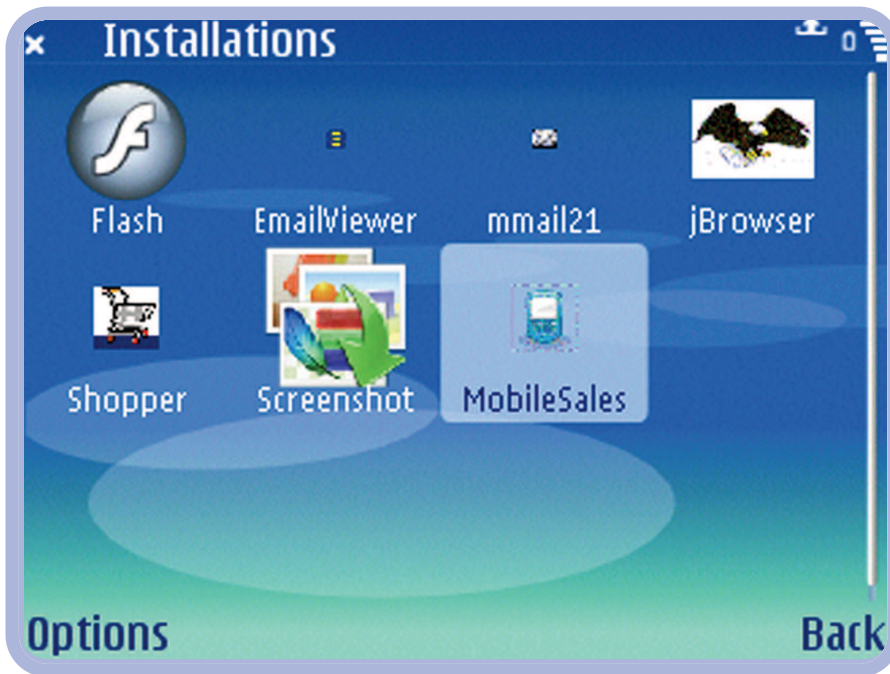


Mobien iNotify Platform Extends SAP and Oracle ERP Systems to S60 Devices



Mobien's iNotify platform includes such modules as Mobile Sales, which connects to SAP enterprise backends through an out-of-the-box connector.

Enterprise resource planning (ERP) platforms such as SAP and Oracle are great for managing a company's business in real time, but if they cannot reach all the way to the mobile sales force, their value is lessened. Web-based interfaces for these applications can be helpful, but in areas of limited Internet availability, the mobile sales officer may have to resort to phoning in orders and receiving less-than-timely information from the home office. Mobien Technologies Private Limited has addressed these issues with its iNotify Platform, a smart-module application framework designed to put S60 devices in direct, secure, two-way communication with SAP and Oracle back-end enterprise applications.

"iNotify offers an out-of-the-box connector for SAP, delivering completely synchronous connectivity using the SAP.NET connector."
--Ajit Gokhale, CEO, Mobien Technologies

"iNotify offers an out-of-the-box connector for SAP, delivering completely synchronous connectivity using the SAP .NET connector coupled with the synchronous ABAP [or Advanced Business Application Programming] calls to the server stubs in the middleware," says Ajit Gokhale, CEO and founder of Mobien. "This enables a company's field teams to make proactive decisions on the fly and thereby increase the company's overall operational efficiency."

iNotify Mobility Platform

iNotify Server connects to back-end ERP systems such as SAP, Oracle, MySQL, and Microsoft SQL Server on one end and the operator's GSM network on the other, providing such functions as:

- iConnect, which gives connectivity to the ERP system.
- iParser, which unscrambles the information and sends it to and from the ERP system.
- iSec, which provides spoof-free device authentication using International Mobile Equipment Identity (IMEI) code.



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"The UI for S60 3rd Edition offered us more headroom and built-in manageability features that enabled better administration of the device, application delivery and application update management," says Ajit Gokhale, CEO of Mobien Technologies.

Looking ahead:

Mobien is looking to expand into the Asia-Pacific (APAC) region in the next six months and then expand into the enterprise markets in the U.S. and Europe. Mobien has already started its operations in Malaysia and Thailand and shortly will expand into China, Hong Kong, and Singapore. The company is also joining with SAP implementation partners in these regions to expand its reach horizontally. "In the next six months on the product front, location awareness will get into the product, leveraging the location awareness of the newer Nseries and Eseries devices," says Gokhale. "Location-aware business mobility solutions will further open vistas into verticals such as logistics, fast moving consumer goods, and distribution."

Forum Nokia Pro Success Story

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- iLog, which provides for intelligent event logging.
- iCapture, which ensures seamless connectivity with the mobile device.
- iRelay, which provides bidirectional data synchronization.

