

## E-BUSINESS MEANS WIRELESS TOO

Wireless portals may just have arrived, but user numbers are expected to reach nearly 25 million by 2006.



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The Yankee Group, February 2000

Businesses across the world are coming to understand the urgency of transforming themselves into e-businesses - harnessing Internet technology to make processes more efficient, raise levels of customer service and encourage collaboration. Companies are setting up intranets and extranets to embrace employees and partners within critical business processes. What is often missing, though, is a way to include the mobile workforce.

Mobile phones have become hugely popular with consumers and business-people alike, with Japan and Australia leading the way both in take-up and innovation. Until now, the focus has been on voice connection, but rapid developments in networks and mobile technology mean that users are now able to send and receive text messages. The ability to access corporate applications through wireless portals is going to be very exciting for businesses, who will be able to maintain contact with employees and customers away from their PCs.

For business people, wireless portals will provide a personalised view of corporate intranets or extranets, providing the tools to receive and send updates to applications in areas such as customer relationship management, sales and marketing, or billing, as well as accessing their corporate e-mail and calendar systems, is a way to include the mobile workforce.

### A sea of change

From its position as a leader in mobile solutions, Lotus has been helping to shape the future of the wireless Internet. The wireless internet has

initially focussed around consumer applications, but this is now evolving into interest in how wireless communication can genuinely aid enterprises to become more efficient and customer-conscious. We see developments happening in waves:

- First wave: horizontal information services such as news, weather, timetables, plus lightweight consumer entertainment
- Second wave: the mobile intranet and extranet, delivering messaging services and applications
- Third wave: the growth of mobile e-commerce
- Fourth wave: integrated services coming online delivering multimedia applications

Consumer-oriented portals are in action, and the first wave is here now, with Lotus actively participating in these services. Lotus is in a very strong position to catch the tide with the second wave, with solutions ready for you to use.

IBM will be a leading player in mobile e-commerce, and Lotus will again be very strong in the multimedia applications phase. Where the market goes from there is uncertain, but with the current speed of development,

even this fourth wave will be on us in just a couple of years.

With Australia at the forefront of mobile developments, businesses in Europe should be seizing this opportunity to gain competitive advantage over global competitors. This is your opportunity to extend the value of enterprise applications in improving internal processes and value to customers by moving into the wireless world.

## WIRELESS WITHIN LOTUS' MESSAGING VISION

Telenor Mobile is collaborating with IBM to offer a wireless service that will let business customers access corporate e-mail, schedule planners, the Internet and industry-specific applications while on the move.

*For Lotus customers, the focus on the mobile worker will not be new. Lotus' total unified messaging vision aims to connect employees, customers and suppliers to an enterprise's knowledge, mails and calendars, using Lotus Domino anytime, any place, on any device. The wireless world is one aspect of that vision, that also incorporates messaging technologies such as Web mail, speech recognition, awareness, fax, instant messaging, and voice players.*

Lotus is the leading collaborative software supplier in the world, for many extremely good reasons:

- an existing base of more than 50 million Notes and Domino users worldwide
- running on all of the most popular operating systems and clients
- rapid application development to allow responsiveness whilst maintaining security and management
- easy content management
- Internet standards compliance
- links to a large Business Partner community and a rich developer and application base
- forward focus on Application Service Provider model
- reputation in the market
- partnership with IBM, for example where databases and high-volume transaction servers are required
- compatibility with Enterprise Resource Planning and other database-focused systems

*Mobile employees will be able to enjoy much wider access to their corporate intranet thanks to a solution being developed by Telenor Mobile, IBM Norway and Lotus. Staff will be able to use WAP-enabled phones to access the intranet through corporate firewalls, without compromising security. The IntraWap solution lets users pick up their e-mails from the corporate server, as well as access calendar functions and the internal phone list. In time they will also be able to download most textual information from the intranet. IntraWap can be installed and used by all Lotus Notes users.*

### Partnerships in the mobile arena

As a solutions organisation, we actively seek out partnerships with technology leaders to deliver the best integrated solutions to our customers. In the wireless world we have formed close relationships with equipment manufacturers, including Nokia and Ericsson, and network operators, aimed at offering our customers flexible solutions to suit their individual requirements.

