



Business Transformation and Softwired iBus Mobile Solution

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Transformation is the key catalyst driving mobility solutions for mobile employees and logistics. Transformation refers to irreversible changes in product and service delivery, heralding a paradigm shift by modifying organizational culture, enhancing business processes, improving operations and business performance. Today organizations need to embrace transformation more than ever to succeed in tough economic times.

Business transformation is achieved by enabling mobile employees to access relevant applications, which leverage existing IT infrastructure and information by extracting value from real time mobile data, improving logistics and business processes, minimizing errors, driving productivity, enhancing customer satisfaction and loyalty. Given their transformational capability, mobility solutions should not be viewed as an option but a key business requirement in driving competitive advantage.

In organizations like post and parcel delivery where the greater majority of employees are 'mobile' the transformational benefits of deploying business mobility solutions and harvesting the real time data flows for decision making purposes are both significant and immediate - a transformational reflex. New revenue opportunities emerge, improved operational methods and procedures evolve, more efficient processes are realized and sharper organizational focus and performance result. Coincidentally, successful mobile deployments create an environment of fairness, transparency, openness and greater organizational cohesion and commitment.

As cited by [POST Denmark's CIO](#) who recognized the transformational power of mobile deployments for its mobile employees, "The IT department is the only one that can think across the whole organization [*manifesting transformation*] - transcending the whole organization" and "It was the (mobility) project that we in IT proposed to the business units. They could see the financial and commercial benefits - thereby optimizing the investment and ROC".

This transformational opportunity is enabled with Softwired's iBus Mobile, industry's leading mobile middleware solution, which provides guaranteed and real time data delivery over fragile mobile networks. Mobile postal employees are provided with smartphones allowing deployment of relevant mobile business applications resulting in greater efficiency, improved delivery and leaner operational processes. The key choice to support such transformation was selecting the optimal mobile device suitable for each business unit without compromising on the quality and relevance of the mobile data and at a significantly reduced TCO.

Read how Softwired iBus Mobile assisted POST Denmark in this transformation opportunity at a significantly lower TCO [[MS Case Study](#)]. See also Softwired's Event Track & Trace solution [[SETI](#)].

We look forward to hearing from you and assisting in your organization's transformational process.

Please contact Softwired at POST@Softwired-inc.com or Phone: Henry WILD at +41 43 466 0787 to discuss your mobile requirements.

The Softwired TEAM

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