Welcome to the topic of enterprise mobility. As you go through this document, you will get information about SAP NetWeaver Mobile, the mobility platform of SAP.

SAP has a comprehensive mobile platform to address the business needs and the platform covers the three key areas of development, management, and runtime.

The document starts by exploring the need for enterprise mobility. After that, we provide a heads-up of the SAP NetWeaver Mobile architecture that supports the business requirements, and finally provide information on the areas of development, management, and runtime.
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The Need for Enterprise Mobility
SAP NetWeaver Mobile Overview and Architecture
Flexibility via Ease of Development
Superior Integration of SAP and Third Party Systems
Ease of Operation – Mobile Device Management and Security
Openness – SAP on Any Device
Summary
Mobile Workers are Under-Equipped
Disconnected from enterprise information and processes

- Long time to access relevant information
- Very inconvenient to input information from the field
- Cannot participate in enterprise processes

The Need for Enterprise Mobility

Almost all organizations, regardless of their size, location, and industry, today face a common set of challenges when it comes to integrating their mobile workers into the enterprise’s processes. They have invested a lot in implementing ERP and CRM systems. However, enterprise applications are rendered useless as soon as a mobile worker steps out of the office, because much of the activity of customer-facing or mobile professionals is dependent on timely and accurate access to the information and processes they need for their work. For example, CRM systems have been implemented to support the activities of sales and service people, but because these people are mostly mobile, the value of the CRM implementations is dramatically reduced without the necessary mobile support. We have seen examples of sales people carrying entire file cabinets in the trunks of their cars to keep the information they need at hand.

Another example is that of asset-intensive industries, such as utilities, that are dealing with high-value facilities and equipment where each failure is disruptive and costly. In those industries, field service technicians are ensuring high availability, reliability, and operational safety of plant, equipment, and facilities. We have seen examples of service technicians who do “rounds” collecting information about the equipment manually. This data is recorded on paper and is inconsistent and difficult to trend, finally leading to equipment downtime.

Finally, management and information workers need to stay up-to-date anywhere, anytime to make the right decisions using the latest information.
**Costly Consequences**

**Affecting productivity, customer service, and sales**

**Sub-optimal customer service**
- Poor response leads to up to 2/3 of customer turnover

**Lost productivity**
- Sales spend only 20% of time in front of customers
- Technicians waste 20%+ time on administrative tasks

**Limited visibility of field activities**
- 50% of data from field is inaccurate or incomplete
- Impedes corporate guidance for field activities (e.g. cross-selling, optimal routing, compliance)

Source: SAP Customer Data, McKinsey, Gartner

Unfortunately, most mobile workers are unable to tap the power of business software, rendering enterprise applications virtually useless to employees not at their desks. This has costly consequences, including impacts on productivity, customer service, and sales. Let us elaborate a bit on the impact.

**First, impact on customer service.**

Just imagine the customer’s irritation when field technicians come with incomplete information about job requirements even though customers have spent time on the phone or the Web specifying all the requirements. It’s inexcusable that the customer is often forced to play the role of knowledge keeper and coordinator between customer service personnel and field technicians.

**Next, let us look at loss of productivity.**

Ideally, a sales person should be able to take an order from a customer with access to the application or forms required to process the order, process an inquiry against inventory levels, and make a delivery commitment to a customer – right at the customer’s site. Like in the case of Blaser Swisslube, the head office was always busy and reactive to the multitude of calls they got from the field for assistance. It is a similar situation in the service function. One large company expects to save more than $1 Mln a year just by transmitting trouble tickets by wireless links and thereby cutting the time it takes to respond to service requests. There is also a reduction in windshield time for the following reasons:

- Getting to the job site and not having the right part
- Not knowing what the issue was until arriving at the site

**It also impedes central guidance to field activities.**

Lack of visibility of the activities of traveling employees not only impedes optimal routing of technicians but also prevents sales managers from better supporting their sales people with cross-selling opportunities or upsell promotions. This is an example of the problem faced at Halliburton: “Our campuses are quite large, and our maintenance technicians were spending time walking extra miles – and filling out reports – in order to complete their daily work orders. For instance, a technician might go out on a project and then after completing the job, he or she would have to walk back to the office and file a report. Then the phone would ring and the technician would have to go back out to the next location – which might turn out to be next door to the first job.”
Empowering Mobile Workers
Exponential benefits for the entire organization

- 50% increase in sales inquiries due to customer satisfaction
- 30% reduction in service wait times

- 20% increase in customer visits by sales
- 50% productivity gains by service technicians
- 40% lower support costs with improved first-time service

- 10% increase in sales through better resource allocation

If the mobile workers are equipped with information on their mobile devices, customers can reap a lot of benefits in terms of costs and opportunity.