### Inhouse or hosted service

Lotus enterprise customers wishing to extend their intranets and extranets have

the option of managing the wireless network inhouse, or outsourcing some or all of it to an operator. Alliances are being signed all the time, and you will find a wide range of operators locally and Europe-wide with whom you can set up hosting arrangements.

## WIRELESS AT WORK FOR THE LOTUS CUSTOMER

Vodafone AirTouch and Ernst & Young have commenced what's being billed as the world's first international wireless trial, with E&Y UK staff and partners using wireless-enabled mobile phones to access Lotus Domino and other applications on the financial adviser's data network.

*A national airline is piloting Domino wireless technology to alert passengers to flight changes and allow them to make reservations. The scheme will in time be extended to airline staff, so that cabin crew can be warned of delays or changes, and informed as to who to contact on arriving at their destinations. The company plans to use mobile devices to check e-mail's and calendars as well.*

The value that Domino already gives you in the enterprise applies equally when extended to the wireless arena. Domino improves your organisational efficiency. It allows people to share information, manage knowledge and participate in core activities across an intranet, and into the supply chain via an extranet.

By employing wireless technology, you can extend your intranet and extranet to staff and partners who are not yet fully connected. Where issuing staff with PCs to take on the road is not always practical, especially in service roles, providing them with a mobile phone is. Third parties, such as franchises, can easily be brought online at low cost through wireless information delivery to a mobile device. And wireless technology is a valuable medium for alerting agents and customers to new products and services.

As a result, businesses will be able to be more responsive to customers while saving time and associated costs of business processes.

The first stage in encompassing the wireless world within the enterprise intranet will probably be to provide messaging functionality.

For some software suppliers access to e-mail and calendaring/scheduling systems will be all that they can effectively deliver to the enterprise mobile user.

For Domino users, though, added value will be the ease with which they can extend both

existing and new collaborative and workflow applications to the mobile worker. Rewriting applications is not necessary. The content is already there, and the means to deliver it through mobile portals has been packaged by Lotus Professional Services to deliver an understanding of what is required, together with the tools to make it happen.



## WIRELESS AT WORK FOR THE LOTUS CUSTOMER (continued)

A leading brokerage firm already operates a Web site to buy and sell stocks. Now it is using Lotus wireless technology to extend its service by pushing out alerts to subscribing customers on the performance of their portfolio. As prices rise and fall, customers will be quickly alerted, and can send buy or sell messages back to the brokerage via their mobile phone.

### Connect to your staff

With extended wireless connectivity, employees can use mobile devices to:

- check e-mail, calendars and to-do lists
- receive broadcast messages
- use any Domino application - including workflow - while on the road
- receive and send real-time information

These capabilities will impact on all your critical business applications:

- extending Sales Force Automation, you can provide information that sales staff need while they're on the road or with the customer, such as customer details lookup, access to part numbers, prices, stock availability
- improving Customer Service, your staff can be available to customers in real time, such as in a call-out situation, so response times are cut
- introducing remote Appointment Management means less wasted time as sales and service staff are instantly alerted to changes in calls
- speeding up Workflow Applications, so that managers whose authorisation is required within the workflow process can be reached quickly, wherever they are.

### Connect to suppliers and partners

Any application that is extended to internal staff can just as easily be made available to partners in your supply chain through wireless technology. You can use the mobile network to deliver price changes and stock outs, for example. You can easily broadcast key information such as new products or services.

Wireless solutions will be particularly valuable to franchise or dealer networks and customers whose own field operations are outsourced.

The core values of Domino, including the tight security of those allowed access to applications, remain crucially important in these new uses.

