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What's New

Nokia has designs on the future of mobile.

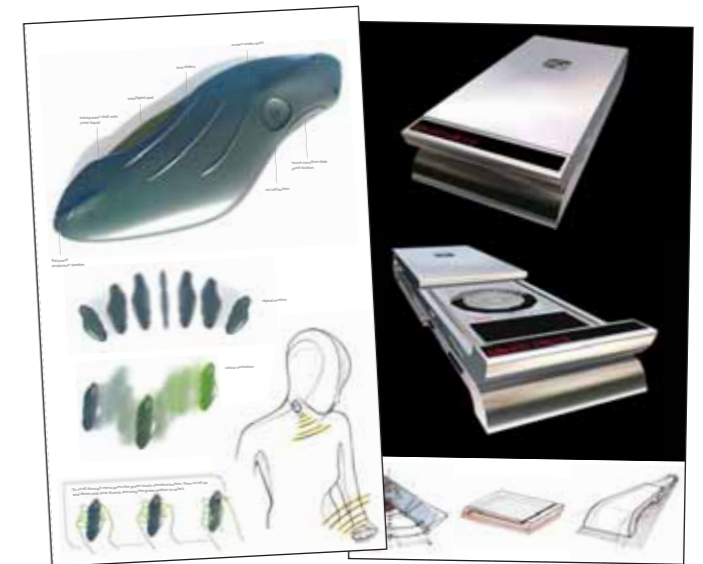
What's the easiest way to carry a mobile phone? Simple, wear it. Long time style object, the mobile's future could be as a fashion accessory.

Sunglasses, a ring or even a neck band are among the ideas for the device of the future in a competition run by phone maker, Nokia.

They asked design students at London's Central Saint Martins College of Art and Design to come up with ideas of how the mobile should look in 2015 - in the days of 4G and even 5G with far greater bandwidth and memory.

Among the designs was a mobile within a pair of sunglasses, a credit-card sized phone worn round the neck, a necklace where each bead represents a contact and for security a ring-like device to wear on the finger.

There's a phone for frenzied business people that incorporates aromatherapy. But the winner, by Daniel Meyer, was a candy bar device where the lower section swivels to create a free-standing picture frame. It also includes a trackball that acts like a mouse.



The EU is considering a plan to put a tax of 1.5 cents on every text message and a 0.000001 cent on each email. The Treasury, according to the report by Reuters has said they will oppose it.

INSERT SOURCE



Grow with the flow.

Business users are still the main adopters of mobile wireless technology and in particular 3G data cards, according to the latest research from analyst firm GfK.

There was a 580 per cent increase in the sale of 3G data cards - up to nearly 30,000 units worth £1.7m - in the first quarter of this year compared with the same period the year before.

The increase comes as T-Mobile launches its new web'n'walk card which allows seamless access to email, the internet and business applications across its GPRS, 3G and Wi-Fi networks.

Even faster mobile working is also on the horizon with the arrival of 3G's big brother - 3.5G or High Speed Downlink Packet Access - as the web'n'walk card is HSDPA-ready. You can now download data at true broadband speed - over 1Mbps.

Ticket to roam.

This summer, don't forget to pack the mobile with the passport as the cost of calling from abroad has been dramatically reduced.

Major cuts in the cost of using mobiles abroad will make it much easier to do business on the move, internationally.

T-Mobile has introduced a new low roaming rate of 55p per minute. The same simple rate applies whether you are making or receiving calls in 29 countries across Europe, as well as the U.S.A. and Canada. To make sure all customers benefit the new rates are applied automatically - whether you're on pay as you go or pay monthly - and are the same any day, any time. There's no need to pre-select a roaming provider, pay any set-up charges or opt-in for any special offers.

"We're leaders in mobile value in the UK and we intend to be leaders in

mobile value for our customers when they travel abroad," says Jim Hyde, Managing Director of T-Mobile UK.

The new rates are part of T-Mobile's commitment to lowering roaming costs to encourage greater mobility. This included the introduction earlier this year of the 25p per minute roaming tariff across all Ireland, North and South.

"True mobility means affordable mobility and at present too many mobile customers just don't use their phones abroad. That makes no sense for customers and no sense for us," commented Jim Hyde.

The new international rates, for which a deposit may be required, will reduce call costs by 40-85%. As there are no peak rates the savings will apply whatever time you make the call. For full details visit www.t-mobile.co.uk

'I'd rather lose my wedding ring than my handset'

If anyone needed evidence that romance is dead, a recent survey of 5,500 mobile phone users carried out by insurer Halifax revealed that a fifth of respondents would rather lose their wedding ring than their handset.

The importance people place on their mobile phones was further illustrated by the fact that a third said they would rather lose their wallet or purse than misplace their handset.

Heartening news for the company's purchasing officer? Perhaps not. The same survey also revealed that a mobile phone is stolen every 12 seconds in the UK - that's two million handsets a year at a cost to insurance companies of £390m.

Women are more likely to be victims than men and extra vigilance is needed, it would seem, if you're doing business in the North-West.

Top place to lose your handset was Lancaster followed by the Wirral and Chester.