But are we ready for enterprise mobility?

On the next two slides, we will discuss the enablers for enterprise mobility.
What are the key enablers for enterprise mobility?

*First enabler: The software*

From the software perspective, we have the enterprise service-oriented architecture, which simplifies the integration of mobile workers in the business process. SAP Business Suite is now exposing enterprise services that can be consumed by mobile devices leveraging the SAP NetWeaver Mobile Platform.
Enablers for Enterprise Mobility

- **Ubiquitous deployment** of fast wireless networks (3G, 3.5G, Wi-Fi)
- **Proliferation** of affordable, function-rich, data-centric devices
- **Increasing adoption** of mobile applications within the enterprise

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**Second enabler: The ever-improving network infrastructure and the availability of powerful, affordable converged mobile devices**

The network infrastructure is getting much better. There is an increasing worldwide deployment of wireless networks. Network bandwidth is improving, moving from 2G to 2.5G and 3G.

Smartphones and PDAs are getting much better in terms of available CPU power, memory, and battery life. The latest generation of devices is equipped with GPS, which allows the building of location-aware mobile applications. Sales representatives who are using a CRM handheld application can easily find their customer using location-based services integrated into the application.

All enablers mentioned above are leading to an increasing adoption of mobile applications within the enterprise.
The challenging environment of business has made customers realize the importance of enterprise mobility as a strategic priority. The workforce in general is becoming more mobile. A fact that has elevated the priority of enabling mobile access to corporate applications.
Now that we have seen the need for enterprise mobility, let us look at the SAP product offering that addresses this need.
Develop, deploy, and operate mobile scenarios for occasionally-connected and always-connected mobile devices

From your mobile device, you can access information in two modes – either by storing the required information locally on your device and synchronizing it when required. Alternatively, you access the information directly through an application that resides on the server. In other words, you can access information in an occasionally-connected mode or always-connected mode.

SAP NetWeaver Mobile provides the capability to develop, deploy, and operate mobile scenarios in both modes of operation.
SAP NetWeaver Mobile provides two sub-capabilities. Let us compare them in terms of the business aspects.

Always-connected, also known as the thin-client capability, offers real-time transaction processing and a direct connection to back-end systems. This means that the latest information is always available on the mobile device. This technology has only minimal end-user device requirements because there is no installation on the device and no local data. The application runs in the mobile browser of the device.

Occasionally-connected, also known as the thick client, offers online and offline transaction processing. This client is ideal for applications that must include out-of-signal operation. The application runs in its own framework instead of the mobile browser.

The main focus of this presentation is the occasionally-connected capability, but let us take a short look at the features and architecture of the always-connected capability first.
Mobile Always-Connected Thin Client

- Leverage SAP expertise (BAPI, ESOA, Web Dynpro) to develop mobile applications
- Develop once and run on Windows Mobile, Blackberry, and Nokia (Device Recognition)
- Integration of barcode scanners, RFID, and function keys for better usability
- Connectivity via LAN, WIFI, Bluetooth, GSM, or GPRS
- No application footprint on the device

**Key Advantages**

- Easy development and deployment of mobile apps
- Simple operation of mobile solutions

Mobile Always-Connected is based on the SAP user interface paradigm Web Dynpro.

Web Dynpro is the standard user interface programming model for building SAP NetWeaver applications and the always-connected capability follows the same principle.

The capability provides a model-driven development environment to reduce manual coding requirements and to maximize the screen modeling.

High flexibility, efficiency, and reusability are ensured by means of a strong componentization framework.

An application can be developed once, but can run on different devices, such as Windows Mobile, BlackBerry, and Nokia (device recognition and device-specific rendering).

Device peripherals such as barcode scanners, RFID, and function keys can be easily integrated using Drag & Drop elements.

There is no application footprint on the device. This results in a lean browser-based solution that does not require a local installation or device management.

