and database platform.	<p>Duplicate effort required for developing mobile applications.</p> <p>Separate database architecture required for mobile applications.</p> <p>Maintenance of multiple development platforms.</p>	<ul style="list-style-type: none"> <li>Increased development cycle.</li> <li>Inconsistent databases.</li> <li>No standardization between mobile and non-mobile applications.</li> </ul>

BUSINESS DRIVER	PHASE 1	PHASE 2	PHASE 3
<b>IMPROVE USER PRODUCTIVITY AWAY FROM THE DESK THROUGH MOBILE ACCESS TO...</b>			
<b>MESSAGING</b>	Access to messages while offline. Online access to e-mail via Web browser or mobile devices. Corporate instant messaging available on mobile devices and mobile PCs.	Full feature e-mail, calendar, and contacts access while away from the corporate network. Mobile corporate instant messaging available on mobile devices and integrated with LOB applications.	Federation of e-mail, calendar, contacts, and IM. Mobile corporate instant messaging includes select customers, suppliers, and partners.
<b>DOCUMENTS</b>	Offline access to documents stored within file shares.	Shared document libraries available online through Web browser and offline on mobile PCs.	Mobile access to shared document libraries includes select customers, suppliers, and partners.
<b>SEARCH</b>	Able to comprehensively search e-mail on mobile devices and mobile PCs.	Able to comprehensively search shared document libraries by using mobile devices and mobile PCs.	Able to comprehensively search select corporate application data by using mobile devices and mobile PCs.
<b>DRIVE BUSINESS RESPONSIVENESS WHILE AWAY FROM THE DESK THROUGH MOBILE ACCESS TO...</b>			
<b>MOBILE FORMS &amp; PORTALS</b>	Mobile forms accessible through e-mail and accessible offline through mobile devices and mobile PCs.	Mobile access to portal. Forms with workflow for team collaboration and critical applications.	Forms and workflow include customers, suppliers, and partners.
<b>BUSINESS INTELLIGENCE &amp; REPORTING</b>	Online and offline access to reports on mobile devices and mobile PCs.	Mobile access to analytical tools and key performance indicators.	Ability to perform real time, closed-loop analysis on mobile PCs.
<b>CUSTOM MOBILE APPS</b>	Standalone custom applications for mobile devices and mobile PCs for browser and offline access.	Common development and database synchronization platform for mobile applications.	Mobile application integration with select customers, partners, and suppliers.

This document is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.