64%

of spam originates from servers in Taiwan, which dwarfs its neighbour China which only sends 3%.

(Source: CiperTrust)

BlackBerry crush

Can you have too much of a good thing? Hotelier Rick Ueno, general manager of the Chicago Sheraton Hotel thinks so. Having become personally addicted to the BlackBerry - and worried about his over reliance on email - he is offering his own detox programme.

When guests at the hotel book-in they can check-in their BlackBerry as well, to be stored away. That way they can concentrate on meetings, business and socialising, says Rick. Unless of course, their business information is on the BlackBerry...



BUSINESS BUZZWORD.

Hiptop:

A multifunction wireless device that comprises mobile phone, camera, games console, Internet browser, PDA etc. Hiptop is spawning its own blogs and a culture known as Hiptop Nation.



Channel hop, home and away.

Fed up with Mongolian TV? Away on business but want to keep up with the BBC's business news? No problem. Two new products launched in Britain this summer allow users to view television programmes at home via T-Mobile's network of HotSpots. Both Sony's LocationFree TV and the Slingbox allow users to connect to their home television - through the internet - and watch programmes remotely via their laptop or handheld PC.

As users can connect via the broadband connection in their hotel or through any T-Mobile HotSpot around the world, whether in a coffee house, hotel or airport lounge, the new technology means overseas business travellers need never miss their favourite TV shows.

Charges apply for accessing HotSpots in the UK and abroad. Other third party charges may apply.

It doesn't have to be a terminal problem.

British businesses are needlessly losing up to half a billion pounds a year as staff waste thousands of hours each week waiting in airports. Research carried out by the David Lewis Consultancy reveals that although 53 per cent of the 300 business travellers polled have Wi-Fi enabled laptops, only 26 per cent of the women and 24 per cent of the men log on to their company networks while waiting in airports.

The survey blames a shortage of Wi-Fi HotSpots combined with a reluctance of companies to facilitate wireless working, as the reason for the lost productivity.

Customers using the T-Mobile Wi-Fi network have the advantage, however, as our network of HotSpots for remote working continues to expand rapidly with the largest worldwide Wi-Fi network, T-Mobile offers wireless coverage in all UK airports, as well as 60 international airports around the world.

Charges apply for accessing HotSpots in the UK and abroad. Other third party charges may apply.



Get the edge



Move ahead of your competitors with the Nokia E61 Smartphone. It has been specially optimised to handle mobile email – including viewing and even editing attachments - so you can keep on top of your messages when travelling. With its top of the range voice features you can keep in touch wherever you are to enable a faster, more timely response to events. Nokia's answer to the BlackBerry is a high performance phone with 3G connectivity for fast downloads. It has a full 16million colour screen with backlit keyboard for easy typing and a cool square brushed aluminium casing.



BenQ-Siemens S68

Described as squound (that's square and round – i.e. square with rounded corners) the BenQ-Siemens S68 is designed for simplicity. Rather than being overloaded with features – it has no camera, for example - it concentrates on quality. It has a unique dual speaker system to provide exceptional sound quality, which makes it ideal for hands-free talking. As part of the What Car? bundle, the BenQ-Siemens S68 comes with a Bluetooth headset, mobile holder, easy set-up guide and three months free What Car? magazine subscription.

Squound?

Desktop performance



MDA Vario II

With the MDA Vario II, Windows Mobile 5.0 device, you get desktop performance from your handheld device. Stylish and compact, the latest MDA supports HSDPA which enables you to work at speeds up to four times faster than 3G. As it includes mobile versions of familiar Office applications like Word and Outlook, you can send and receive emails, update and view files, or browse the internet or company intranet, quickly and efficiently.

EMAIL ON THE MOVE



BlackBerry 7130g

The BlackBerry 7130g combines all the voice features of a phone with the push email for which the BlackBerry is known. Additionally, you can use it as a wireless modem to connect your laptop – or even desktop PC – to the internet. It means you no longer have to carry a wireless PC card with you but still have fast access to email, applications and the internet. In addition, the 7130g uses the latest Suretype technology to make it easier to compose messages quickly on the familiar QWERTY keyboard.

Push email



Sony Ericsson K510i

Inside or outside the office, the Sony Ericsson K510i's support for push email means you don't need to worry about missing out on important messages. With easy PC synchronisation it's simple to keep your calendar and contacts synchronised with Microsoft Outlook. The K510i also has a speakerphone to let you set up small phone conferences so others can take part in your phone calls.



Untie the office strings.

There's a changing attitude among younger business executives as to how – and where – they will work. To get the best talent you need to offer flexible working. But how do you manage?

Claire Stevens reports.

Do you enjoy the daily commute? Are you happy to look around the office and see the same familiar faces everyday? No? Perhaps, you'd prefer to work from home, using it as a base to visit your customers or occasionally the office? To do so would you be prepared to take a pay cut?

Say yes and you are likely to be one of the generation of younger executives who have changing attitudes to the world of work. Having fully embraced the notion of mobile working the workplace for them is not the office, but where they are.

According to research from YouGov, 43 per cent of workers between 18 and 29 would take a pay cut in order to enjoy flexible working. For three quarters (75 per cent) of them flexible working is a deciding factor in the job they do.

