

Mobile Enterprise Model

Mobile devices are changing the way you, your team, and your clients interact. Customer history, patient records, inventory information, and all other enterprise knowledge needs to be easily accessible – regardless of where you are. We introduce a mobile enterprise model that addresses the problems introduced by accessing enterprise applications from wireless devices.

Introduction

The Internet and wireless connectivity provides an exciting opportunity for organizations to extend the reach of their information and services to mobile professionals. The potential results include improved productivity, reduced operational costs and increased customer satisfaction. The idea here is the extension of a company's information systems to mobile devices beyond the traditional organizational boundaries.

Traditionally, these extensions required high-end, specific and often proprietary technologies (specific in-house developments). We now see new technologies lowering the cost of entry to build such intranet systems, therefore providing smaller companies with the opportunity to derive business benefits from deploying mobile devices to their work force. These new technologies are less complex to understand and use, therefore decreasing the know-how necessary to master them. The cost of ownership of these systems is also decreasing, thanks to standard-based Internet technology and open networks replacing proprietary client-server technology, formerly available.

Mobile Enterprise Model

IrisLogic has aggregated a diverse arsenal of infrastructure and platform technologies under one common roof - the IrisLogic *Mobile Enterprise Model*. Figure 1 shows the fundamental building blocks.

IrisLogic Mobile Enterprise Model		
Alerts Engine	Content Formatting Platform	Corporate Email Access
Legacy System Integration	Location Services	Voice Integration

Figure 1: Fundamental Building Blocks of the Mobile Enterprise Model

The strength of this model is its extensibility, which is enabled by strictly employing

open standards technologies. New components can be added to the framework as the next generation technology matures. The following sections provide a brief overview of each of the core building blocks.

Alerts Engine

Our Alerts Engine allows any business to add intelligence to their existing commerce operations by providing proactive notification via pager, cell phone, PDA or email. Examples of notification messages include a low inventory alert or a problem with a piece of machinery. We provide a platform that provides a uniform delivery mechanism to reach any device around the world. The whitepaper “*Alerts Engine*” gives a technical overview of the platform.

Content Formatting Platform

The 3-tier architecture can be extended to 4-tiers when the middle tier provides content formatting capabilities for various types of devices. Based on XML technology, we have created a 4-tier system to decouple the content from its presentation. Simply adjusting a few administrative settings can accommodate additional new devices. Our 4-tiered system encapsulates the display formatting functionality and provides significant architectural advantages such as reusability and scalability. The whitepaper “*Content Formatting Platform for Mobile Devices*” provides a detailed summary of this technology.

Corporate Email Access

Email has become a vital part of everyday business life, leading to increasing demands for easy-to-use email solutions for the staff. We provide the expertise necessary to deploy a secure mobile email solution for corporations. In addition, we offer custom software solutions to seamlessly integrate a mobile email system with the existing Unix or Windows email server products. We delivery best-of-breed turnkey solutions from providers such as RIM and OmniSky.

Legacy System Integration

The IrisLogic integration platform enables the unrestricted sharing of data and business processes throughout an organization. We have built custom connector modules to most popular proprietary systems including Microsoft Exchange Server and Lotus Notes. These building blocks are streamlined for mobile devices and allow us to quickly access intranet applications from a variety of handheld units. The whitepaper “*Mobile Enterprise Connectivity*” illustrates our approach in more detail.

Location Services

Location-based services are value added services, which utilize the knowledge of the mobile user’s geographic location. Our team at IrisLogic is constantly examining the potential of location-based services and we believe that there are tremendous opportunities in this field.

Our team has built core components for content management, interfacing to different elements of the wireless carrier network and geographic indexing technology (HHCodes).

We delivery scalable core technology to application providers who want to access the location information from a wireless carrier's network in order to create valuable services for the operator and their subscribers.

Voice Integration

Web access by phone allows customers and employees to connect to any information available on the web from any telephone. Especially intranet applications such as inventory management or order tracking are easily voice enabled by exporting the data in VoiceXML. We have successfully integrated a voice component with an existing corporate address book and email system. In order to ensure carrier-grade stability we use pre-deployed nationwide networks from partners such as TellMe Networks and Voxeo.

Conclusion

Our mission is to deliver high quality software solutions to the mobile workforce. We use the latest tools to develop applications for Palm, Pocket PC, RIM, pager, phone and other devices. IrisLogic utilizes rapid development methodologies without sacrificing the requirements for planning, budgeting and quality. Through the components of our Mobile Enterprise Model we are in a position to efficiently deploy a fully customized system.

If you're at a crossroads and putting together a business plan that outlines your company's direction in the use of mobile technology for internal use or as a product offering, IrisLogic can assist in the design as well as the implementation stage. Our broad experience encompasses all aspects of business including research and analysis, field-deployed application design and development and executive-level strategic planning.