



**Your workforce,  
transformed**

**Our Mobile Application  
Development service**

The future is exciting.  
**Ready?**





# Contents



## Our Mobile Application Development service

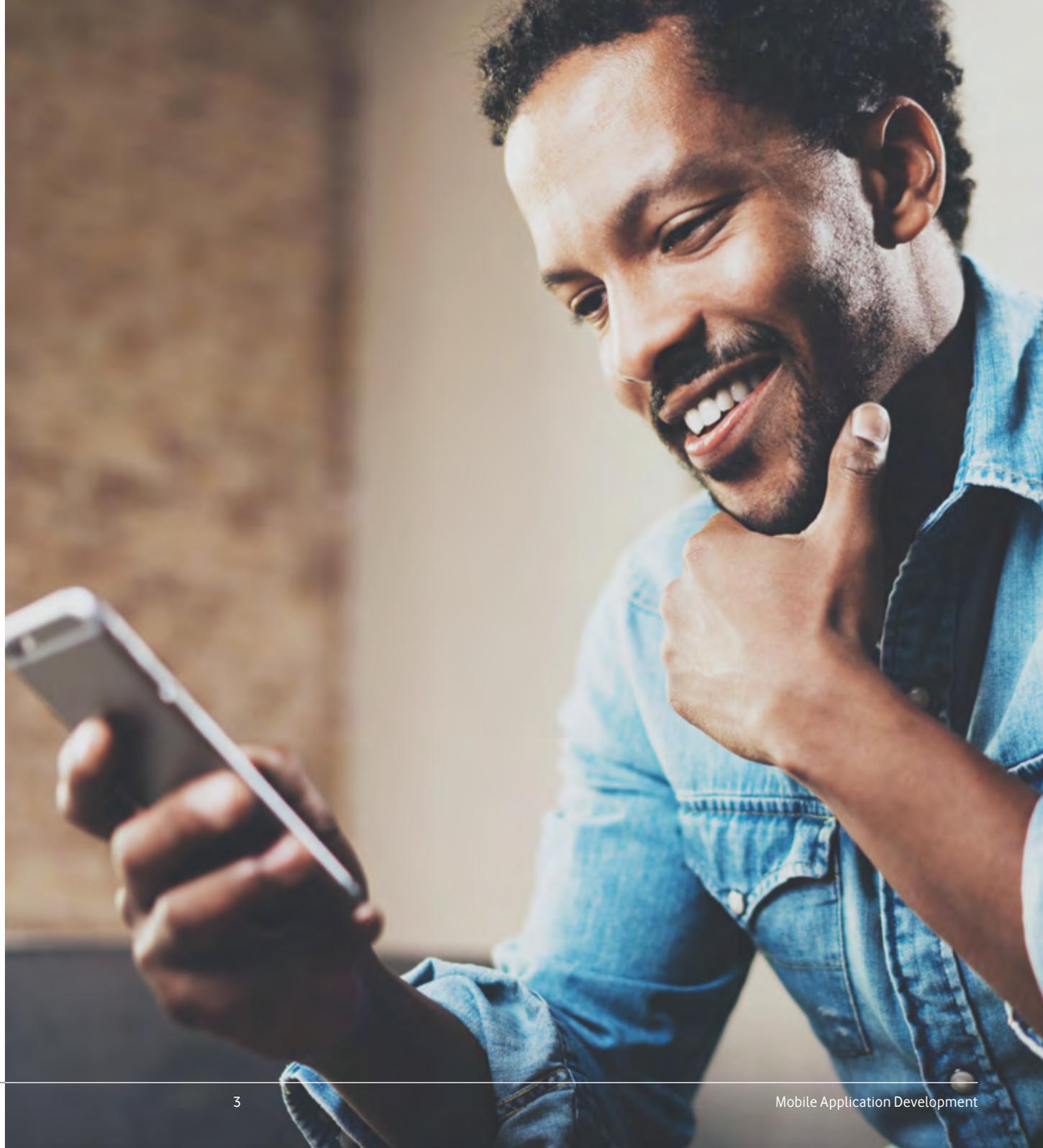
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Workforce mobility solutions often focus on delivering IT services to hand-held devices. However, few organisations have explored the bigger opportunity: how can we leverage mobile services to improve employee effectiveness? How can we make employees more productive and engaged? How can technology help us to achieve this?