Dive into the talent pool.

Nor are they alone in appreciating how mobile technology can help them work more effectively. "Mobile working is driven by employee demand. Employers are finding they need to offer mobile working or cut themselves off from a huge pool of talent," says Angela Baron, advisor to the Chartered Institute of Personnel and Development. For companies, she says, mobile working not only helps their staff balance work and home life more effectively, but also frees them to respond to the needs of customers better.

"There are two reasons for mobile working and the other is customer-focused – you have to be able to work where the customer wants to work."

It pays in other ways for companies to deploy mobility solutions. The productivity gains and return on investment are significant and well known – BlackBerry users, for example, often say they save themselves 30 minutes a day by using the devices.

Companies also find that staff are happier and more loyal, while levels of absenteeism tend to drop. And there are other, less obvious benefits.

For organisations with a large workforce, encouraging a proportion of them to be home-based can mean savings on expensive overheads like property.

Clive Longbottom, analyst at business research firm Quocirca, says: "If you've already bought an office and you find 20 per cent of your workers are mobile, you couldn't obviously hive off 20 per cent of that office. But you could continue to grow for another 18 months to two years without incurring disruption and the costs of moving office, which are horrendous."

Hello, remember me?

New technologies like the web'n'walk data card, mobile email and high-speed HSDPA mobile networks are making it ever easier for mobile workers to stay in touch with the office, whether at home or out on the road.

That does create obligations, if you are a mobile worker, to show you are working – and working effectively.

Unlike your office-bound colleagues, you are more likely to be tasked with meeting fixed project deadlines and producing results by numbers (based on, it is hoped, realistic expectations). That reassures line managers and colleagues that you are on top of your work – even though you are not in the office.

Email access whether from a laptop or mobile, can help by enabling you to show your colleagues when you're available and working, travelling or on a break. Collaboration technologies and teleconferencing also help you work more closely with your in-office counterparts.

Giving advance notice to colleagues when you are taking time off is also a good idea and will help management with scheduling too.

And, if you spend the majority of your time working remotely, experts recommend that a physical visit to the office is still needed, at least once a fortnight, to reassure yourself that you are still very much a valued member of the team!

Trust management.

Of course, some companies and bosses may need persuading to trust staff working away from the office on a regular basis. Where mobile working isn't the norm, trailblazers will be needed. But even mobile-sceptic firms are likely to find they have deployed an element of advanced mobility already – an exec with a BlackBerry, for example.

While managers with little experience of mobile roll-outs may be tempted to use monitoring applications or other tools to track their remote staff, experts advise that building trust is a more useful way of ensuring mobile working is a success.

Mobility expert Dr Carsten Sorensen of the London School of Economics believes that the future will see a mix of both technology and policy used to govern mobile working. "The more people trust each other, the easier it is to use policy. If trust is high, there is no need for over-management and hardcore monitoring," he notes. ■

Cashing in on M-payments



Forget hard currency, the day's coming closer when the only cash machine you'll need is your mobile phone.

Your meeting has over-run and you're worried the meter's going to run out. No problem. Use the mobile to top up the parking payments. Welcome to parking in the city of York.

Your customers have just seen your advert with the product code attached. Instant purchase, no problem with the new text-to-buy feature of PayPal Mobile.

Your mobile workers – mechanics, service engineers, delivery drivers, holiday reps – need to take credit cards. No problem. Mobile point of sale programs enable your staff to process credit and debit cards on their mobile phones or PDAs.

It's nearly 10 o'clock at night and you've suddenly remembered you haven't paid the congestion charge for the quick trip into central London. No problem. Once you're registered with the system send a quick text message and it's sorted.

The virtual wallet.

These are all mobile payments (m-payments) that are happening now, but it is only the start of the m-revolution. Once we get used to regarding our handsets as a mobile wallet the potential will be enormous.

By 2008 the value of m-payments will have risen tenfold to £37.1 billion, compared with five years before, according to management consultants Arthur D Little*.

The growth will be fuelled, in part, by combining the power of the smart card with the phone, such as is already happening in Japan with Edy. It's a smart chip built into a mobile so that customers can pay for their goods by simply waving them over a special panel, just like any electronic point of sale (epos) system.

They can also 'load' cash onto their handset by transferring funds directly from their bank or credit card.

The smart card technology within the mobile can also be used for electronic ticketing, membership cards, entry to offices, loyalty programs etc.

Cash to go.

"In the coming years people are going to start leaving home in the morning without cash. They're going to have their phone and that's it," says Daniel Scuka, of online publication Wireless Watch, Japan.

As more sophisticated devices are developed – with smarter applications that make full use of the faster wireless networks available – imaginative new mobile commerce (m-commerce) solutions are being created to add greater value.



For example, add global positioning software (GPS) to mobile phones and you have a whole new area of geographically-based m-commerce. Retailers or event management companies can send special promotions and invitations to mobile subscribers within a certain range of their location.

Payment can be made through the mobile and there are also greater opportunities for cross-selling, through follow-up mobile campaigns. When used by event ticketing companies these have typically generated sales of up to 15 per cent, report management consultants Arthur D. Little*.