Easy development and deployment ensure very efficient development.
The SAP NetWeaver Application Server allows direct online access to Web Dynpro applications using mobile devices. As part of the application server, Web Dynpro provides a development and runtime environment that allows you to quickly and simply create professional user interfaces for desktop PCs for mobile devices. The appropriate infrastructure and renderer classes are provided for developing mobile Web Dynpro applications for Pocket PCs as well as for BlackBerry Wireless Handhelds and Nokia Series 60 devices.
The SAP NetWeaver Mobile architecture consists of the following key components:

1. **A scalable mobile middleware mobilizing data of SAP and non-SAP systems:**

   At the heart of SAP NetWeaver Mobile is the data orchestration engine. It determines which pieces of data from SAP business applications and non-SAP business applications are needed by each mobile user and distributes them based on distribution rules modeled on the unique business rules of the individual organization.

2. **Development environment**

   Mobile thick-client applications for handheld devices and laptops are developed using the same proven and low-TCO development paradigm: SAP Web Dynpro for Java. Composite mobile applications are assembled from reusable components – their lifecycle is managed using SAP NetWeaver Development Infrastructure. Native-looking UIs are generated from the application model and allow for rich extensibility.

3. **Device management, administration, and support**

   SAP NetWeaver Mobile includes device management and administration functionality that allow enterprises to manage key aspects of their composite application deployment. Composite applications can be deployed automatically without requiring user involvement, which reduces the cost of administration. Mobile devices can be managed centrally based on user profiles, groups, or individual users. The status of installations and the vital signs of mobile devices can be monitored and diagnosed remotely, and mobile device settings, such as backlight options, can be controlled remotely.

4. **Mobile client on the devices**

   The mobile client provides a rich client offering for mobile applications in terms of:

   Mobile application lifecycle management, Data synchronization, Data persistence/mobile database, Logging and tracing, User authentication and management, Security, Client configuration, Peripheral support

   With all these features, the mobile application developers can fully concentrate on business logic and the user interface.
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Summary
For development, SAP NetWeaver Mobile provides an IDE, SAP NetWeaver Developer Studio, that accelerates the development of mobile applications while maintaining flexibility and ease-of-use. As a result, enterprises do not need to invest in specialist technical expertise to develop mobile applications that extend key business processes to their mobile workers.

The SAP NetWeaver Mobile approach to development centers around the modeling concept. Instead of developing applications using the traditional approach, developers can "model" the applications and then click a button to generate the actual application. These models, along with the component-based approach, enable maximum reuse and also simplify the development cycle. Furthermore, developers can add more complex capabilities to the codes that are generated.

SAP NetWeaver Mobile also provides a capability that simplifies the process of integrating peripherals into the application by providing a framework that shields the developers from the complexity of developing proprietary peripheral drivers.

SAP NetWeaver Mobile supports component-based development of mobile applications. Mobile applications can be built using many reusable components. Example: An Account Management component could be used within a sales application and a service application.

And lastly, SAP NetWeaver Mobile also provides source-code management capabilities through the SAP NetWeaver Development Infrastructure, facilitating team-based development.
SAP NetWeaver Mobile supports two different client architecture styles, the thick client and the thin (browser) client. Both client styles follows the WebDynpro for Java programming model:

1. Thick client for laptop and handheld for occasionally-connected (always available) scenarios. Key advantages: High availability of solution due to out-of-signal operation; high usability.

2. Thin client for handhelds and smartphones for always-connected scenarios. Key advantages: Low TCO due to zero footprint on the device; for lightweight scenarios and for areas with good WIFI coverage.
Developing Thick-Client Applications
Increase flexibility while maintaining simplicity

Application composed of multiple independent reusable components
- User interface
- Service

Clear separation between business logics and user interface

Key Advantage:
Accelerate development while maintaining high quality

Mobile Applications for Handhelds in the Composite development scenario are based on a set of components that are composed into a mobile application:

1. A mobile service component, which contains a coherent set of data objects as well as business logic for these data objects. One or more mobile service components expose their business logic to one or more Mobile UI components.

2. A Mobile UI component consumes business logic and data supplied by one or more mobile service components and provides the user interface for these. A Mobile UI component contains standard Web Dynpro (WD) development objects, such as the WD model, WD applications, and WD components. Mobile UI components operate on top of service components and can be consumed by other UI components. One or more Mobile UI components comprise the application's user interface.

