Setting your mobility strategy
The advantages of mobile technology are becoming clear: getting the right information to the right people at the right time, wherever they are. But just what are today’s mobility capabilities? Which mobility solutions will best address your business goals? And how can you decide which mobility initiatives will bring you greatest return on your investment?

A March 2002 Deloitte Consulting poll showed that most senior executives do not clearly understand the uses and benefits of wireless technology or mobility applications.

HP Services can help you answer these questions—and more—through a pair of offerings: the Art of the Possible (AOTP) Mobility Workshop and the Wireless Architecture Workshop.

Not only will these offerings teach you about the current state of mobility technology and what actually works, but also, working as a team with your key stakeholders and IT staff, we’ll develop a customized mobility strategy that:

- Leverages mobile business opportunities
- Identifies the significant impacts wireless technology will have on your infrastructure
- Considers your current and future IT architecture from business, functional, technical, and implementation perspectives
- Identifies specific ways you can cost-effectively integrate wireless technology and mobile applications into your current environment—with maximum effect

These offerings can also help you identify ways to further leverage this technology, even if your organization is currently using one or more mobile solutions such as wireless messaging, wireless LAN, or wireless customer relationship management (CRM).

Let the professionals at HP Services shorten your company’s learning curve and get you on the fast track to implementing a mobility environment that delivers results.

The “Art of the Possible” Mobility Workshop

This one-day, interactive workshop establishes the focus for your wireless business strategy. Designed for senior business managers, line managers, senior IT managers, and key decision-makers, it explores the potential for mobility opportunities within your organization and identifies specific mobile solutions that offer the best potential for immediate benefit to your business. HP Services can deliver the workshop at your site, a local HP facility or other convenient offsite location, or our Mobility Solution Center in Stockholm, Sweden.

This fast-moving session is not a sales presentation. It’s a vendor-neutral offering of informational presentations, technology demonstrations, and group workshops that’s customized to your requirements. Typically we explain, in non-technical terms, mobility’s potential to achieve measurable results within your specific business. We also review mobility application trends, explain the current and future state of wireless technology, and show you what your competitors may be doing in this area.
What are today’s mobility capabilities? Which mobility solutions will best address your business goals? How can you decide which mobility initiatives will bring you greatest return on your investment? HP Services can help you answer these questions—and more.

We discuss real-life mobility case studies, explore your company’s wireless and mobility business and technology strategies, and help you achieve consensus on how to prioritize your initiatives in these areas.

If your organization is already up to speed on any of these topics—for example, you may already have a very good idea of mobility technology and solutions—we’ll focus more of our effort on other mobility topics of interest.

Because the AOTP workshop is tailored to your specific situation, attendees are expected to contribute to the content—both by discussing their business needs and providing source material before the workshop and by actively participating during the session.

HP Services will direct all activities, coordinate all participants, and organize and prepare all deliverables.

**Get answers to your mobility questions**

By the end of the workshop, you’ll have answers to these key questions:

- What is mobility?
- What technologies does it involve?
- What are its pros and cons?
- What are industry analysts saying?
- Where is it being used?

- How can we use it to our business advantage?
- What options are open to us?
- What mobile solutions offer the fastest payback?
- What would be its impact on our organization?
- What should we do next?

**Typical AOTP morning agenda: education**

The morning session is designed to provide a quick education on mobility technology and benefits. Our mobility and wireless consultants will discuss your needs in advance and then deliver the additional information you require through presentations, demonstrations, and videos. We won’t duplicate educational information already presented to your organization during earlier meetings unless you specifically request this as part of the agenda. Typical topics include:

- Mobility business opportunities for your industry
- Technology and market directions
- Organizational implications
- Usage scenarios and case studies
- Analyst views

We’ll also have a working lunch that continues to cover educational topics.

**Typical AOTP afternoon agenda: business synthesis**

In the afternoon, we’ll focus on your specific business situation and how it can leverage mobility solutions to meet your business goals. Prior to the session, we’ll ask you to identify employees who are knowledgeable about the specific value-chain components within your organization. During the session, we’ll examine each link in this chain and, as a team, identify those processes that have significant potential for improvement using mobility applications.

We’ll then map these opportunities to wireless technology initiatives, prioritized into “essential,” “easy to implement,” “delivers quick benefits,” and “not cost-effective.” We’ll use a return on investment (ROI) approach to assess the business potential of each initiative and—perhaps most important—establish ways they you can measure the success of the solution using either a hard ROI metric or quantitative improvement in business or process efficiency.
Afternoon topics typically include:

• Value chain overview
• Selection of key process areas
• Process expansion
• Technology component mapping
• Assessing business impact and ease of implementation
• Implementing mobile solutions
• Next steps—action planning

Toward the end of the day, we’ll briefly describe the HP mobility solutions and services roadmap and issues faced by most customers when implementing this technology. We’ll conclude the workshop by jointly compiling a list of action items, owners, and next steps.

**AOTP deliverables**

In addition to the workshop itself, you’ll receive a workshop workbook and CD containing all session presentation materials, a summary of your business requirements, a structured methodology for translating these needs into mobility initiatives, recommended next steps, and copies of some recommended books about mobility. Further, two to three weeks after the workshop, we’ll present a summary of what we accomplished (e.g., what participants decided or created) and any additional HP observations, findings, and recommendations for next steps, including a strategic roadmap tailored to your situation. You’ll be able to use this presentation to communicate possible wireless initiatives, their business impact, and next steps to others within your organization.

