

Engineering Progress OpenEdge Business Solutions for BYOD Mobility: A Case Study

Andrew Killen, Executive Director
Adept Business Systems

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BYOD – Why is it Important ?

- 1915 – you can have any Model T Ford you like as long as its black
- 2014 – you can have any tablet you like as long as its a..... and it only comes in black

Device Diversity



Phones



iPhone, 3G,
3GS, 4, 4S, 5

iOS 6.0, 5.0,
4.0, ...



Samsung, HTC,
Motorola, ...

Android Jelly
Bean, ICS,
Honeycomb,
Gingerbread, ...



Nokia, Samsung,
HTC, ...

Win Phone 8,
Win Phone 7

Tablets



iPad,
iPad mini

iOS 6.0, 5.0,
4.0, ...



Samsung, HTC,
Motorola, ...

Android Jelly
Bean, ICS,
Honeycomb,
Gingerbread, ...



Microsoft, HP,
Dell, Lenovo,
Samsung, ...

Windows 8,
Windows 7
Windows RT

Patent Wars

Samsung opens new front in patent war, goes after Ericsson

Krystal Peak

A new challenger has appeared for Samsung Electronics, which is fighting a war on many fronts over mobile patents.

Samsung sent the US International Trade Commission a complaint against Ericsson to ask for a U.S. import ban and sales ban on some of the Swedish telecoms equipment maker's devices.

Samsung accused Ericsson of stepping in on at least seven of its patents on Friday.



CNET > News > Apple > Apple: Patent we used against Samsung isn't ...

Apple: Patent we used against Samsung isn't dead yet

Apple says it still has plenty of chances to fight to keep its rubber band patent alive and well.



by Josh Lowensohn | April 2, 2013 3:40 PM PDT

Follow

Apple today said that a patent it successfully used against Samsung in its 2011 U.S. lawsuit is not dead yet. That's despite a recent decision by the U.S. Patent and Trademark Office decision to render it invalid.



Bloomberg

Apple Win in Google Case to Be Reviewed by Trade Agency

By Susan Decker - Feb 20, 2013 4:00 PM CST +1100

Apple Inc. (AAPL)'s preliminary victory in a patent-infringement case brought by Google Inc. (GOOG) (GOOG)'s Motorola Mobility unit over a phone sensor will be reviewed by a trade agency that has the power to block imports of the iPhone.

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Client Application Type Options

Web Application

Pros

- Single codebase for all platforms
- Server side solution – better manageability

Cons

- Limited access to platform features
- Requires internet connection (slow connection can degrade application usability)

PhoneGap (or similar)