3. A mobile application serves as an explicit bundling entity that groups the mobile service and UI components into a single entity.
Peripheral Input/Output Services (PIOS)

- Generic peripheral service APIs
- Enable peripheral-independent development
- Link application to peripheral drivers
- Peripheral emulator for ease of development

SAP NetWeaver Mobile provides services to provide peripheral access to mobile applications. PIOS provides an abstraction layer between the application and the peripheral. A developer using PIOS does not need worry about the implementation details of each peripheral model supported. Instead the developer targets abstracted functionality provided by the peripheral and required by the application.
Data Distribution
Flexibility to define how data should be distributed

Data distribution
- Publish-Subscribe model
- Distribution rules can easily be created and changed without coding
- Subscriptions can be generated, avoiding manual effort
- Examples
  - Business partners by zip code range and territory (criteria-based)
  - Activities depending on business partners and opportunities (dependency-based)
  - Orders created today +/- 1 week (sliding window)
  - All products (no criteria)

Automated realignment
- Changes to distribution rules triggers realignment

Distribution rules, grouped together into a “distribution model”, are used by the data orchestration engine to determine where to route transactions. It tells the engine which user device should receive a transaction that occurs in the back-end application. These rules are also defined via modeling. Instead of writing SQLs or more complex programming logic, developers use the workbench to define rules and dependencies by specifying relationship and distribution criteria.

You can model distribution rules depending on scenarios, which can be defined as follows:

1. **Criteria-based**: Distribute product information only if their cost is greater than $1000.
2. **Dependency-based**: With all service orders, the customer address must also be sent
3. **Time-based**: Distribute orders created in the last week only.
4. **No criteria**: Distribute all the product data
Example scenario

- Distribution of customer and service order data

For example, a model can be defined as follow for service applications:

The business rules state that service orders are assigned to technicians if he owns the customer. And customers are assigned to technicians based on region.

So, the first rule is that customers should be distributed to the user base based on region.

Then, service orders are assigned to the user using the customer as the key. If the user has the customer, then he also gets the service order.

The developer defines these rules merely by linking the relationship “Customer” to “Work Center” to “Service Order”, and to “Device Inventory”. Of course, the developer can further enhance the model to minimize the amount of data sent to the mobile device by filtering according to date, status of service order, or even the customer attribute.
Manage the lifecycle of mobile application development

Design Time Repository (DTR) for central source-code management

Component Build Service (CBS) for central building and archiving of applications

Change Management Service (CMS) for landscape definition and transport management

NWDI provides an infrastructure for developing applications based on the SAP NetWeaver platform and is responsible for versioning, building, and lifecycle management of these applications.

The NWDI takes care of all parts of the development process in a project-specific way:

- Central source-file management – in the Design Time Repository (DTR), a file storage in a database with export mechanisms that allows you to synchronize the instances of the DTR in a distributed development.

- Central building and archiving management – in the Component Build Service (CBS), gives developers access to the latest archive versions in a central database storage and a central build triggered by the developer.

- Central landscape and transport management – in the Change Management Service (CMS), gives administrators a central service to set up development landscapes for all development tasks and manage all transport processes for these tasks on the same UI.
To summarize the development capability of SAP NetWeaver Mobile: It provides a model-driven development that allows maximum reuse based on the concept of componentization. We use only one programming model, Web Dynpro UI, across all client styles (connected thin client, occasionally-connected thick client).

SAP NetWeaver Mobile provides an Eclipse-based Java IDE for developing your mobile applications. Additionally, we provide the PIOS services for ease of peripheral integration.

Based on your requirements, you can model distribution rules flexibly and as required.

You can also leverage the source-code management capabilities of SAP NetWeaver Development Infrastructure for your mobile projects.
Now let us discuss how SAP NetWeaver Mobile integrates with the various back-end systems and mobilizes their data.
SAP Business Suite Integration
- Native interface via RFC/BAPI
- ESOA services

Third-Party Application Integration
- SAP NetWeaver Process Integration
- Web services

Support for multiple back-end systems

SAP NetWeaver Mobile supports integration of both SAP solutions and third-party solutions.

For SAP, mobile applications can be natively integrated using RFC and BAPI.