Introducing new ways of working is hard, and many struggle to deliver change without disruption. We can help bridge this gap.

Our Mobile Application Development service offers a custom-built, scalable, mobile workforce solution that can deliver a working app in a matter of weeks. Vodafone Business and IBM work with you to design experiences around your people, in order to optimise workflow, simplify processes and connect data and insights to do things in smart new ways.

Put simply: we build and deliver applications that transform the way people work.





# Our Mobile Application Development service

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## What is the service?

To truly become a more digital business, you need to change the way your business thinks.

Our Mobile Application Development service brings together key business and technical stakeholders to design and create new mobile applications that are customised around your people and your business. We develop not only the mobile applications, but also the processes required to introduce new ways of working.

We help you identify the desired outcomes that are critical to your business strategy and prioritise the ideas based on the value delivered to your business and your customers.

Our core team of experts work with you to build applications in a real production environment, achieving a working model within a matter of weeks.

## Key benefits

Workforces are no longer office bound, and the need for productivity on the move is key for business success. The rise of more complex and sophisticated mobile devices means that the potential opportunity to supercharge your workforce is huge.

Our Mobile Application Development service transforms how a workforce operates, ensuring they can access applications and data on the move, in the field or anywhere else seamlessly.

Take advantage of new technologies and explore how to naturally absorb the next waves of smart devices, artificial intelligence (AI), augmented reality, 5G, edge computing, intelligent software-defined networks and multi-cloud services.

Leverage the combined scalable services of Vodafone Business and IBM: our intelligent network, device management and edge computing services together with multi-cloud and unmatched global professional services and industry expertise.

- **More agile, productive employees**  
Custom-built apps to digitally transform your workforce
- **Reduced total cost of ownership**  
Centralised procurement and logistics of mobile devices
- **Skilled resources**  
Access to a pool of highly skilled Mobile Application Development experts from both Vodafone Business and IBM.

## What's in it for you?

We know that a one-size-fits-all approach to application development doesn't work. That's why our Mobile Application Development service is focussed on meeting your critical needs.

Working with you, we develop outcomes based on your exact requirements, ensuring existing technology is used effectively to enhance and transform your business – at the speed of a start-up, but at the scale of an enterprise.

By harnessing our expertise and combining it with existing transformational technology programmes, such as Artificial Intelligence and Augmented Reality, organisations can revolutionise how mobile workers interact with data in the field.

The results can be dramatic, including:

- 33% faster speed to market <sup>1</sup>
- 45% productivity enhancement for employees <sup>1</sup>
- 60% cost savings per application <sup>1</sup>
- 76% savings in mobile application management and maintenance costs <sup>2</sup>
- 78% savings in vendor and project management overhead <sup>2</sup>

<sup>1</sup>Results are based on the increasing efficiency of the service as it matures (0-18 months).

<sup>2</sup>Based on an in-depth assessment of a real life case study. 'The Total Economic Impact of IBM Mobile at Scale: A Forrester Total Economic Impact Study Commissioned by IBM May 2017'.





## What's included?

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Working jointly with you, our transformative Mobile Application Development service starts with an outcome-focused approach that leads up to building role-based mobile applications made for your employees.

Our approach to Enterprise Design Thinking allows you to:

