



# Your office just got bigger!

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# Euremis Company profile

- Staff : 35 people
- The competence center for mobile applications within Belgacom group
  - Sales Force Automation
  - Field Force Automation
  - Device Management
  - Mobile Collaboration





# Revolution

## Key Design Rules

## Business Rules

# Revolution!



# Revolution!



Enough Stuff ?  
The Right Mix ?  
The Correct Timing ?

# Revolution!



## Revolution in Mobile Voice ?

# Revolution!



## Revolution in Mobile Data !

Enough Stuff ?  
The Right Mix ?  
The Correct Timing ?

# Revolution! Timing!



## Results-Only Work Environment

Work is not longer a place you go to,  
it's something you do!

# Revolution! Timing!



Results-Only  
Work Environment  
↑  
USERS!

The users are in control!

# Revolution! Mix!



## The users are in control!

# Revolution! Enough!



## Telecom & hardware!

## The users are in control!

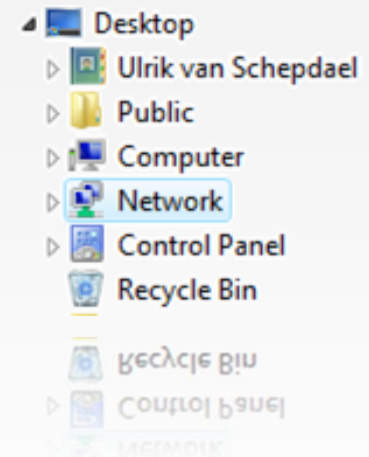
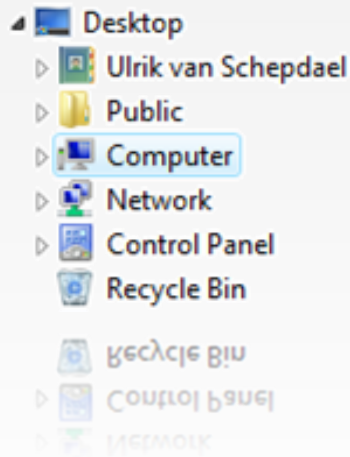
# Revolution!



Enough Stuff ?  
The Right Mix ?  
The Correct Timing ?

# Key Design Rules!

Online  
vs  
Offline



# Key Design Rules!



Pick the winner  
VS  
Hit 'm all!

symbian  
OS



# Key Design Rules!



Rule #1:

Go thin,  
Go thinner,  
Go browser based!

# Key Design Rules!



## Focus & Partners

# Key Design Rules!

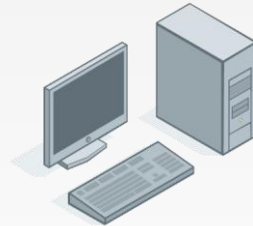
## Mainframe



Mid 20<sup>th</sup>  
Century Platforms



## Client/Server



Late 20<sup>th</sup>  
Century Platforms



## Software as a Service



21<sup>st</sup>  
Century Platforms



# SaaS & Cloud Computing

# Key Design Rules!



Rule #2:

Think 'platform'!

# Key Design Rules!



Rule #3:

The size of the 'third screen of life'!



# Key Design Rules!

Go Browser based!  
Think 'platform'!  
Mind the size!

Requires secure mobile communication  
Requires multi-tenant security systems  
Device security is important



The 'rules' distribute the security weight over the device and the cloud promoting a mobile app to the most complex security challenge

# Business Rules!

More productivity  
Better efficiency  
Less costs  
Higher return  
Better knowledge



More revenue & Less costs

# Business Rules!



« Number of visits per day has jumped  
from 8 to 14 thanks to CRMobile ! »

Matthias Verberckmoes  
IT Director



# Business Rules!



*"30 % of our orders (i.e. 15000 orders) are now sent through Pocket PC and last year we were able to handle 10 000 additional orders without additional people thanks to this tool !"*

*Eveline Camelena  
Data Specialist*

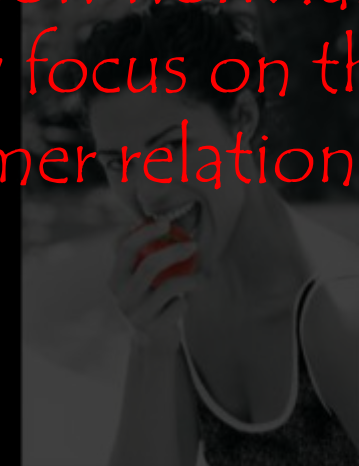


# Business Rules!

**Ditta Graceffa**  
ITALIA AUTENTICA

« My employees now work far more effectively.  
They can now focus on their main job :  
customer relationship. »

Salvatore Graceffa



*Dall'Italia alla tavola*

**FOODSERVICE®**  
Ditta Graceffa



# Revolution!



The mobile data revolution is the catalyst for new designs and new ways of collaboration between people.

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