



Mission-Critical Mobile with partners

Building Relationships with @hand

Strategic partnerships are the foundation of success in the mobile enterprise market. Enterprise customers today want partners who can deliver complete mobile solutions. In the wireless and mobile industry, delivering a total solution is as much about partnership as it is about any individual solution component.

@hand is currently engaging with leading systems integrators focused on the needs of mobile workers in the enterprise. In these relationships, @hand provides the mobile software and domain expertise, while partners provide industry-specific knowledge and professional services. In every mission-critical opportunity, our goal is to provide the end customer with a mobile solution that reflects the combined strengths of all the partners involved.

Mission-Critical Customer Profile

- Seek multimillion dollar financial results in revenue, savings and productivity gains.
- Need to mobilize employees or key business partners.
- Mobile workforce touches data and processes in multiple corporate systems.
- Business conducted in areas with intermittent or slow connectivity.

Mission-Critical Case Studies

Rental Service Corporation	
Business Need	Move 500 field-based employees in 42 states from paper-based to mobilize sales and order-entry.
Challenge	Extend customer information to the field, including project, budget, timeframe, decision-makers, etc.
Solution	Innovative mobile application combining sales and order-entry processes into an easy-to-use mobile application.
Results	<ul style="list-style-type: none"> • Six-week project generated 11% increase in sales per mobilized rep, projected at \$50M ROI annually. • \$4M of telecom savings. • Order-entry cut from days to minutes. • Improved process and customer satisfaction. • Prepare foundation for extending supply-chain data, including inventory availability, cost, condition, location.

American Airlines	
Business Need	Automate process for moving cargo on and off aircraft by 300+ tarmac employees.
Challenge	Workers distributed around the globe and operate in a highly exception-driven business process, often without connectivity.
Solution	First-of-kind application mobilizes key elements of existing cargo management system.
Results	<ul style="list-style-type: none"> • Improved customer service thru track-and-trace capability • Increased throughput in cargo operations • Reduction in errors and missed flights • Greater cost efficiency • New tail-to-tail movement process • ROI in less than 2 months

Buyers of Mission-Critical Solutions

Line of Business Managers

- Most influential in general
- Most likely to identify problem areas

IT Managers

- Important influencers who select best technologies to solve the problem

C and VP Level Executives

- More influential as number of mobile employees increases
- Ultimate decision is split between technical and business managers

Source: 2001 IDC and META Group studies commissioned by @hand

Buyers' Interests

- Improve productivity and efficiency
- Increase revenue
- Reduce costs
- Improve business process
- Enhance customer satisfaction
- Expand communication & visibility

Source: 2001 IDC and META Group studies commissioned by @hand

Key Requirements	
Disconnected functionality	<i>Reliable without connectivity</i>
Adapt rapidly	<i>Maximize ROI throughout lifecycle</i>
Minimize communication costs	<i>Cannot be "always on"</i>
Support integration standards	<i>Integrate with systems company-wide</i>
Utilize existing technical skills and infrastructure	<i>Accelerate time to benefit</i>
Scaleable	<i>Support for growing deployments</i>

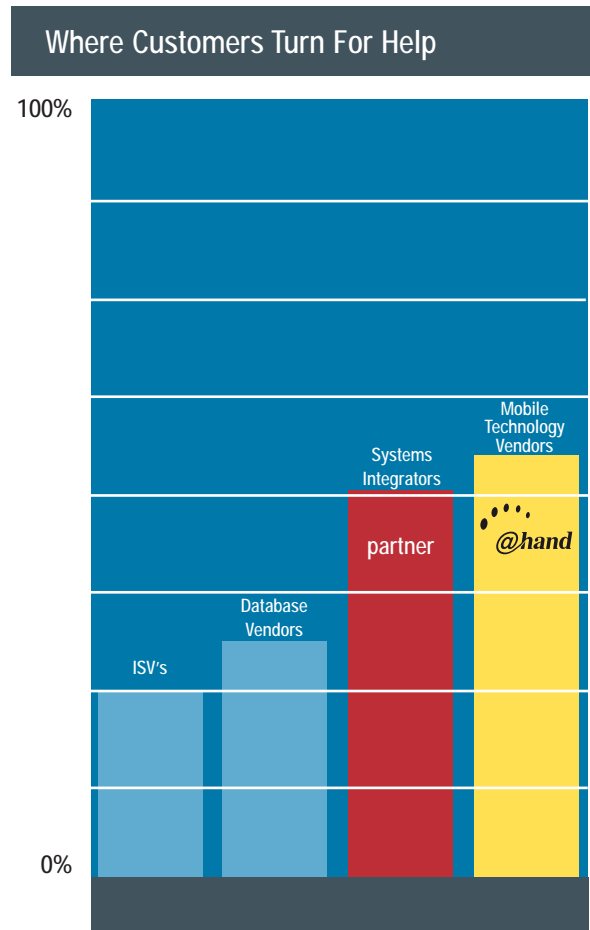
Source: 2001 IDC and META Group studies commissioned by @hand

Working Together

Your organization can leverage @hand's mobile software and domain expertise to implement mission-critical mobile solutions that deliver multimillion dollar results for clients. Initial projects often form a foundation for, and evolve into, company-wide mobile strategies for clients.

To accelerate this process, @hand's Business Development group educates partners about @hand products, market segmentation, and sales techniques for mobile projects. Business Development also manages the mutual exchange of customer prospects, spearheading introductions between your organization and @hand's Sales team.

To get started, contact @hand Business Development at +1 512.231.9993 or visit www.hand.com/partners



Source: 2001 IDC and META Group studies commissioned by @hand