Payback from m-payments.

M-payment systems are being targeted directly at the corporate market. For example, business paybox in Austria links into the company's enterprise resource planning (ERP) system.

The company create profiles for their employees to define who can use m-payments for parking, taxi-rides, tickets, etc. It has led to savings of more than 30 per cent through more transparent billing and easier management.

In an increasingly mobile world it's not only convenient but also more cost-effective, to let the mobile pay. To benefit from the first-mover advantage, develop your m-payment strategy now and you can not only streamline your business processes but also create new business opportunities. ■

Making m-payments pay.

The first step into mobile payments is usually through top-ups of mobile pre-paid cards, or through services where the charge can be added to the mobile bill.

That's been extended so that m-payments can now be linked to the customer's bank account or credit card.

In creating an m-commerce system though businesses should remember that users aren't interested in the payment system itself - just what it can help them buy.

As there's a high degree of customer satisfaction with existing payment methods - cash and debit or credit cards - users need a compelling reason to try new methods, say Karim Taga and Johan Karlsson the authors of the Arthur D. Little report.

Park up with your mobile wallet.

The best strategy, they say, is to launch more value-added m-commerce solutions.

"They offer more convenience and flexibility for the customer, clear advantages for the merchant and higher margins for the operator."

Take for example, the big growth area in mobile payments - m-parking. With a basic solution customers would use their mobile to pay for the ticket - which they would still get from the machine or cashier.

In a value-added package the customer would get an electronic ticket on their mobile and have the option to extend the parking time without having to return to the car.

"In the coming years people are going to start leaving home in the morning without cash. They're going to have their phone and that's it..."

Daniel Scuka, Wireless Watch, Japan.

* Arthur D. Little Global M-Payment Update, December 2005.



Claim the biggest hspda network

Move into the fast lane and access your emails and data up to four times quicker than our 3G network.

As part of our commitment to provide our customers with the latest technological advances, we have just completed upgrading the T-Mobile 3G network to support HSPDA.

Now you can access your data at up to 1.8MB a second - four times faster than current 3G speeds.

For mobile workers it's the same sort of step change as moving from a dial-up internet connection on your PC to a broadband link. You'll have much faster access to your emails and be able to browse the internet just as if you were using your home broadband connection.

T-Mobile's 3G network is centred around the major business areas. It already covers over 70% of the UK population and is being rolled out to cover 80% by next year. We are the first mobile operator in the UK to support mobile broadband across our entire 3G network.

As existing 3G handsets are compatible with HSDPA - 'High Speed Downlink Packet Access' - or more familiarly 3.5G - customers can benefit from the high speed coverage now.

Similarly, the T-Mobile web'n'walk card* that provides mobile internet access through your laptop is also 'HSDPA - ready'. ■

To check our 3G network coverage in your area: Visit: www.t-mobile.co.uk/business

* Web 'n' walk card is subject to a minimum term contract and credit check

Tune in To the customer with mobile CRM.

Email was the first killer program for handhelds. Now, in today's customer-centric world, companies need to deliver business applications like CRM to their mobile workforce if they want to remain competitive.

Who's running your business, you or your customer? Keep your customer satisfied, the thinking goes – by showing a clear understanding of what they want and reacting quickly and accurately to their queries - and they'll reward you with their custom.

So how do you get to know them better? Traditionally, companies have used customer relationship management (CRM) applications.

And now that much of the workforce is mobile, it only makes sense to push the same information to the frontline where it's needed – the mobile workers meeting the customer face-to-face.

Being able to check what's happening to a customer's order, provide updated price quotes, re-schedule appointments or deliveries in real-time can make all the difference to winning or losing business.

Just-in-time for business.

With mobile CRM (m-CRM) your mobile workers get access to the 'just-in-time' information they need to compete effectively.

It's a market that is set to grow massively – 100% over the next four years, says UK-based research firm visiongain.

It is the 'next rational step' for businesses that want to get the most from the investment they have already made in mobile technology, says one of the report's authors Marcia Kaplan.

It's also the only way to remain competitive, believes Basex chief analyst Jonathan Spira. "To not support mobile systems of CRM would be a distinct disadvantage in the competitive marketplace."

How will m-CRM benefit your business?

Moving the information gathered by your CRM systems outside of the office walls to those working in the field is especially useful for customer-facing teams, such as sales or field service staff. M-CRM delivers the greatest value to your business, as it:

Speeds up communication – so you can respond faster to customers and opportunities.

Delivers more accurate information – as mobile technology increases the pace of business there's a corresponding premium on accuracy. That's best achieved by validating the entries made by frontline staff, as they make them.

Reduces paper processes – for example, field service people can electronically capture the client's signature to close a job so an invoice can be raised. Sales people can access the information they need – such as pricing or stock levels – to close a sale.

Enables more valuable face-time with customers – as getting an appointment with clients is easier if they know that your employees will have access to all the information about their account that they need - when they need.

Lowers support costs – as mobile workers can directly access the data they need rather than having to go through admin staff who can concentrate on their other duties.

