

Make the Smart Services Choice for Smart Mobile Devices

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Enterprise mobility is here to stay

1.2B

of global workforce are expected to use mobile technology by 2013.

IDC

80%

of companies will adopt BYOx mobile to improve employee productivity.

Yankee Group, 2013

3.5

is the avg. number of devices carried by a mobile worker.

iPass Inc. Research, 2012

50%

of organizations will look to cloud for their mobile app deployments.

Yankee Group, 2013

What's preventing you from embracing enterprise mobility



Security

- 8,000+ phones and tablets
- Over 50+ manufacturers
- Device loss
- Data protection
- BYOD policy/compliance



Support

- Multiple devices and apps
- Multiple OS
- Infrastructure setup
- Employee training
- Admin/maintenance



TCO

- Huge up-front investment
- Continuously evolving technology
- Third-party support
- New app rollout

Mobile as a service



Device management

- Procurement
- Activation
- Configuration and software provisioning
- Compliance tracking
- Remote lock and wipe
- Device locating
- Device inventory
- Disposal



Application development and provisioning

- Application development and customization
- Application provisioning
- Application updates
- Data migration



Security management

- On-device encryption
- Device and user authentication
- Virus protection and firewall management
- Backup and restore
- Network access management
- Remote lock and wipe



Performance monitoring

- Application monitoring
- Managing and monitoring of software license use
- Compliance tracking
- Device monitoring
- Network monitoring



Operational support

- Self-service support
- Help desk support
- Application self-healing
- Automated syncing and data retrieval
- Automated electronic file distribution
- Process and policy enforcement
- Troubleshooting



Expense management

- Contract management
- Dispute resolution
- Usage accounting and auditing
- Service and billing optimization
- Cost allocation
- Payment
- Usage and cost forecasting

Why Partner with SAP for Managed Mobility?

EMM

SAP Mobile Secure & SAP Afaria

SAP Mobile Secure delivers MDM, MAM, MCM and Secure App Wrapping

MEAP / MCAP

SAP Mobile Platform

SAP & recently acquired Syco are Leaders for Mobility Platform

Applications

SAP & Partner Apps

SAP, Partners, Developer ecosystem will build apps

SAP Mobile Secure

Device	Application	Content	Services
Mobile Device Management	Mobile Device Management Mobile Enterprise App Store Secure e-mail container	Mobile Device Management Mobile Portal	Telecom Expense Management AP/SLL Management

Mobile Security
Mobile Information Protection and Control – Mobile VPN – Mobile Identity and Access Management

Enterprise Mobility Management System

On-Premise

Hybrid

Cloud

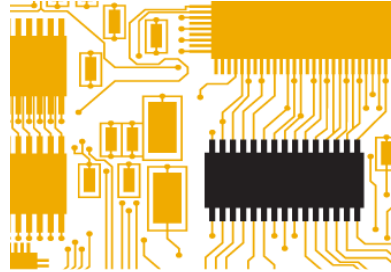


Multimedia messaging service end-customer examples



30,000 users

U.S. pharmaceutical company



3,000 users

U.S. high-tech company



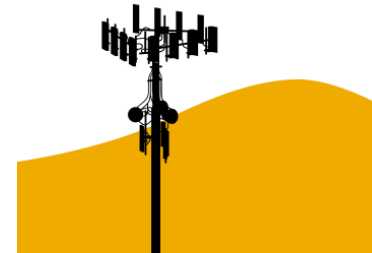
10,000 users

Large Netherlands
governmental office



30,000 users

Italian transportation company



500 users

Brazilian telecom company

Managed enterprise mobility (IT services) partners

IT services



CloudTune



ventelo



SYSTEMX

AIRWARE
TOMORROW'S AIRCRAFT TECHNOLOGY



HCL



resource
IT GROUP
A division of Resource Staffing Group, Inc.

accenture

INFOAG



unison
SYSTEMS



asusCLOUD

ATERA

Heng Xin
Tong

Atos

FUJITSU

cybertrust
Secured Site

Justsy

Resource
SOLUTIONS

REMOTERELIEF

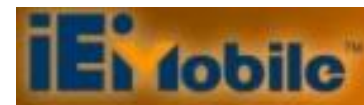
Polystor
宝利信通

Managed enterprise mobility (telco and OEM)