**Wireless Architecture Workshop**

Once you have a mobility strategy and have made the decision to implement a specific mobility solution, the solution needs to be designed and implemented. To properly initiate the design effort, solution architects require answers to a number of questions. Many of these will likely have been answered during the AOTP workshop—for instance:

• What are the specific business goals your infrastructure must support over the next one to two years?
• What are the information-sharing needs of your organization’s value-chain members?
• What business processes are served by this information?
**Wireless Architecture Workshop deliverables**

The major deliverable of the Wireless Architecture Workshop is the workshop itself. Shortly afterwards, you’ll receive an executive summary of workshop discussions and conclusions along with the group’s overall recommendations.

Approximately three weeks later, we will provide a detailed report that includes:

- A high-level description of the proposed solution and how it meets your business, functional, technical, and implementation needs
- Next steps for solution design and implementation, including identification of mobile devices and criteria for pilot testing
- A description of your current and future business environment, your current and future IT infrastructure, and key technologies that can help achieve your critical business goals
- Recommendations on how you can further incorporate wireless technologies into your IT strategy
- An evaluation of the impact of wireless technology on your existing and proposed networks, access devices, directories, management systems, security solutions, and storage devices
- Information gathered during the pre-workshop discussions
- A detailed description of workshop findings

These deliverables can be used by HP—or others, such as your own architects—as direct input for developing a comprehensive design for your wireless solution.

**Other questions include:**

- Do you have an adequate wireless infrastructure architecture plan that will satisfy user needs?
- Can your infrastructure measure new solution results to determine whether goals have been met?

Either as a follow-on to the Art of the Possible Workshop or as a stand-alone offering, HP Services offers a Wireless Architecture Workshop (WAW) that will generate answers to these and other questions and develop a high-level solution architecture.

**The challenge—achieving consensus**

Getting answers to these and other questions can be a real challenge, particularly if your enterprise:

- Has a complex computing environment
- Uses a large number of mixed/heterogeneous servers
- Has systems and users in multiple locations
- Places a high priority on information confidentiality

Relevant information is typically collected by directly interviewing end users and other information sources, sending out questionnaires, and taking surveys. After gathering and analyzing the data, system architects hold a series of issue-focused meetings, prepare solution-architecture documents, and distribute the documents for review and approval.

Though time-honored, this approach can often be inefficient, time-consuming, and even ineffective, for these reasons:

- It takes a long time to gather and disseminate all the information.
- There is little or no face-to-face interaction between key end users to prioritize goals—everyone naturally feels their own needs are paramount.
- Without this direct interface, there is little assurance that the depth and breadth of issues have been properly considered and that conflicts will be resolved.
- The more subtle relationships and interdependencies between organizational entities or functional areas are not explored. These types of problems usually show up during solution implementation, requiring design iterations.

**HP solution: the WAW**

HP believes that the best, most efficient way to obtain key wireless solution information and to identify and resolve potential organizational conflicts and issues is through a two-day Wireless Architecture Workshop. This workshop would ideally be held after an AOTP workshop. However, depending on where you are in developing and executing a mobility strategy, it could also be held independently.
A firm foundation for your solution design
The goal of the WAW is to quickly develop a structured solution concept with a well-defined scope, ensure that all stakeholder views are incorporated, reach agreement on solution principles of construction, and generate a solution action plan. You end up with a firm foundation for your solution design—one that takes advantage of the best mobility and wireless technology, utilizes existing infrastructure (where possible), and, most importantly, meets your business requirements.

If an AOTP workshop has been held, then the team already has an excellent idea of the desired solution and its business goals. If no prior AOTP workshop was held, HP Services will pre-interview key stakeholders about their business needs, help identify highest-priority wireless and mobility solutions, and build from there during the actual workshop.

During the engagement, HP Services provides a facilitator, solution architect(s), and any additional consultants and subject-matter experts required. Your organization commits division or departmental heads, internal users, and internal services providers as participants.

In addition, your “client sponsor”—usually a senior manager—will be expected to participate at the session kick-off, receive appropriate reports, and participate in the concluding presentation.

Pre-WAW discussions
Prior to the workshop session, HP team members meet with the client sponsor to introduce themselves, discuss specific needs and overall goals, learn of any changes in business status since the AOTP workshop, and reach agreement on decisions to be made during the workshop.

HP Services then meets with your key stakeholders to obtain their perspective on what the solution must accomplish and what partial solutions, if any, are already in place. Another goal is to gauge any strong stakeholder resistance to change.

Going into the workshop session, our experts will have a good idea of your company’s overall business strategies, potential mobility and wireless solution implementations, and the impact these implementations may have on your current IT infrastructure.
Wireless Architecture Workshop uses structured HP methodology

During the workshop session, HP uses a structured, participatory approach—the HP Global Method for IT Strategy and Architecture—to explore stakeholder needs, reach consensus on solution functionality, and develop a high-level architecture. We evaluate the solution from four vantage points:

- **Business**: What are the key solution business drivers, goals, value-chain links, and environmental factors?

- **Functional**: What must the system do, what are user preferences, and what information must/should the solution provide?

- **Technical**: How will technology be used to implement the solution? What are the required applications, data, interfaces, and infrastructure?

- **Implementation**: What organization is responsible for the solution, using what specific components and according to what plan?

Answers are expressed in the form of principles, models, and standards. Taken together, these answers create a “snapshot” of what the solution should look like.

During the session, we’ll also hold detailed discussions of your business policies and applications; your Internet network services; and the impact of mobility and wireless capabilities on your network transport, enterprise management, security, storage, and data centers. In addition, we’ll cover the interdependencies among all of these technologies.

Learn more

To learn more about these and other HP mobility and wireless solutions and services, call your HP sales representative or visit us on the Web at www.hp.com/hps/mobility.