### **Think**

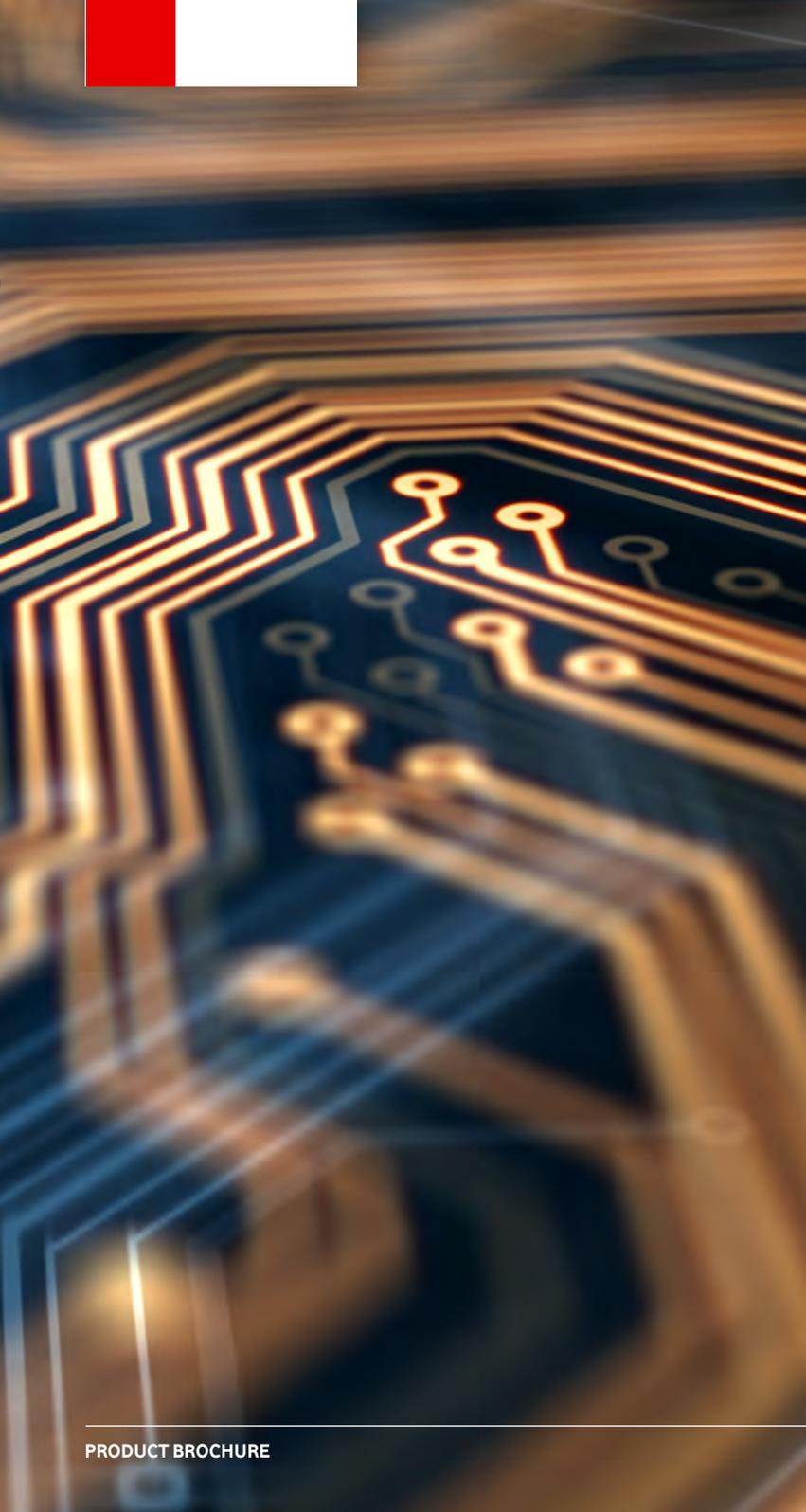
Envision the future through workshops, prototyping and proof of concepts (PoCs) and user testing to prioritise initiatives to pursue.

### **Transform**

Test hypotheses with end user feedback to build minimum viable products that prove the mobile applications are fit for purpose.

### **Thrive**

Scale and optimise the mobile applications in a test environment, then plan and deploy into your core service offering.



## What's included?

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Vodafone Business and IBM bring you a powerful, integrated development service – with security enhancements, data integration options and testing tools – all specifically assembled for mobile application development.

The key benefits of our Mobile Application Development service are listed below.

### **Seamlessly efficient workforce mobility**

Whether in the field or anywhere else – get the right network, latency, security, data, cloud and device management services you need.

### **Drive business value**

Through role-based mobile apps using new digital tools – improve productivity, as well as the user experience for employees and customers.

### **New ways of working**

Co-create and develop your ideas, new strategies, use cases and usable application offerings on an iterative basis, while learning new ways of working and habits that become part of your organisational culture.

### **Innovate at speed**

Visualise your concepts in days – not months – allowing you to measure success rapidly.

### **Disrupt the market**

Create new business models to disrupt your market ahead of the competition, increasing market share, revenues and reducing costs.

# Why Vodafone Business and IBM?

Vodafone Business helps businesses of all sizes to succeed in a digital world. Our expertise in connectivity, together with our leading IoT platform, multi-cloud solutions, digital services and global scale, delivers the results customers need to help them progress and thrive.

