



# Staying on the Ball Everywhere

## Maintaining Vigilance and Control While on the Move

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### **Abstract**

Extending the functionality of ECM systems to the mobile workforce increases productivity, enabling users of smartphones, including BlackBerry® and iPhone®, to continue working regardless of location, hasten action-critical tasks, and capitalize on revenue opportunities in real-time. Open Text Everywhere is a mobile solution that provides secure and reliable access to mission-critical content and processes.

This whitepaper examines the effects of a mobile workforce in the following areas:

- The challenges facing industrial and service sectors in dealing with a mobile workforce
- The benefits of mobility and content management for issues facing the different sectors
- The ways in which Open Text Everywhere can help businesses make the most of their mobile workforce while reducing the associated risks



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## Executive Summary

Maintaining vigilance, productivity, and customer support on the move are some of the numerous challenges for executives in many businesses, but which now have the potential to be alleviated by smartphones and other mobile devices using Open Text Everywhere. This whitepaper presents an experienced mobility perspective for business managers, mobile workforce strategists, IT executives, and Operations and Project teams to show how to extend productivity and vigilance while managing information on the move.

The paper examines mobile workforce challenges as they affect various industries, including retail, telecommunications and media, financial services, utilities, oil, and gas. It then describes how a mobile workforce can benefit your organization by reducing downtime, increasing productivity, improving customer service, and managing situations in real time, which helps your business react to situations faster and make better informed decisions.

The conclusion focuses on the ways in which Open Text Everywhere improves business by improving an organization's ability to manage, engage, and collaborate on the go.

## Mobile Workforce Challenges

### Industrial challenges

#### Utilities, oil, and gas—upstream and downstream

Economic pressures for increased vigilance, productivity, and customer support have become more extensive in recent times, and simply offering mobile communication is no longer deemed adequate as it does not enable collaboration or immediate resolution of a challenge. The missing element is mobile access to information plus the ability to manage and apply that data to resolve an important issue quickly.

#### Upstream: incident management

Experience in oil production has highlighted the importance of efficient response management to minimize the consequences and liabilities from an unplanned incident.

Regulatory mandates now ensure a more robust process to manage risk that will rely upon incident managers being able to access the Incident Plan and coordinate response, allowing stabilization to be achieved in the shortest time possible. In order to ensure safety compliance, it is increasingly important that companies have “Evaluated all major



accident risks, and measures have been taken to control those risks to ensure that the relevant statutory provisions will be complied with,<sup>1</sup> and a mobile workforce can allow these evaluations to take place quickly, in real time.

The nature of oil and gas upstream activity is such that most workers and operators involved in incident response are mobile and belong to multiple entities, including contracting firms, requiring speedy and detailed coordination.

### **Downstream: asset management**

Refineries are complex installations that must run at the highest utilization levels to deliver a return on the considerable investment. Efficient asset management throughout the refinery supports high utilization and compliance, which is enabled through accessing plant performance data to allow maintenance and operations to plan proactively and dispatch appropriate work orders.

The information that forms the basis of deciding work orders is often scattered around the site in a variety of systems, requiring consolidation and then access by planning, operations, maintenance, and engineering teams, many of whom need this facility “on the move”.

Ultimately, this integrated approach benefits significantly from mobile access to enable 24x7 proactive, planned, and therefore timely asset management by accessing relevant information from a single point.

### **Service challenges**

The mobile workforce affects a wide variety of organizations in the service sector, including

- Retail
- Telecommunications, media, and entertainment
- Financial services and banking
- Insurance and investment

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<sup>1</sup> Offshore Installation Safety Case Regulations. Regulator: Health and Safety Executive.



Recent analysis by Bango, the mobile payments and analytics specialist, has shown the mobile channel in operation with a 600 percent growth in mobile Web usage over the 12 months ending December 2009 and an average 3 mins 21 secs time on a Web site compared with just over 1min 30 secs previously.<sup>2</sup>

### **Customer service management**

Sales and distribution in the retail, finance, and telecommunications/media/entertainment sectors demand that account managers and retail executives have immediate mobile access to product, customer order, contract, availability, and pricing information and are able to make changes immediately to match supply with demand.