For third-party back-end applications, SAP NetWeaver Mobile can leverage the capabilities of SAP NetWeaver Process Integration or can use Web services for integration.

You can also integrate data from multiple back-end systems in the mobile application.
Data Synchronization
Enterprise class infrastructure

- Designed for high performance and scalability
- Pre-process data changes
- Short device-synchronization time
- Support structured and unstructured data
- Configurable data-conflict management

Data synchronization is a core capability of SAP NetWeaver Mobile. When an event occurs in the back-end system, the middleware calculates the data and routes it to the corresponding device queues. As soon as the device synchronizes with the middleware, the data is ready for download.

Unstructured data, such as PDFs and JPEG images, can be exchanged between the back-end systems and the mobile devices. In addition, a framework for detecting and managing conflicts is provided. Consider a scenario where two users work on the same set of data and synchronize with the middleware. These conflicts are detected by SAP NetWeaver Mobile and you can set an appropriate action for managing such conflicts.

All these features allow for highly-scalable and performance-oriented mobile middleware.
The next section covers the operational aspects of mobile solutions.
Mobile Device Management Capabilities
Minimize user support cost and complexity

- Over-the-air software distribution
- Efficient large-scale deployment using device profiles
- Multiple version management
- Device configuration, diagnostics
- Mobile data backup and restore

In order to keep the TCO of mobile solutions low, SAP NetWeaver Mobile integrates comprehensive mobile device management capabilities, such as:

1. Over-The-Air (OTA) software distribution – software patches and upgrade packages can be distributed over-the-air. It is completely integrated into the management framework so that software deployment can be managed easily for minimal user impact and at minimal cost.

2. Mobile software can be installed and upgraded from a central console without end-user intervention. A sophisticated version control allows phased upgrades and supports coexistence of multiple application versions.

3. Client agents, which perform specific tasks as requested by the server. Customers can also build new agents to complement those provided by SAP to further automate device management tasks and minimize user impact.

4. Mobile devices can also be registered, configured, and analyzed remotely. This allows more cost-effective user support. The solution includes end-to-end alert monitoring and comprehensive statistics.

5. Finally, backup and restore is automatically performed by the server. If a user loses the data or device, he or she can be equipped with the data backup from the last synchronization on a different device and be ready for operation within a short period of time. Again, this minimizes the impact of an adverse event on the user.
Integration with 3rd-Party Device Management
For flexibility and lower TCO

Integrate with best-of-breed device management solutions
- Flexibility
- One tool across the enterprise
- Out-of-the-box integration with Microsoft SMS

Third-party device management tools provide additional capabilities
- Collect software and hardware inventory from managed clients
- Restrict software usage and detect unregistered or unsupported applications
- Remotely obtain or change common device settings
- Remotely control and troubleshoot client devices

The SAP NetWeaver device management tool allows you to integrate with other device management tools available on the market. Third-party device management tools have their own unique capabilities, such as the ability to collect software and hardware inventory, to restrict software usage on the device, to perform compliance checks for unregistered or unsupported applications, and to provide remote access to device settings. You can use these features to complement the features provided by the SAP NetWeaver Mobile administration tools. If you are using Microsoft SMS in your organization, you can easily integrate with the administration tool because SAP provides out-of-the-box integration with Microsoft SMS.
Central Administration
Complete tool set for proactive management

- End-to-end monitoring and alerts
- Remote application tracing
- Troubleshooting and conflict management
- System statistics

With enterprise mobility, you have company data on your mobile devices. The mobile devices are part of your enterprise devices. So, an administrator must be able to manage all the devices in your landscape, like any other software asset in your company. Each device has configurations, applications, and data that an administrator must manage.

Consider the following examples:

1. Consider a scenario in which you have enabled the workforce of a particular region. You now want to monitor the activity in the region. You can use the administration tool to find out which users are regularly exchanging data with the middleware, what is the pattern of how users exchange data with the server, how much time does each activity take, and so on. These are statistics that interest you and this administration tool can provide them.