Eliminates information barriers – for faster, more efficient responses. Whichever department holds the data – whether it's sales administration, production, accounts, distribution, etc., – your mobile worker can access it.

Increases customer satisfaction – as clients value the greater responsiveness and professionalism of your mobile team, leading to greater satisfaction and ultimately more business.



Service you can't afford to be without.

The aim of any CRM system is simple enough – to increase profitability by improving your customer service while reducing the costs involved.

Once thought of as the preserve of major enterprises, CRM systems are now available to businesses of any size. Some of the major players, such as Microsoft, Siebel and Salesforce.com, offer CRM software as a hosted, online service – so companies have the flexibility to pay a per-user, per-month charge rather than an upfront licence fee.

And mobile CRM makes good business sense as the Aberdeen Group found in a recent survey of field service organisations**. There was a 27 per cent improvement in productivity, 19 per cent increase in customer satisfaction, 17 per cent increase in profitability and 13 per cent rise in service revenues among companies running mobile field service solutions.

So, whatever the expense involved in setting up a m-CRM system, it would seem to be more expensive not to do it. With increasingly demanding customers the businesses that will thrive are those who can deliver the best customer service. ■

Are you ready for take off?

Although mobile CRM has been poised for growth for some time it is taking off now through the combination of:

- Smarter handheld devices, like the BlackBerry and PocketPC-style MDAs
- High-speed data networks, such as 3G
- Simple, fixed rate pricing, for unlimited mobile data that enables predictable costing

With the arrival of 3.5G (HSDPA or High Speed Downlink Packet Access) from August 1st mobile workers will be able to connect to back-office applications from their handhelds at four times faster than standard 3G services.

* Mobile CRM: Re-energising the CRM by research firm visiongain, Nov 2005.

** The Mobile Field Service Solution Selection Report, Aberdeen Group, January 2006, as reported on destinationCRM.com

Walk your way to mobile working.

How can you make sure that your business benefits from all the competitive advantages that mobile working offers? Simply follow our step-by-step guide.

Mobile working is rapidly becoming a part of everyday business life. But if your business is to benefit fully from the increased productivity that mobility can bring there are a number of steps to take.

Step 1: Identify how mobility can help your business.

Typically, increased mobility means greater productivity and operational efficiency. It also means that your people can be more responsive on the move, improving customer satisfaction that can ultimately lead to higher revenues.

Your employees can:

- Have the flexibility to work on the move
- Get up-to-date information – like stock availability or the latest prices
- Stay in touch with colleagues and customers
- Fit in additional visits to customers, clients or suppliers
- Accurately charge for their time, as needed by professional service workers
- Collaborate more effectively with colleagues and management

Step 2: Decide what information you want to access.

Today's range of smarter devices – from Smartphones to Mobile Digital Assistants – run many of the core applications that businesses use on a daily basis. Among them are:

Email – push email with the BlackBerry or PocketPC devices.

Productivity – including mobile versions of Word, Excel and PowerPoint.

Line-of-business – electronic forms and data capture programs to replace traditional paper-based processes.

Sales – for speedy ordering, checking prices etc.

Customer Relationship Management (CRM) – for better customer service.

Enterprise Resource Planning (ERP) – for full access to the services and information on internal systems.

Step 3: Choose your mobile solution.

In deciding the mobile solution that's best for your workforce you'll need to consider the way your employees work and the access they require.

So you can keep more and more of your people connected – on the move – at a cost that's easily predictable, T-Mobile has introduced web'n'walk professional. It offers unlimited mobile data within the UK, for a fixed monthly rate of just £17 per month, per user.

Use the web'n'walk card, which plugs into any laptop running Windows XP, and your users can have unlimited, secure wireless access to their email, the internet and business applications.

If you want voice as well as data you can add web'n'walk professional to any other business plan for an additional £8.50 - plus the voice price plan – per user, per month.

For data, voice and push email you can add BlackBerry from £5 per month so your users can access their corporate email on the move. ■

For more information about mobility solutions from T-Mobile
Call: 0800 587 0097
Email: businessenquiries@t-mobile.co.uk
Visit: www.t-mobile.co.uk/business

* Web'n'walk professional is subject to a minimum term contract and credit check. Fair use policy applies.

Summer cool?

Let us know if you like our new style and you could win a free web'n'walk card.

With more features than ever before, a new look and what we believe is a more convenient pocket size, **Business in Focus** has gone through it's own summer makeover.

Tell us what you think of the changes to our regular update on business mobility and you could win one of our great web'n'walk data cards, for easy mobile internet access through your laptop.

We'd like to know not only how you feel about the articles in this issue but also what interests you, so that we can make sure that **Business in focus** continues to concentrate on the key issues in mobile working. ■

Simply fill in the short feedback form at our website www.t-mobileforbusiness.co.uk/update and your name will be entered in our prize draw.

The first name selected will win the new web'n'walk data card*, which enables you to connect seamlessly to the fastest available network, whether GPRS, 3G or HSDPA.



* Terms and Conditions apply.

Seamless City

Seamless mobility is all about making business easier, with communication that is wireless, effortless, and achievable now.



In a world where communication knows no bounds you can conduct video conference calls on the road, download important business emails when you're out of the office or continue calls as you move from office to car and back again.