For enterprises with SAP back ends, the Mobile Sales application handles transactions to S60 3rd Edition devices. This application can draw upon multiple ready-made business processes from the SD (sales and distribution) modules of SAP, and can make them available on devices that are based on S60 3rd Edition or S60 2nd Edition. Creating sales orders, checking order status, and querying SAP for customer ledger accounts are only a few of the functions. With the integrated Business Activity Monitor engine, users and managers can define their own transaction exceptions and alerts.

Tightening up the business processes

iNotify solutions have been successfully deployed in several market sectors, particularly in the agricultural and chemical market segments. One such deployment was completed by ITC Ltd. Indian Leaf Tobacco Development (ILTD)'s Division for Agri Products, which has a main plant in Andhra Pradesh, India, and distributed sales and distribution operations in Karnataka, Maharashtra, and other locations. ITC ILTD used iNotify to link its dealers, sales officers, territory managers, and warehouses into an Oracle Applications environment. While the iNotify platform can link PCs and devices from other mobile platforms to the applications, ITC ILTD considered it particularly important to link its sales officers to the system via S60 devices.

“Using iNotify ITC ILTD reduced the lead time in its order processing from two to three business days down to less than 10 minutes.” --Ajit Gokhale, CEO, Mobien Technologies

“The net result of the deployment was that ITC ILTD reduced the lead time in its order processing from two to three business days down to less than 10 minutes,” says Gokhale. “This cascaded into a better turnaround for their customers and better inventory management for ITC ILTD. A marketing officer can now check the status of an earlier order in real time, and get in touch with a customer with more updated and real-time data.” Another very important process -- that of running credit checks while accepting the sales order -- is now a pre-facto part of the business process rather than a post-facto part of processing the order. This makes the business process more reliable, says Gokhale. A similar reduction in the lead time of order processing was achieved by Zuari Industries Ltd., a chemical fertilizer manufacturer in Goa, India. The company used the iNotify platform to connect its 80 marketing officers to an Oracle ERP system. Another iNotify system was deployed at Nagarjuna Fertilizers and Chemicals Ltd. in Hyderabad, India. This one linked the mobile sales force and the company's 130 warehouse locations with an SAP back end, and once again, order-processing lead time was reduced from two to three days to less than 10 minutes.

S60 3rd Edition in the enterprise

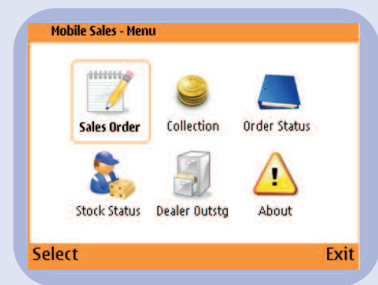
While the iNotify platform accommodates both S60 2nd Edition and S60 3rd Edition devices, Gokhale was particularly pleased with the developmental and functional capabilities inherent in S60 3rd Edition. “Device management has always been the key to success for any enterprise mobility solution, and the S60 3rd Edition clearly stands out,” he says. “A key differentiating point compared to the other mobile platforms for which we develop was the user interface. The UI for S60 3rd Edition offered us more headroom and built-in manageability features that enabled better administration of the device, application delivery, and application update management. Also, the over-the-air (OTA) firmware updating and advanced security makes these devices well-suited for the enterprise environment.” Gokhale adds that the UI for S60 3rd Edition also provides a better user experience, with the means to navigate and start applications and the ability to put widgets on the device.

How Forum Nokia helps Mobien

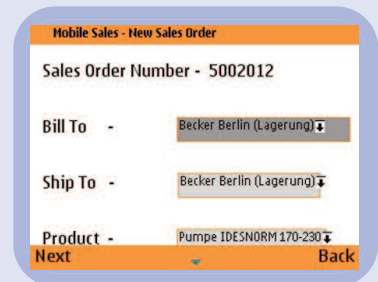
Being a member of Forum Nokia PRO has also been quite helpful to both Mobien's developmental and marketing efforts. “Forum Nokia PRO experts have helped us to accelerate our development process by giving us early access to technical documents, tools, SDKs, and prototype devices,” says Gokhale. “They have also helped us on the marketing front by bringing us to invitation-only events, allowing us to demonstrate in Nokia booths at marketing events, and creating vertical-specific pre-marketing campaigns.”

For more information, go to:

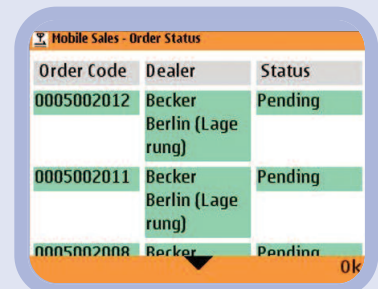
www.nokia.com/developer



Mobile Sales puts current enterprise data onto S60 devices.



It allows the downloading of sales order forms and the uploading of orders.



...and provides up-to-the minute information on order status.