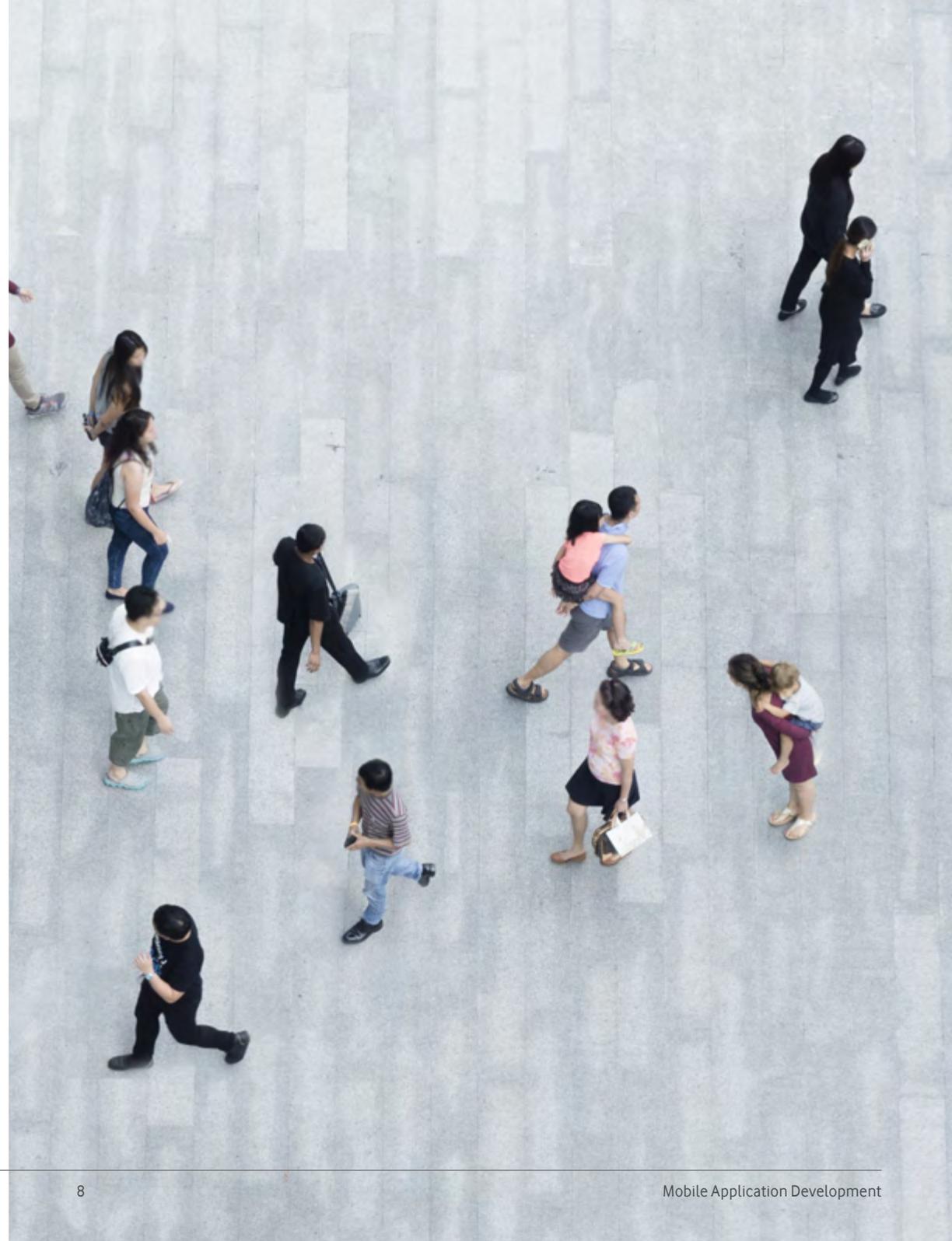
Our new venture with IBM is designed to help businesses tackle the heavy lifting from their digital transformation, innovate faster and unlock the value of IT investment and business data.

From the enterprise, to the cloud, to the device, to the edge of the network, we bring the power of technology closer to you.

For more information about our Mobile Application Development service, please visit our [website](#).

## Next steps

If you want to discover more about our Mobile Application Development service, please contact your Account Manager or get in touch via our website.



[www.vodafone.com/business](http://www.vodafone.com/business)

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