

Mobility at its Best! Nokia, IBM Join Hands

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In an interesting industry finding, India will continue to remain the world's second largest wireless market after China in terms of mobile connections with mobile connections expected to grow by 27.3% in 2010 to exceed 660 million. Mobile service revenue is also expected to reach \$19.8 billion by the end of 2010 up 19.7% from 2009; by 2014 it is expected to exceed \$23 billion.

This high potential, business lucrative segment attracts several thousands of Indian SMEs. Mobility has turned out to be their clear mandate in order to stay abreast and robust towards business growth, SMEs are aggressively using the mobile devices for the day to day business operations. But some of the SME customers are still finding it difficult to source different technologies, and make them fit for their need.

However, a recent development, towards the direction of strengthening the mobility services offering to businesses, has occurred. In an impactful development, Nokia India and IBM, have announced their collaboration to deliver business mobility solutions to Indian customers. Building on their global alliance for business mobility, Nokia and IBM also shared an update on the deployment of IBM Lotus Notes Traveler for Nokia smart phones highlighting substantial traction among Indian enterprises.

The solution – which delivers direct, secure access to email and personal information via organizations' IBM Domino servers – is now available for Nokia Symbian S60 smart phones. Support for Nokia's new Symbian OS platform is prominently positioned in IBM's mobile product roadmap.

IT directors are being pressurised to deploy business mobility solutions such as email, IM and intranet access for more employees, but without incurring high costs on additional middleware, licenses and maintenance. Adding to this point, V Ramnath, Director Operator Channels for Nokia India said, "IBM Lotus Notes Traveler gives business professionals easy, secure and

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real-time access to their email boxes, corporate contacts and corporate calendar on their Nokia smart phones. Direct access mail also drastically reduces the cost of managing and maintaining servers.”

Expressing his views on this development, Pradeep Nair -Director - Software Group, IBM India/South Asia said, “We are extremely happy to collaborate with Nokia, as our association will be yet another milestone towards smarter business mobility. This announcement is part of our continuing effort to expand mobile support for the Lotus software portfolio. The ability to connect securely to business email is an example of Tomorrow at Work, an IBM initiative that examines a changing work environment and anticipates trends in technology, business, society and culture.”

According to IBM's Institute for Business Value, for the first time more people in the world will have a mobile device than a land-line telephone. IBM predicts one billion mobile Web users by 2011 and a significant shift in the way the majority of people will interact with the Web over the next decade. In fact, mobile devices now outnumber television sets, credit cards and personal computers.

Nokia offers its smart phone users a wide range of security functions -- the E series smart phones come with built-in features as well as add-on applications to meet the security needs of business users and organizations. In addition to access to corporate email and infrastructure, Nokia smart phone users also enjoy access to maps, navigation, download apps and access other services through Ovi. The popularity of Business category apps in the Ovi Store has significantly increased with India being one of the top downloading countries.

The solution has undergone large-scale deployment at leading Indian enterprises including Asian Paints, Max New York Life, Britannia, Subros, Amtek Auto, Usha International Ltd. and Havells to name a few, which have benefitted through improved efficiency and at significantly lower cost compared to rival solutions.

Commenting on the basis of hands on experience, S.P. Arya - Vice President Corporate (IT) - Amtek Auto Limited, stated, “We are extremely happy to use Lotus Traveler on Nokia phones as it is quite cost effective and easy to use. We expect Nokia to bring more and cheaper and elegant smart phones which have Lotus Traveler as standard email interface. I wish IBM LOTUS and Nokia alliance, all the very best!”

The IBM Lotus Notes Traveler solution is supported by a wide range of Nokia smartphones available with different designs and prices, covering the entire business user market. In the first half of 2010, more than 12 million Nokia Eseries business smartphones were shipped, representing a growth of more than 50 percent compared to the first half of 2009.

However, Usha International have also realised many benefits from Lotus Traveler; Commenting on such positive outcomes, Raghubir Singh – Dy. General Manager – ERP/IS – Usha International Limited stated, “Our sales team can work more effectively, the average user will saves remarkable amount of time (approx 1-1.30 hr) in a day, which earlier he has to spent in taking information from office, co-workers, Increase in Customer satisfaction improves as increase in response to their queries. Expected to achieve 100% return on investment in 12 months through enhanced workforce productivity. User is up-to-date on business communication as and where they are, flexibility to meet the increasing demands of the workplace and can send, receive and manage emails on the move.”