

palm

# Mobility Without Boundaries

Help employees balance life inside and outside of work with the right mobile phone.

Your top salesperson wants to use her personal smartphone rather than a corporate-provided cell phone or email device. You'd like to accommodate her, but she uses confidential information as part of her job. If the phone is lost, sensitive data could fall into the wrong hands. Besides, if you let her start using her own phone, what will you tell everyone else?

Scenarios like this can cause stress that's being felt by three main groups within businesses:

- **Mobile information workers**, who need to stay in touch with their customers, coworkers, and families and scoff at carrying separate "work" and "personal" devices
- **IT professionals**, who are responsible for providing mobile information workers the tools they need to do their jobs while safeguarding corporate data and keeping operating costs under control
- **Business decision-makers**, who focus on technology primarily as a means to create business value

Mobile information workers want just one mobile phone; they have no need for two of them or a third device for listening to music. That's simply too many devices—and chargers—to keep track of and potentially lose. And how realistic is it to mandate that a business-issued cell phone be used only for work-related calls?

The fact is, people don't think of their personal and professional lives as being separate. IDC has found that 70 percent of smartphone users in the U.S. prefer to have the device for both business and personal use and that more than 40 percent of U.S. workers have "mobilized themselves" by purchasing their own mobile device for both business and personal use, regardless—and sometimes in spite of—corporate policies. Simply put, people want information from corporate and public web sites, home and work computers, email accounts, calendars, and contacts brought together in one place.

## Wanted: A robust multifunction phone

What is needed is a single device that lets workers be fully productive on the job while enabling them to achieve work/life balance. For many people and the businesses they serve, that means a 3G multifunction phone.

Businesses, individuals, and technology providers are waking up to this need. RBC financial analyst Mike Abramsky, in his recent "Wireless Industry, the New World Order" report, predicts that smartphones will comprise 35 percent of handsets sold worldwide by 2012.

### Key Productivity Features of the Palm Pre with Palm webOS

#### 1. Multitasking

Enables mobile information workers to keep multiple applications open at once and seamlessly move between them.

#### 2. Palm Synergy

Easily integrates data from different sources, such as email and social

networking applications, and presents a single consolidated view to users.

#### 3. Universal search

Enables mobile users to search for information on the phone and across the web.

#### 4. Microsoft Exchange ActiveSync policy and security support

Enables IT professionals to manage passwords and PINs as well as remotely erase lost devices.

#### 5. Palm profile and Palm Services

Enable automatic backup, over-the-air software updates, user-enabled restore, and remote erase.

#### 6. Application development tools

The Palm webOS Mojo SDK features tools that support popular standards, including HTML, CSS, and JavaScript.

Faced with this trend, IT professionals must be proactive. Doing nothing only promotes chaos, as mobile information workers bring their own phones to work and then ask IT professionals to support them. Draconian policies limiting the functionality and usage of corporate-provided phones are likely to backfire by creating employee discontent, reducing overall employee productivity, and inviting “rogue” phones to be used for business outside the care and control of IT.

Many businesses have noted that mobile information workers who rely on mobile phones are more productive than those who do not. That’s because they can respond quickly to prevent small issues from growing into large problems, leading to consequences such as customer dissatisfaction, lost revenue, and waste. And when employees are able to get more done by working more productively, employee satisfaction rises. As Forrester Research analyst Ted Schadler writes in a recent report, “The logic is clear: Smartphones and laptops unshackle work from location. And that means that if companies support these devices, they get more time and productivity out of their staff. Teleworkers also

give back to their employers: On average, they work 2 hours more per week than office workers.”<sup>1</sup>

Perhaps even more importantly, by taking the initiative and providing employees with the right kind of mobile phone, IT will be able to create mobile line-of-business applications to deliver increased business value while enhancing security and controlling costs.

To maximize the productivity of mobile information workers, IT should provide a 3G mobile phone that can seamlessly handle voice, email, text messaging (both MMS and SMS), and web browsing and provide an application platform based on popular web technology. To safeguard corporate and personal data in transit, the phone should support SSL and 128-bit encryption. In addition, it must securely connect to Wi-Fi networks with support for security (WEP, WPA, WPA2) and authentication protocols (EAP-TLS, EAP-TTLS, EAP-FAST, LEAP, PEAP v1/v2). To protect stored data, the phone should enable locking via PIN and password. It should also support the remote wiping of data after a certain number of unsuccessful unlock attempts.

#### BUSINESS CASE SCENARIO

### Mobile Information Workers

Knowledge workers of all stripes—salespeople, top management, operations managers, facilities supervisors—are all better off with a single multifunction mobile device for both professional and personal use. In each case, their needs are the same—a single place for personal and business contact information, voice, email, calendar, enterprise applications, web browser, and social networking interface.

Jay Smith, the director of marketing at a major retail chain, is on the road constantly, visiting advertising

agencies, market research firms, his company’s regional offices, and retail outlets. Some of his contacts are on email; others are on his favorite social network. Not only does he need only one device, but he also needs only one unified interface for all his applications.