It's the world of seamless mobility that means you're always in the loop. It is about keeping calls, information and work flowing consistently and constantly. You'll never miss a call, and you can take your business with you whenever and wherever you go.

By pursuing seamless mobility you can cut business costs, increase productivity and efficiency. To help you achieve these benefits Motorola has dedicated \$3.1 billion and joined forces with T-Mobile.

Together, we are focused on the critical technology areas that enable seamless mobility where users can have easy, uninterrupted access to information, entertainment, communication, monitoring and control.

Through our partnership we can offer premium network benefits, as well as the maintenance of reliability, availability, quality of service and security at optimal levels.

Content, content everywhere.

More and more users are demanding the ability to access and interact with content from more than one place or on more than one device. Motorola's content handling research is opening up new ways to experience, share and protect content such as important files, photos, music and videos, from almost any location.

This improved content experience depends on being able to remove technology roadblocks and develop advanced technologies in media management, media compression, content synchronisation and personalisation across devices.

While users must be able to conveniently store and manage content in their devices, for a more intelligent content experience, the appropriate safeguards need to be in place to optimise content consumption according to the user's device and business requirements.

The great push for business.

Real-time communications are also evolving. Imagine being able to use more than just your voice – such as pictures, video, and digital information – to talk with others.

Motorola is working to make communication more dynamic, with applications that can instantaneously route media objects to all participants in a conversation.

Real-time communication is the foundation of natural, seamless communications. The future is a place where content has wholly merged with communications, with little time delay between sender and receiver.

Seamless mobility in action: mobile professional

08:00 AM On train to customer site: calls colleague after getting their number by accessing the corporate directory synchronised on their phone.

09:10 AM Before entering the customer office seamlessly access company CRM on the corporate network for customer history.

10:25 AM In the client meeting, receive a customer request for stock levels and pricing information. Accesses company ERP system, via PDA, to obtain the up-to-date figures.

10:45 AM The customer agrees to placing an order, which is placed online. Confirmation of the order and an expected delivery date are given.

No interruptions, please...

Seamless mobility is all about making business easier. When a mobile user moves between two wireless environments, chances are that performance will be compromised or the session dropped. Advances in seamless mobility promise a better mobile experience by eliminating these interruptions, enabling high-performance sessions to continue.

For example, T-Mobile's web'n'walk card allows laptop users to remain constantly connected to the internet with a mobile wireless connection. Whether they're in the street, in a café, or at the airport – they're always in touch as the card will seamlessly connect to the fastest available network, whether GPRS, 3G or (from August) 3.5G.

Products like Motorola's Bluetooth® Car Kit range – offering the ultimate integrated, hands-free, in-vehicle accessory – mean users can transfer calls from their handset to car without interruption.

For mobile users, session continuity means that devices always connect to the best available T-Mobile network – anywhere, anytime – to provide an uninterrupted, uncomplicated experience.

Through research and development in the field of session continuity, Motorola is enabling multimedia sessions to be established, maintained and optimised across networks, devices and spaces.

Eventually seamless mobility will mirror the in-office experience of being always connected and allowing users to move from device to device – without re-establishing connections or interrupting business.

And that will give business a competitive edge by providing cost saving opportunities, eliminating waste and strengthening business performance. ■

Welcome to the blogosphere

Once thought to be a business minefield, blogs are the best way to start a conversation with your customers, say the experts. And with mobile blogging you can 'chat' on the move.

From big brands to small, many businesses are adding their own virtual soapbox to the web with a blog. Once something to fear – as a potential public relations disaster – companies as diverse as Boeing, General Motors, Microsoft and the local plumber are embracing the benefits that blogging can deliver.

As an online diary, message board and opinion column the blog (short for web log) has become the virtual voice for millions of adults worldwide. That also makes it the perfect mechanism for companies to communicate with them.

"In many cases, these groups are your customers and taking part in a close-knit conversation may be best way to communicate your brand and sell your service or product," say internet marketing analysts Backbone Media in a survey of corporate bloggers*.

How to be blog worthy.

A well-written blog can really boost your credibility in the Blogosphere (blog land), according to the Harvard Business School. In their Management Communication Letter they set out a number of guidelines to follow:

- Allow both positive and negative comments on your blog
- Reply to comments made on other blogs, where you have the expertise
- Avoid corporate-speak
- Make your blog genuine, conversational and engaging
- Once started, make sure your blog is regularly updated

Connecting to the Blogosphere.

Thanks to mobile blogging (m-blogging) it's possible to keep that conversation going on the move.

There's no need to be home- or office-tied to update your blog. Most blog hosting sites now offer m-blogging. Using just your mobile phone – or a PDA with email – you can post your entries to your blog.

Whether it's text or photos the message is sent to a secure number or email address from which it can be published directly on your blog – or held as a draft until you are ready to set it live.

It's especially important where a fast response is vital. Responding to an overly critical comment or bad news with a quick but measured reply will gain some respect and credibility with your audience – who are also most likely to be your customers.

But blogs aren't just for an external audience. In the same way as Web technology is used for the company intranet, blogs can be a useful tool for co-ordinating internal teams and projects.