2. You have a user in the field working with this device. On a particular day, the user does not receive data from the server. As an administrator, you want to troubleshoot and debug this problem. On the first level, you want to know what was the last data that was exchanged with the server. Then you want to look at the application logs to find out the cause of the error. All this can happen, without having the device brought back to the shop floor. The administration tool provides all this data because it keeps a complete record of the activities of the mobile device. Depending on the information gathered, the administrator can troubleshoot the problem remotely.
Mobile Security Capabilities
Protecting data and ensuring compliance

- Single Sign-On and X.509 certificates
  - Mobile client uses SAP Portal as ticket-issuing system
  - Logon ticket is used for server authentication
  - Mobile clients interacts with MS certificate store (Win32 only)

- Password handling
  - Client password reset
  - Change synchronization password on the device

- Data encryption

- Ongoing central monitoring of security activities
  (for example unsuccessful logon)

When it comes to mobile communications in the enterprise, security is imperative throughout the entire process. You can use the security features provided by SAP, such as Single Sign-On, and even industry standards, such as X.509 certificates.

Data can be secured both in the communication layer and while storing the data on the device. Passwords can be enforced for accessing the application and even for exchanging data with the server. While exchanging data with the middleware, you can use HTTPS (SSL-based) for the transfer.

Furthermore, the system can notify an administrator of activities on a mobile device, such as unsuccessful logon, non-repudiation, and others. Such activities are logged by the mobile client and when a device synchronizes with the middleware, these logs are also sent.
Mobile Device Management and Security
Summary

- Easy to manage and secure
- Mobile Device Management and proactive end-2-end monitoring capability for lower TCO
- Openness for integration of third-party management tools
- Mobile Security for enterprise data protection

To summarize, SAP NetWeaver Mobile allows you to manage your entire mobile landscape with a low TCO. The comprehensive device management tool allows you to proactively monitor the mobile devices. We even showed how you can secure the landscape using the features supported by SAP NetWeaver Mobile.
Many mobile devices with various operating systems are coming into the market: Nokia devices that run on Symbian OS; Blackberry devices that run on its own proprietary OS; Windows Mobile-based devices, to name a few examples. There is a wide range of devices on the market and the best news is that SAP NetWeaver Mobile allows you to connect to any device. SAP NetWeaver Mobile exposes open interfaces at all levels of the architecture, thus allowing customers and partners to flexibly plug in custom solutions.
SAP NetWeaver Mobile is a key building-block in making SAP’s mobility strategy a reality. As an integral component of the SAP NetWeaver technology platform, it is a complete, open, and standards-based mobility platform, supporting both thick-client and thin-client scenarios. In addition, SAP provides a wealth of mobile-ready business content through SAP NetWeaver Mobile.

SAP NetWeaver Mobile allows partners and customers can co-innovate mobile solutions using native development environments and create applications that consume the APIs exposed by SAP NetWeaver Mobile server leveraging key capabilities such as:

- Mobile Content
- Synchronization Middleware
- Adapters to integration any backend system
The first tangible example of SAP’s co-innovation approach is the relationship that was announced in May 2008 with Research in Motion, RIM. This has proven to be a model for SAP’s long-term co-development relationship that we plan to develop with all of our partners.

RIM, the leader in enterprise mobile devices, is doing with SAP applications what they have done for e-mail: Providing easy and intuitive access to SAP data anytime, anywhere. SAP plans to integrate all the solutions natively in the BlackBerry for a user experience that is consistent with existing native BlackBerry applications, such as calendar, address book, and e-mail.

As part of this partnership, SAP and RIM are jointly defining, developing, testing, promoting, and supporting a series of applications. They plan to deliver CRM Sales as the first application in January 2009, followed by a mobile inbox productivity application and mobile service later in the year.
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Summary

So you have seen the capabilities of SAP NetWeaver Mobile and its offering for enterprise mobility in some detail. We will summarize them on the next slide.
Enterprise mobility brings exponential benefits for the entire organization. In addition, the SAP NetWeaver Mobile platform is the platform of choice because it provides capabilities to develop, deploy, and operate mobile scenarios for occasionally-connected and always-connected mobile devices.

It provides high flexibility with ease of development and allows you to mobilize business processes that span SAP and third-party systems. We even demonstrated how it offers a low TCO by providing an ease of operation using Mobile Device Management and Security. Finally, we discussed the openness of SAP NetWeaver Mobile at all levels of the architecture, which allows you to increase the value of your SAP systems by making them accessible through any mobile device.
Thank you!

If you have any queries, contact the Solution Management team. We are happy to answer your queries.

~ Solution Management Team for SAP NetWeaver Mobile

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