When Smith is on the road paying a call on a business contact, he appreciates the ability to search not only the web but also his Palm Pre phone from the same interface. For example, from a single search, he can look for a contact name; find the contact’s business address using Google Maps; and then be guided to the contact’s destination with turn-by-turn driving directions and traffic reports, thanks to the

location-based services of the Palm Pre and its built-in GPS.

Smith also benefits greatly from the multitasking capabilities of the Palm Pre with Palm webOS. He sometimes needs to access product information, including a photo from the inventory database; compare that information with similar products by searching the web; and then cut and paste information into an email or text message.

And when Smith is on the road, he can’t waste time juggling one device for business and another device to contact his family. He wants a single multifunction device. Similarly, he wants his family to be able to reach him at a single number.

IT professionals will want the phone to support remote enforcement of corporate security and device management policies, including requiring passwords and PINs and initiating a remote wipe. And should the need arise, a corporate smartphone must enable users as well as administrators to remotely wipe files so that sensitive data doesn't fall into the wrong hands.

Support for Microsoft Exchange ActiveSync is highly important, according to Philippe Winthrop, director in the Global Wireless Practice at Strategy Analytics. "That's table stakes," Winthrop says. In addition, says Winthrop, management applications should be able to run in the background, so they don't disturb the user experience.

Not to be overlooked is the need to rapidly create rich mobile applications that are tailored to the needs of each business and integrate with existing line-of-business solutions. To enable this, the mobile device

must support powerful application development tools that are already widely used in the corporate developer community.

## Palm webOS

To meet the needs of the converged work/lifestyle, Palm, Inc. has developed Palm webOS, a software platform that supports the key functions—and more—required by the converged mobile work/lifestyle. The Palm webOS platform, which is found on the Palm Pre smartphone, includes these features and benefits:

### Multitasking

Mobile information workers can keep multiple applications open at once—email, calendar, maps, photos or full HTML web pages—and easily move

#### BUSINESS CASE SCENARIO

### Business Decision-Makers

Susan Jones is a business decision-maker at a Midwestern auto parts maker. She wants to give her inventory supervisors the ability to check inventory and update it from anywhere—a warehouse, loading dock, supplier factory, or customer plant. But her industry is unique—she may want her company's IT developers to customize an off-the-shelf application, or she may want them to create one from scratch. She would be faced with a big obstacle if the application she wanted required her company's developers to learn a new language or hire an outside consultant to write it.

Fortunately for Jones, her company's IT professionals chose as their platform Palm webOS running on the Palm Pre and other Palm devices such as the Palm Pixi phone, which leverages popular development tools. The Palm webOS Mojo Software Development Kit (SDK) is based on standards such as HTML, CSS (Cascading Style Sheets), and JavaScript—technologies in which developers at Jones's company are already well versed. All she needs to do is give her developers the specifications for her applications and let them do the rest. In short order, they will be able to craft applications that make her supervisors far more efficient. That not only saves money but also gives Jones's company an important

edge in the highly competitive auto parts industry.

But Jones isn't the only business decision-maker at her company who needs a mobile application to be developed for her staff. The sales force needs its CRM application to run on the salespeople's mobile devices, purchasing needs its procurement application, and even human resources needs its employee review and benefits applications to run on mobile devices. All of these applications can be enhanced significantly through integration with location-based web services, which is easy to accomplish with the Palm Pre and Palm webOS.

between them. It's very similar to using a personal computer. The Palm Pre with Palm webOS thinks of applications as activity cards; it enables users to flip through the cards, rearrange them, or flick them from the screen, thereby closing the application. This is particularly important for line-of-business applications. For example, an employee might need to access a business contact's address while simultaneously looking up product information in a merchandise database and composing an email response to a customer. With Palm webOS, the mobile information worker can effortlessly accomplish all three steps.

### Palm Synergy

Because many mobile information workers need access to both business and personal information for such applications as email, calendar, instant messaging, and social networking, Palm Synergy seamlessly integrates data from sources like Microsoft Exchange, Google, Facebook, and LinkedIn and presents a single automatically updated and consolidated view to the user. For example, when a contact's phone number and email address have been updated in a business networking site such as LinkedIn, the updates will automatically appear when the mobile information worker calls that contact on his or her Pre.

#### BUSINESS CASE SCENARIO

### IT Professionals

Steve Conroy is caught in the middle: He's charged with furnishing his company's mobile information workers with the tools they need to do their jobs easily and efficiently. However, many of those mobile information workers want to bring in their own multifunction mobile devices—and they would like Conroy to provide support. But he has a budget to meet. Although those workers will be able to do simple things such as access email, Conroy would face high costs if he were to provide those workers with the latest versions of his company's business applications to run on their various nonstandard devices and operating environments. What's more, he's well aware that when mobile workers lose data, fingers start pointing in his direction.

But Conroy has a solution. He has discovered the Palm Pre and Palm webOS. Rather than wait for

people to bring in their own mobile devices, Conroy has convinced his company of the wisdom of offering mobile information workers a corporate-standard mobile device that gives workers the mobile tools they require—and that will keep corporate data safe.