Increasingly, these executives have significantly reduced operating cost, extended productivity, and raised customer service by being less location-centric and becoming a mobile worker.

However, the dependency is that the personnel have the mobile capability to find, create, publish, manage, email, or file content on the move by providing the same application access that would apply to a fixed location. This flexibility allows the organization to take full economic advantage of sudden changes in buying behavior due to, for example, weather conditions for retailers or changes in financial markets for traders causing a significant increase in demand opportunity.

### **Marketing, branding, and customer loyalty**

Social media has become an essential ingredient for marketing in ultra-competitive sectors like retail, entertainment, and financial services. The consumer growth in mobile smartphone usage, particularly by young adults, requires these industries to become more interactively engaged with prospects to build brand awareness and sales as well as simultaneously understand more about their target market behavior. The consumer mobile device of choice is now becoming the smartphone instead of a laptop: "Worldwide Converged Mobile Device [Smartphone] Market Grows 56.7% Year Over Year in First Quarter of 2010" with 54.7 million units shipped.<sup>3</sup>

From a marketer's perspective, converged mobile devices are capable of synchronizing personal information and email with server, desktop, or laptop computers, and also download data to local storage, run applications, and store user data beyond PIM

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<sup>2</sup> Bango 2010.

<sup>3</sup> IDC 2010



capabilities. By marketing departments leveraging this capability using a mobile content management solution, they are able to collaborate with converged mobile devices and social media by engaging communities, wikis, and blogs interactively.

## Business Case

The ability to create, consume, and control information and documents on the move has powerful ramifications for enhancing collaboration, productivity, risk management, and compliance, producing a compelling business case.

Compelling mobility management issues by sector	Without content management for mobile workers	With Open Text Everywhere Mobile Content Management
<b>Industrial Sector</b>		
Manage assets efficiently	Inconsistent	Consistent
Secure email governance	Non-compliant	Compliant
Accelerate incident response	Volatile	Controlled
Extend operations collaboration	Inconsistent	Consistent
Enable decision-making traceability	Unavailable	Available
Improve account management decisions	Inefficient	Ultra-efficient
<b>Service Sector</b>		
Engage social networking	Unavailable	Engaged
Improve customer loyalty	Volatile	Managed
Import image, video, and text	Unavailable	Available
Integrate supply chain operations	Inconsistent	Managed
Review, approve, and submit Web content	Unavailable	Fully enabled



## Open Text Everywhere Mobile Management Solution

When people rather than premises are connected with content management capability, they are more responsive, flexible, better informed, and ultimately more productive. Those lacking a mobility strategy to include content management will be as outdated as companies that lack Web sites.

Open Text Everywhere delivers a comprehensive view of business processes, content, and workplace social collaboration tools via native applications unique to a mobile platform. Open Text Everywhere applications support BlackBerry® and iPhone smartphones as well as iPad devices. All leverage the secure connection transportation layer for fully encrypted wireless communication.



- **Manage Everywhere:** Allow users to access content and initiate/approve/reject workflows through a single, secure application from anywhere. This includes browsing folders, searching, viewing, managing, and emailing of documents stored in the Open Text ECM Suite. The content viewers are capable of rendering special file formats, such as Microsoft® PowerPoint®, onto a mobile screen.
- **Engage Everywhere:** Initiate workflows, attach and view documents related to a business process, and then approve or reject workflows, all through a user experience designed for mobility. The single mobile application has Blackberry Enterprise Server [BES] security and reduced ownership cost since Open Text Everywhere is middleware, so administration and management cost is reduced and pricing is not user based.
- **Collaborate Everywhere:** Include participation in communities, viewing and adding to social community wikis and blogs, connecting with users, and obtaining important information from member profiles. Remove workflow bottlenecks and enable mobile users to collaborate through access to workflow content from initiation to acceptance, speeding up decision-making and improving productivity



## About OpenText

OpenText is the world's largest independent provider of Enterprise Content Management (ECM) software. The Company's solutions manage information for all types of business, compliance and industry requirements in the world's largest companies, government agencies and professional service firms. OpenText supports approximately 46,000 customers and millions of users in 114 countries and 12 languages. For more information about OpenText, visit [www.opentext.com](http://www.opentext.com).

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