Telco



OEM ASP



Business benefits



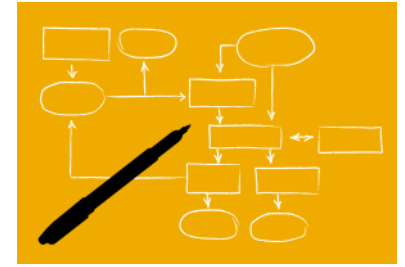
**Faster
time to value**



**Reduced
complexity**



**Financial
flexibility**



**Customized
mobile solution**



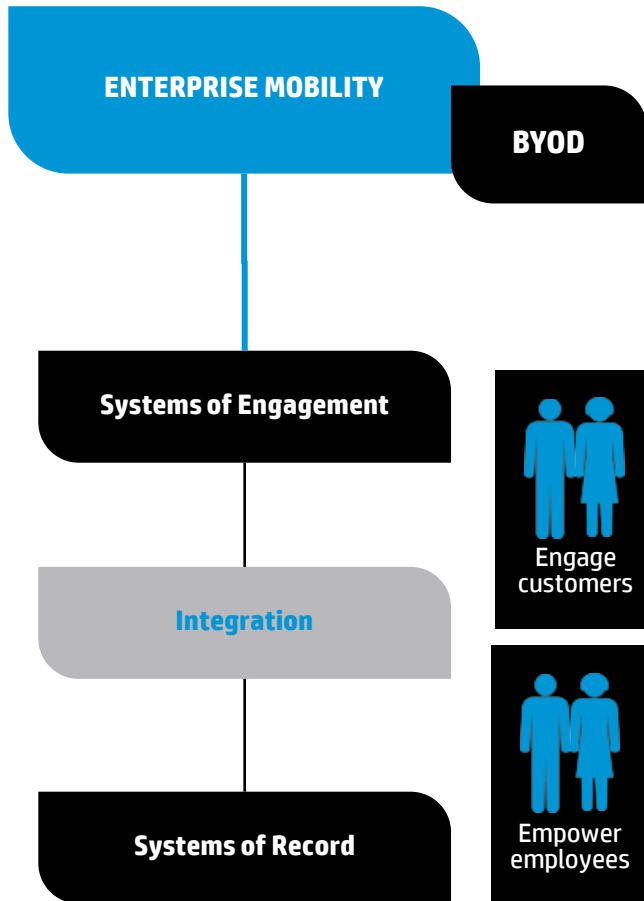
Mobility – the new interaction model

Reimagine your business with HP Mobile Applications Services

May 2013

HP Point of View

Mobility is the new interaction model



**UNIVERSAL
ACCESS TO
PEOPLE
APPLICATIONS AND
DATA**

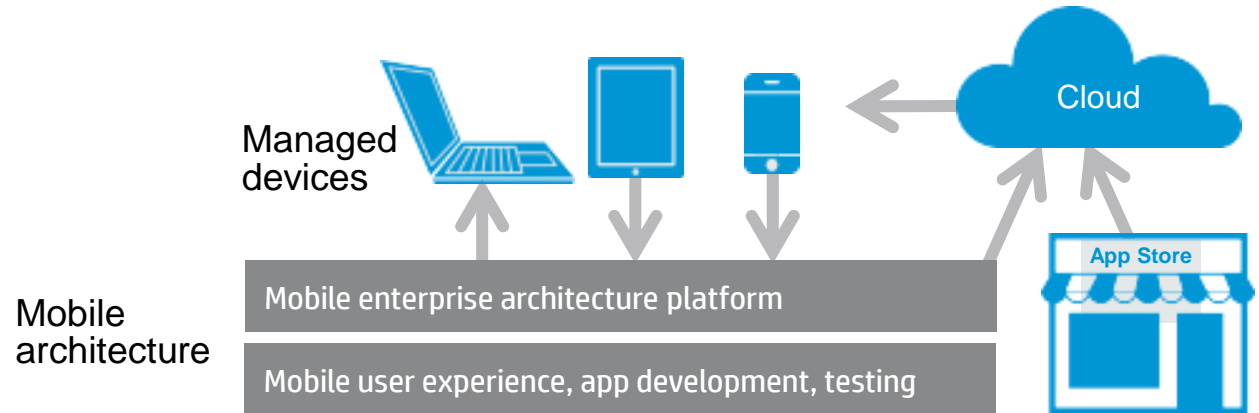


Developing a Mobile Strategy

HP approach

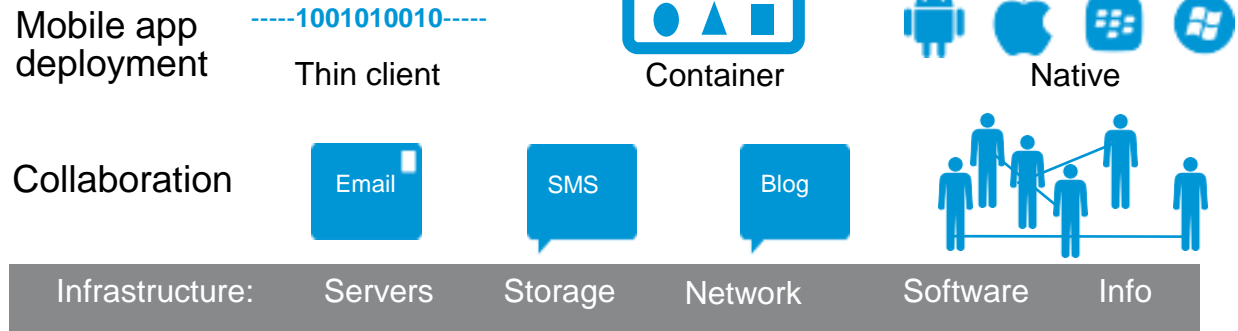
Step 3

Establish the architecture to support enterprise-class mobile applications



Step 2

Define the collaboration infrastructure for the organization



Step 1

Review, establish & refine foundational policies



Think Beyond the Device

Think secure, seamless, context-aware mobile user experiences in a connected world

□ THINK: CLOUD

Cloud-enabled services accessed by preferred mobile devices

□ THINK: ANALYTICS

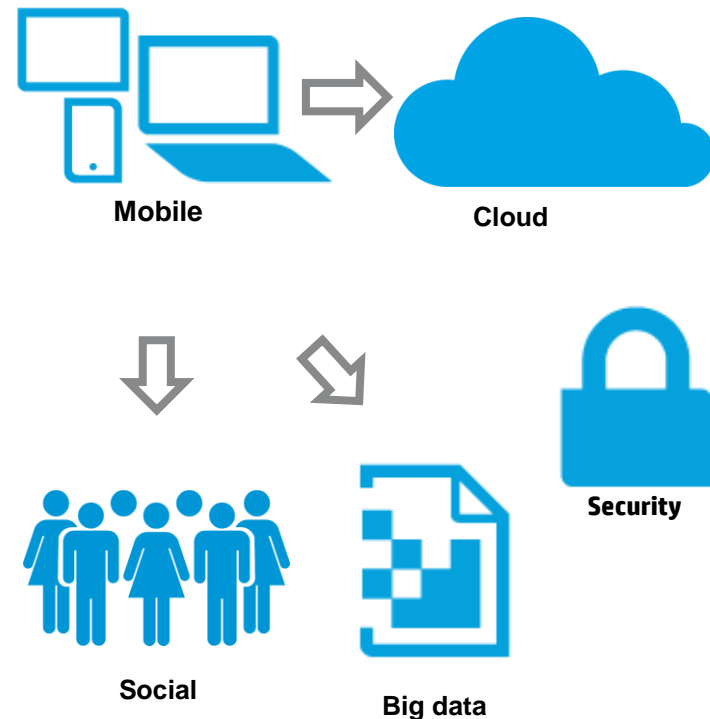
Context-aware mobile applications that interpret profile, preference, sentiment, location, history from social media and big data

□ THINK: INTEGRATION

Integration across multiple layers of technology from device to data

□ THINK: SECURITY

Build security in mobile applications and devices to prevent unwanted access to enterprise information



HP Managed Mobility Services for SAP

Accelerate time to value of your mobility initiatives

The HP difference

- Rapid provisioning and scalability of your SAP solutions on HP Converged Cloud technology
- Protect your enterprise apps and data with multi-layered HP security solutions
- Create great user experiences with the HP user experience practice
- Build enterprise-grade mobile apps leveraging the HP industrialized delivery centers for SAP, mobility, and testing
- Contain the cost to deploy mobile apps with the HP unified testing solution to automate testing across devices
- Leverage the expertise of HP mobile device management using SAP Afaria

**A strategic partnership to deliver market-leading
SAP Mobile Platform on HP Converged Cloud technology.**





Thank you

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