A key feature in Conroy's mind is that the Palm Pre and Palm webOS integrate with Microsoft Exchange security and manageability policies. As far as Conroy is concerned, no corporate device should be accessed without a password or a PIN. Being able to set up policies and security through Exchange ActiveSync is a big plus, because his administrators are comfortable in the Exchange environment and don't have to learn anything new.

Conroy can even require that information workers with access to the most sensitive data have longer and more complex alphanumeric passwords. He can also set up parameters for automatically locking devices after failed password attempts or

inactivity. And he can rely on Palm Services to ensure his users always have the latest version of webOS on their Pre devices.

Perhaps most important, he—or the information workers themselves—can remotely erase a device, should it be lost or stolen. That not only keeps corporate data secure but also prevents personal information from being stolen. Conroy is also fond of the Palm profile feature, which ensures that users' critical data and device settings are automatically backed up. What's more, he can empower mobile users to restore their own data without contacting corporate IT.

These features help Conroy look good at budget time. Leveraging existing in-house IT skills means no new training, and issuing a single device rather than separate phone and messaging devices—and ordering that single device from a single vendor—keeps capital expenses under control.

### Universal search

Palm webOS enables a mobile user to easily search for information on the phone and across the web. Thus, a mobile user need not open a file of contacts or a web browser to start a search—one can simply start typing on the slide-out keyboard of the Pre.

### Microsoft Exchange ActiveSync policy and security support

IT professionals can require passwords and PINs to be deployed on Pre phones to enable access to important business data, thereby minimizing business exposure to security breaches. By utilizing the security and manageability features of Exchange ActiveSync, a business can:

- Require employees to have passwords, including strong alphanumeric passwords of a specific complexity or length.
- Specify the number of failed password attempts allowed before data on devices is automatically wiped.
- Set the number of minutes of inactivity after which devices autolock and require passwords for re-entry.
- Remotely erase devices that are lost or stolen.

### Palm profile

When a mobile information worker first uses the Palm Pre, that person registers the phone, activates a Palm profile, and subscribes to Palm Services. Palm Services automatically backs up and encrypts important data and enables the registered Pre user to restore it.<sup>2</sup> Palm Services also enables the Pre user to remotely erase data—without needing help from IT—if the Pre is lost or stolen. In addition, Palm Services enables the Pre to receive software updates over the air—without requiring the user to connect to a computer.

### Application development tools

Rather than forcing application developers to learn a new language, Palm webOS leverages skills that many corporate developers already have. The tools in the Palm webOS Mojo SDK are familiar to many developers, because they are based on standard web technologies such as HTML, CSS (Cascading Style Sheets), and JavaScript.

The Palm Pre is the first of many devices that will use Palm webOS, which Palm calls “the mobile platform for the next decade.” Palm plans to bring more Palm webOS devices to market, such as the new Palm Pixi phone.

## Conclusion

As Forrester has found, mobile information workers at all levels are more productive when they can successfully integrate the personal and professional aspects of their lives. Rather than wait for employees to bring in their own multifunction mobile devices and ask IT to support them, it is far better for corporate IT to sponsor a smartphone platform for employees to use all the time. The platform should provide a single full-featured and unified experience. It should enable the rapid development of rich line-of-business applications. And it should provide sufficient security and management control while minimizing the burden on IT to provide support. Palm webOS satisfies all these requirements.

Palm webOS is ideally suited as a platform for the new generation of converged devices, including the Palm Pre and the Palm Pixi. Moreover, Palm webOS points the way to the future. RBC’s Abramsky puts it this way: “Smartphones have the potential to unleash novel, rich computing experiences—enhanced with the convenience of mobility (location, communication, awareness, presence, proximity, and immediacy)—leading to the next level of consumer computing, the next level of doing business.”

1. “Smartphones And Telecommuting: Workforce Technology Adoption 2009,” Forrester Research, Inc., by Ted Schadler, with Matthew Brown and Peter Schmidt, October 20, 2009.

2. Backup restores contacts, calendars, memos, and tasks, along with preferences and any software downloaded from the App Catalog.



FOR ADDITIONAL INFORMATION

**Palm webOS for your business:**

[palm.com/business](http://palm.com/business)

**Palm Pre:**

[palm.com/pre](http://palm.com/pre)

**Palm Pixi:**

[palm.com/pixi](http://palm.com/pixi)

**Gartner:**

[gartner.com/DisplayDocument?id=1122312&ref=g\\_fromdoc](http://gartner.com/DisplayDocument?id=1122312&ref=g_fromdoc)

**A Philippe Winthrop report:**

[strategyanalytics.com/default.aspx?mod=ReportAbstractViewer&a0=4811](http://strategyanalytics.com/default.aspx?mod=ReportAbstractViewer&a0=4811)

**A Philippe Winthrop blog:**

[enterprisemobilitymatters.com](http://enterprisemobilitymatters.com)

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