Leading Spanish bank Bankinter is teaming up with IBM to develop wireless services for its customers, as part of its strategy to transform into an e-business bank. Other aspects of the strategy include transformation of internal processes, such as knowledge management and workflow, and the launch of an electronic payments service using the SET protocol. Lotus Domino and Notes are at the core of the bank's e-business initiatives. Said a spokesman for the Bank: "It's not enough to be an e-business anymore. Now you have to be a mobile e-business".

### Connect to your customers

The ability to deliver personalised, key information to your customers can offer huge advantages. If you're an airline, you might want to alert Gold club members of delays to flights and re-booking alternatives. As a financial information provider, you could deliver stock price changes, market announcements and closing market prices direct to each customer. In retailing, you can alert customers to new products and services that you believe would interest them. Or, as a consultancy, you can cut down on wasted time for your staff, while speeding up the billing process.

## THE TECHNOLOGY BEHIND THE SOLUTION



As the wireless market has evolved, Lotus and IBM have been at the forefront of providing technologies and solutions for this new world. These have matured into two major product solutions that are available now, and provide complementary technology that allows you to push messages out to wireless devices and offer wireless access to Domino-based corporate applications.

Mobile Services for Domino, available since last year, extends Notes and Domino to wireless devices such as mobile phones, pagers and Personal Digital Assistants (PDAs), providing users with interactive access to enterprise e-mail, calendaring and directory information. Messages can be pushed out to users through Short Message Service (SMS), notifying them of urgent workflow requests or e-mails, for example. This product is available through the usual Lotus channels.

Complementing Mobile Services for Domino (MSD) is Domino Everyplace Quick Start, the first in a series of offerings emerging from Lotus' alliances with key players in the mobile marketplace. Quick Start enables enterprises

Businesses in New Zealand are to benefit from an agreement between IBM and Vodafone that will see Vodafone customers able to access a wide range of in-house databases, productivity tools and Internet resources. The remote-access wireless solution allows businesses to access their corporate databases from mobile phones or other devices, making it easy to conduct business "on-the-go".

using Domino and Notes for their intranet to become operational quickly in adapting and delivering content to mobile WAP-enabled devices without re-writing their applications. It's delivered as part of a Wireless Solutions Portfolio from Lotus Professional Services to help you understand the wireless environment, make infrastructure decisions, pilot and roll out a wireless programme, and train users. In future this product will also be available through the channel.

Domino Everyplace QuickStart gives you the tools to define and administer your own corporate mobile portal content and users, using Notes or a Web client. Because the portal is open to any appropriate Web-based applications, you can add and manage any application links to the corporate portal. They do not have to be Domino-specific. Wireless Domino mail integrates seamlessly with Domino or any IMAP SMTP-based e-mail system, and integrates with their underlying directory systems. The WAP Domino Personal Information Manager enables WAP access to corporate directory, calendar and To-do services. The WAP Domino Integration Tool lets you make quick WAP connections to any Domino database.

### Future developments

Due for release by the end of the year is the next generation of Lotus' wireless solutions, which

will see Lotus and IBM technologies integrated into a single offering, together with the ability to synchronise wireless devices with the Domino server.

As a part of its focus on wireless communication, IBM recently established a virtual Wireless Internet Center across the Nordic countries. The Center will be a supplier of mobile e-business solutions with focus on the WAP (Wireless Application Protocol) technology.

Lotus

An IBM Company

Australia: Lotus Development Pty Ltd  
Level 9, 201 Sussex St,  
Sydney NSW 2000  
Lotus Customer Service Ph: 1800 252 408 or 136 252  
Fax: (02) 9286 3050  
Email: anz\_education@lotus.com

New Zealand: Lotus Development Pty Ltd  
IBM Centre, 5 Wyndham Street  
Auckland, New Zealand  
Lotus Education: 0800 275 568  
Email: anz\_education@lotus.com

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# LOTUS SOLUTIONS FOR THE WIRELESS ENTERPRISE



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