While easily accessed by the mobile internet, the blog can be restricted so as to only be viewable by those you authorise. By m-blogging their updates they can keep the rest of the team informed on their progress – wherever they are. ■

* White paper: Corporate Blogging: Is it Worth The Hype?
Stephen Turcotte, John Cass, Kristine Munroe, BackBone Media Inc, August 2005



Making an impact on your business goals.



The England team has nothing to fear but as sponsors of the World Cup T-Mobile gave the footballing superstars of the boardroom the chance to go through their paces, at the Institute of Director's (IoD) Annual Conference.

Our golden goal competition, during the convention at the Royal Albert Hall, London, clearly scored well with conference attendees.

As did the IMPACT Code at a special breakfast seminar, hosted by T-Mobile. Management coach Nigel Risner has developed the code, which promotes the idea that small changes can make big differences, to help business leaders make an impact.

The code has been adopted by T-Mobile – along with other innovative tools and techniques – to help the company motivate staff and build an enviable reputation for customer service, Sales Director Simon Ainslie told delegates.

As lead sponsor of the IoD Conference, widely regarded as the UK's premier business meeting, T-Mobile's Business Connection Centre also provided an opportunity for delegates to discuss the latest in mobile technology with our panel of experts. ■

Are you 'in the room'?

The IMPACT Code is based on six principles:

I - In the room:

If you are 'in the room' be in the room – or leave.

M - Model from the best:

Who do you follow? Are they serving you well?

P - Passion:

Needs to rule everything you do.

A - Action:

The only way to make your life better is to do something about it.

C - Comic relief:

Don't take yourself – or your job – too seriously.

T - Trust:

We all need other people to help us succeed.



Email just got smarter

With the new Nokia E61 you can communicate in far greater ways, from voice and text to email with attachments such as documents, spreadsheets and pdfs. So it has never been easier to truly communicate. It's better business with the Nokia E61.

*Availability of certain features may depend on the email solution used. Check availability with your operator.

Work together. Smarter. | Nokiaforbusiness.com/emea

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Coming soon to T-Mobile

NOKIA
E61

NOKIA
Connecting People

Probably, the best mobile email solution in the world.

With most of their sales team home-based and working on the move, Heineken added a BlackBerry® flavour to help them stay closer in touch.



“To us, BlackBerry is the only robust, cost-effective email solution.”

Emily Baker, IT Manager, Heineken UK.

In the UK, Heineken operates a sales and marketing platform for Heineken beer, Amstel and Birra Moretti. As the majority of their sales team are mobile, while the marketing team are predominantly based in their Wimbledon HQ, Heineken wanted to improve the flow of communication internally and between the sales team and customers.

“Prior to using the BlackBerry, home-based staff kept in contact via a virtual network. They did have broadband connections in their homes where they could dip in and pick up their emails, which tended to be once or twice a day, depending on when they were physically at home,” says Emily Baker, IT Manager, Heineken UK.

So Heineken selected BlackBerrys from T-Mobile to ensure that the sales and marketing teams could access emails when – and where – they wanted.

Home is where the BlackBerry is.

“The BlackBerrys is primarily for our home-based workforce, which by its nature needs to be very mobile and constantly on the road,” continues Emily. “To us, BlackBerry really is the only robust, cost-effective email solution.”

It has already paid dividends helping staff organise their working day more effectively, to provide a better work-life balance, while also reducing communication costs significantly. It has also allowed Heineken to send data – such as price updates – to sales staff on the road, which was impossible previously.

Employees enjoy using the BlackBerry. “Users feel it has improved their work-life balance,” notes Emily. “When they get home at the end of the day, they don’t face a backlog of emails urgently needing replies. They can now respond to customer queries and manage their admin on the road to a much greater degree than before – without the use of a laptop.”

Improved communication.

Through T-Mobile’s experience of helping other businesses, they were able to suggest applications to run on the BlackBerry that would help the sales team on the move – such as GPS tracking to help with route planning.

Competitive rates and technical support are other key areas of benefit. “T-Mobile is certainly cost effective. Because they offer the BlackBerry at a flat rate, with reasonable data usage, it has reduced our communication costs significantly and improved the way we communicate,” adds Emily.

“What’s crucial is the robust support behind the technology that we get from T-Mobile. As BlackBerry is fairly new, the IT support teams are not as au fait with it as they are with more traditional technology – so it’s vital to have someone at the end of the phone who can advise on everything from settings to upgrading servers.” ■

Customers talk back

To keep up with the action – on and off the pitch – Rangers football club chose to team up with T-Mobile and set up their own HotSpot.

HotSpots score for Rangers F.C.



The most successful club in world football, Rangers have won 107 trophies in total. Which means plenty of pitch-side action for club photographer, Lynne Cameron to capture. Her images have to be sent as quickly as possible to the club's press agency – to be redistributed to waiting media – and the company that updates Rangers' website (www.rangers.co.uk).

Previously, the whole process was fraught with difficulties. "Once we had taken our pictures, we would have to go to the media office to process the images and email them onwards. On match day it could take a long time to get from the pitch-side back to the office. In addition, we couldn't work with our laptops at pitch-side as we always needed to be where there was a wired connection," said Lynn.

