



A Model for a successful Mobility deployment - a Case Study

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What is a compelling model for successful mobility deployment? For Softwired customer [POST DENMARK](#), its mobility solution is proving a great driver of business transformation and success. Read: How and Why?

POST Denmark Management Buy In and Support

- Management embraced the business transformational power of a comprehensive mobility strategy
- The IT department built an IT mobility strategy aligned to its business strategy
- Then the IT department built up an application strategy to complement its IT mobility strategy
- POST Denmark avoided reliance on IT technology per se or a single point solution but focused on a comprehensive business wide mobility strategy

As Post Denmark [Jens Risgaard](#) CIO says: "I am dealing [primarily] with leadership and to a large extent with communication within Post Denmark's business lines" and "It was a project that we in IT proposed to the business units. They could see the financial and commercial benefits of the project complementing business strategy." Also "Each business unit is traditionally focused on its own territory. I have found that the IT department is the only part which can think and transcend across the entire organization, thereby optimizing the investment and ROC."

POST Denmark IT Mobility Considerations and Personnel Acceptance

- Started with simple but familiar and effective mobile applications to encourage end user acceptance
- Designed and implemented event driven applications such as Track and Trace, exceptions - inbound data
- Designed and implemented Tasking information such as daily route planning, alerts - outbound data
- Analyzed and Compared inbound and outbound data against KPI's highlighting areas to improve
- Engaged local postal unions in the mobility process to ensure QoS delivery and safety considerations
- Integrated mobility data into ERP and HR systems for cost control and accurate payment of overtime
- Used Smartphones as a work tool for greater acceptance by post personnel who also use it personally
- Now targeting other innovative applications optimizing the deliver process and customer experience

POST Denmark Business Benefits

Empowered by a new mobile business strategy and use of smartphones postal employees are now online [via mobile data], and can communicate more effectively with each other and head office in real time leading to leaner operations. This is the direct result of reducing IT service lifecycles through the targeted use of mobility for operations in the field, which resulted in the following benefits:

- Employee productivity increased
- Total cost of ownership reduced by 40%
- Business operations enhanced
- Service delivery guaranteed
- Deployment time reduced

POST Denmark's Technology Choice - the Optimum Solution

Post Denmark selected Softwired, an innovative mobility solutions specialist, to extend the Softwired iBus Mobile Platform solution, allowing Windows Mobile devices to communicate seamlessly with Java Enterprise Edition (formerly J2EE) applications running on Windows® servers making back end integration simple and straightforward. Now, Post Denmark can guarantee delivery times and total cost of ownership is 40 per cent lower than it would be using the alternative solution of mobile handheld scanners only. The solution uses Windows® smartphones and scanners to capture data in real time.

Conclusion

Twelve months after full deployment, mobile employees work more productively, while Post Denmark has the real time data it needs to continuously improve its operations and deliver exceptional customer service. Risgaard says: "We're very happy with the combined Windows Mobile 5.0 and Softwired iBus Mobile 6.0 solutions-and it costs significantly less than the alternative solution of mobile handheld scanners only".

NOTE: POST Denmark reference contact, Chief Consultant, Mr Poul Fischer [poul.fischer@post.dk].

The Softwired TEAM

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