

Enterprise Mobility Strategies for SAP Customers

Enterprise Solutions



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Mobile technology and applications have become core requirements for any enterprise to effectively serve its customers and share real-time information across its supply chain. This demand for handheld access to enterprise applications and data is driving the need for more adaptive, dependable and cost-efficient IT solutions. By integrating cutting edge mobile applications with back office data management platforms, leading companies can access and analyze data about customers, human capital and operations faster than ever before. This unprecedented access to information empowers line of business managers across the enterprise to make real-time, strategic decisions that deliver business value.

Overview

The challenges are daunting: Mobile solutions must work natively with all current enterprise software. There is no room for complex implementation, no time for lengthy setup and little patience for infrastructure changes. Tata Consultancy Services (TCS) and SAP are meeting these challenges and delivering new enterprise mobility solutions based on the Sybase Unwired Platform (SUP).

TCS leads successful SAP mobility programs for clients centered on three core mandates:

1. **Support multiple devices securely.** Many employers are embracing the “bring your own device” revolution. This trend must be managed to ensure secure administration of enterprise applications and data while providing access to RIM, iOS and Android operating systems and remaining interoperable with non-SAP enterprise platforms.
2. **Deliver back-end data access and functionality to mobile apps.** Mobile business apps are no longer mere back-up functions for PC-driven systems—they have become strategic to survival in today's market.
3. **Commit to a common mobility platform.** With a weak or reactive mobility strategy, a company is open to threats from security breaches, high costs of ownership and the onset of unmanageable and non-scalable systems.

The TCS Advantage

With TCS as their partner, our clients gain the competitive advantage of being the first to innovate, the first to benefit and the first to gain leadership through SAP innovation. As an SAP Global Partner, TCS is leading innovative SAP solutions, with teams of experts focused on developing cutting-edge solutions utilizing the latest SAP technology.

TCS' Center of Excellence in support of SAP powers our SAP mobility solutions, through our North American Delivery Center in Cincinnati. The CoE hosts its own private cloud, running all enterprise solutions from SAP and in partnership with TCS domain experts, develops industry-specific solutions. Our CoE SAP subject matter experts develop mobility prototypes and proof-of-concept applications for a range of SAP offerings, including:

- Integrated business solutions on SAP Sybase Unwired Platform (SUP)
- Device management solutions based on SAP Afaria
- Universal interoperability delivered through NetWeaver Gateway
- Business analytics accelerated by SAP HANA

TCS' Mobility Services group, based in Silicon Valley, features an expert user-experience design team that provides the best solutions for integrating iOS, Android and RIM interfaces with Sybase and SAP ERP systems. Within the past year, TCS' mobility team has launched 17 solutions—with ten pending patents—for airline, telecom, hospitality, utilities and retail clients. The practice's service offerings include: mobility strategy; mobile application development and maintenance; mobile application testing; app stores, promotion and mobile ad networks; and mobile analytics.

Industry Solutions

With TCS solutions built on SAP Sybase mobile platforms and ERP back-end systems, our clients can address their business' unique needs to track emerging issues or opportunities, act immediately and deliver results.

Professional Services: Corporate Social Platform

TCS' latest mobility application, designed for professional services companies, allows users to search information about their colleagues to quickly identify and contact the best-matched experts to a requested topic by searching internal data from numerous SAP and non-SAP backend systems. This application enables field-based account managers to quickly respond to customer requests by finding the right person with the right knowledge or experience to answer their client's questions.

Manufacturing: Mobile app for SAP Perfect Plant

Plant maintenance supervisors and production line managers can remain synchronized over planned and unplanned downtime incidents using this mobile app compliant with SAP's Perfect Plant data architecture. The app enables all stakeholders to immediately drill down to the real data behind critical maintenance alerts, integrating shop-floor visibility and plant maintenance.

Retail & Consumer Packaged Goods: SAP Retail Execution 3.0

In close partnership with SAP, TCS experts are developing innovative implementations of SAP Retail Execution mobile app (3.0) that is changing the way CPG companies work. TCS co-developed and accelerated upgrades with SAP Labs while successfully implementing this solution. The mobile app empowers consumer goods field reps with "anywhere, anytime" access to SAP CRM and ERP, energizing their productivity during store visits and providing merchandisers and promotions planners with critical insights.

Satisfying the Mobile Consumer

TCS' SAP solutions are enhanced by our expert mobile applications—enabling our clients to remain competitive and open new market opportunities. TCS' 2012 research study, *The New Digital Mobile Consumer*, confirms that large consumer product and service companies are attaching significant importance to "connecting mobile data to our enterprise systems" and "getting departments that work with consumers to work in a unified way". The study states that "unless a company connects its mobile systems to its enterprise systems, it will have a hard time letting customers know such things as whether a product is in stock, where it is in the delivery chain, and which customers deserve the red-carpet treatment."

Contact

To learn more about Enterprise Mobility Strategies for SAP Customers, contact global.marketing@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled, infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

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