Pros

- Single codebase for all platforms
- Possibility to run offline

Cons

- Limited access to platform features

Native Application

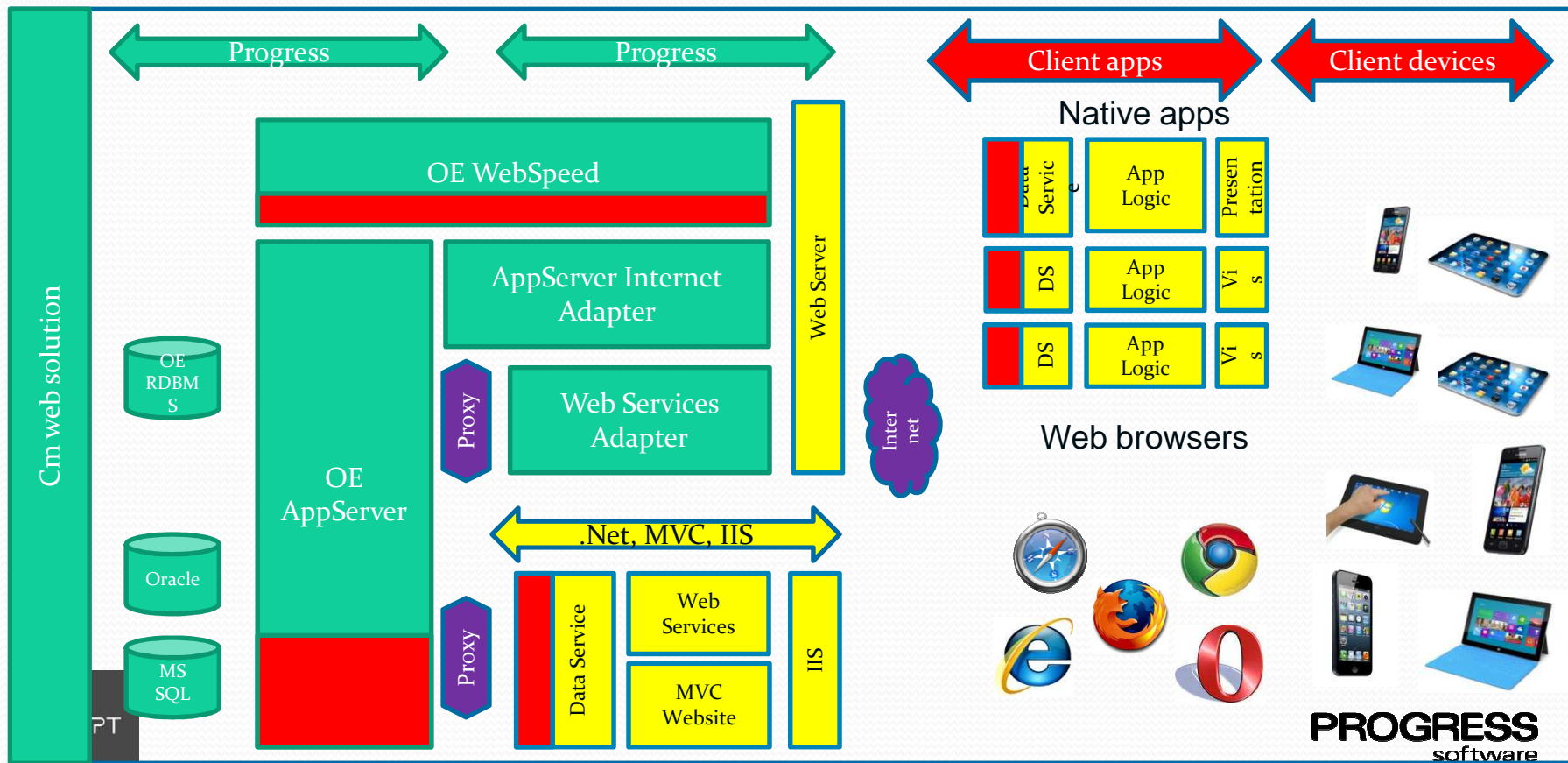
Pros

- Full access to all platform features
- Possibility to align application design with platform usage patterns
- Possibility to run offline

Cons

- Requires separate development for each platform

Adept Mobility Framework



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Adept Mobility Framework for BYOD

- Accommodates diverse mobile platforms/device
- Can run offline or online; native or web
- Adhere to design principles of device
- One size does not fit all

Mobility Case Studies



- Australian subsidiary of Swiss multinational
- Focus is pet products (accessories; pet foods)
- Distributed via supermarkets, speciality pet stores
- Separate web channel for Groomers/Customers



- Leading Australian food and agribusiness company
- Food Service division supplies seafood/convenience foods
- Distributed via supermarkets and over 400 distributors

ACCEPT



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Business Issues



Merchandisers

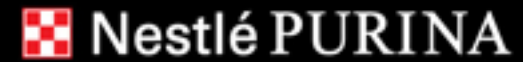
- Focus on supermarkets
- Keep shelves stocked with product
- Front-end of supply chain
- Large team (>150)



Area Managers

- Focus on speciality stores
- Larger range of SKUs
- More complex rules

Mobility Solution



Adept ERP (Progress OpenEdge)

Area Managers
Motion CL900 tablet

Merchandisers
Galaxy S2 Android smartphone




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Demonstration

 Nestlé PURINA

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 SURGA
CENTRAL

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Mobility Case Studies



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Business Issues



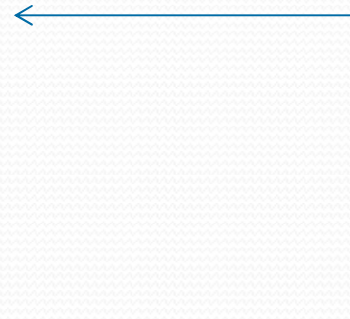
Sales Representatives

- Face-to-face negotiation of price
- Knowledge of margins critical
- Need CRM access to ERP

Mobility Solution



Adept ERP (Progress OpenEdge)



Sales Representatives
Apple iPad



Demonstration





Thank you!

Andrew Killen
Executive Director, Adept Business Systems
andrew.killen@adept.com.au

Questions?



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