Capturing the beautiful game.

To improve communications around the ground, the Glasgow-based club put a T-Mobile Wi-Fi HotSpot in their Ibrox stadium. They issued Nokia N70s for calling, video capture, and content checking.

Together, they have significantly improved the speed of picture transmission to external agencies. "Wi-Fi access has been huge for us," continues Lynn. "The broadband-speed HotSpot enables us to work wirelessly from pitch-side or wherever we are in the stadium. This makes our job much easier and much quicker. There are no wires and we don't need to run to the media room – there's simply no hassle anymore."

"It has dramatically altered the way in which we work on match days," explains Lynn. "The camera I use has a flashcard which, once I'm satisfied with the pictures I've taken, I insert into my Nokia N70. I then simply send the images from the phone using the T-Mobile HotSpot through to our agency. The whole process takes a matter of seconds."

The Rangers website features a series of video clips that fans can download. This subscriber service, hosted by T-Mobile, enables them to watch videos, download pictures, screensavers, logos etc., direct to their mobile phones. Using the Nokia N70 they can also test content before it is published. "We have total peace of mind that when a video goes live it will appear as we want it to," adds Lynn.

"The media is a fast-paced industry and T-Mobile HotSpot access really helps us to stay ahead of the game."

Lynn Cameron,
Club Photographer,
Rangers FC.

Online access, home or away.

The HotSpot account also means that Lynn Cameron can take advantage of T-Mobile's Wi-Fi network across the UK and abroad. "When I go to away games, I can pop into a Starbucks or Texaco Garage to send pictures through to our press agency," says Lynn.

"The time factor and ease is remarkable – it really helps us to work on the move," says Lynn. "The media is a fast-paced industry and T-Mobile HotSpot access really helps us to stay ahead of the game." ■

Fever pitch.

T-Mobile is the mobile football supporter – as has already been seen this summer. As Official Mobile Operator for this year's World Cup in Germany, T-Mobile provided wireless communication facilities throughout the stadia where the matches were played.

Just as in Ranger's Ibrox stadium some German arenas have their own T-Mobile HotSpot connections. Video highlights from the games (possibly lowlights depending on who you supported) were made available straight to mobiles. It meant that those who couldn't delay business meetings could at least keep up with the action.

For broadband-speed internet access, fans and business travellers alike can plug into any of T-Mobile's HotSpots. We are the world's largest wireless internet provider (Wi-Fi). In Europe alone, our customers have access to more than 19,000* access points, of which more than 2,500* are in the UK.

Whether it's in the local Starbucks coffee house, hotel lobby, roadside service station, airport lounge or train station all our HotSpots are chosen to be easily recognisable and conveniently located for business people on the move.

If you're en route in the UK – whether it's to a match or on business – you can look up the next convenient Wi-Fi access point either by searching the T-Mobile UK web site (www.t-mobile.co.uk/xxxx) or from within the T-Mobile HotSpot itself.

* HotSpot access charges apply.

[Glossary]

EDGE

(Enhanced Data GSM Environment)

Operating in the USA as an incremental step toward 3G services, EDGE supports speeds of 384Kbps and enables multimedia transmissions and broadband applications for mobile phones and computers.

GPS (Global Positioning System)

A satellite-based system for determining your location within 10 to 100 metres, depending on the accuracy of the equipment. Originally used for military and scientific applications, GPS receivers are now widely available in everything from cars to wrist watches.

PDA (Personal Digital Assistant)

A small handheld device commonly used as a mobile computer or personal organiser. Many PDAs incorporate small keyboards, while others. Some of these devices have Internet capabilities, connecting through a built-in or add-on modem.

Pocket PC

A handheld with the power of a laptop that runs Windows Mobile software (an upgraded version of Windows CE that offers greater stability and a new interface). Features include mobile Internet capabilities, an e-book reader, and handwriting recognition.

Corporate Blogs

Online personal journals by company employees about their work or business. Now being adopted by major companies like Microsoft and Boeing blogs can cover a range of areas from corporate marketing to research, opinion, customer support and recruiting.

Push Email

Push email is email that is delivered immediately. The device that receives it – such as a Pocket PC or BlackBerry® – is always-on, so there's no polling or email checking. It's like an incoming pager call or an incoming phone call. When someone sends you an email, your BlackBerry or Pocket PC gets it almost immediately – it can take as little as two seconds to arrive after it has been sent – and vibrates.

Everything you need to be road legal

The BenQ-Siemens S68. Style with essential functions. Approved by What Car the pack includes everything you need to be road legal - Bluetooth Headset, mobile car cradle and 3 months free What Car magazine subscription. Simple menu system, dictation machine and programmable hotkeys. The BenQ-Siemens S68 pack is your all-in-one box solution.



Features

- Stylish brushed aluminium finish with Bluetooth
- Bluetooth headset provides 6 hours talk time
- Dictation machine with dedicated hotkey
- 65k colour screen
- 13mm thin

Approved by

WHATCAR?

Keep exploring.

BENQ-SIEMENS