



Reducing the cost of mobility with best practices in mobile computer management





EXECUTIVE SUMMARY

The largest cost associated with mobility is the physical deployment and day-to-day management of the mobile computers. When IT personnel are burdened with the need to physically touch devices to prepare them for initial use, update software applications and troubleshoot device problems, the spiraling costs can significantly erode the benefits of mobility — and reduce the efficiency and effectiveness of IT organizations. To address these challenges, Motorola has developed a management solution that is tightly integrated with Motorola mobile computers — Mobility Services Platform (MSP) 3. This white paper takes a look at Motorola's unique management solution — why is it ideally suited for management of Motorola mobile computers, how it differs from competitive solutions, and the many benefits it affords the enterprise.

How can companies reap the benefits of mobility without impacting the productivity of an already overloaded IT organization — or reducing the financial gain that mobility affords?

Background: management — the largest cost of any mobility solution

Every day, more businesses put mobile computers in the hands of on-the-go workers to provide access to the tools and information needed to conduct business anywhere and anytime. Through the power of mobility, enterprises across industries are improving the speed of business and customer satisfaction levels — while reducing the cost of doing business.

Inside the four walls, the extension of mobile data to workers on the warehouse floor can ensure that incoming materials go from dock to stock as quickly as possible, and are always stored on the right shelf, available when needed to replenish production lines or fulfill orders. On the retail floor, workers with a mobile computer can check stock and pricing in seconds — without ever leaving the customer's side. In a hospital, healthcare workers can ensure that the right medication is administered to the right person at the right time with a quick scan of the bar code on the patient wristband and the medication package, improving patient safety.

Outside the four walls, service technicians can access work orders, view customer maintenance history, check service level agreement status, obtain real-time directions and place a call to a supervisor — all with a single device. Sales personnel can check inventory and pricing and place orders in real time — complete with the customer's signature. And law enforcement officers can improve safety by checking for any outstanding tickets or warrants before approaching a vehicle, as well as write error-free electronic citations in seconds with a quick scan of the bar code or swipe of a magnetic stripe on the back of a driver's license — all at the quick press of a few buttons.

From manufacturing and wholesale distribution to healthcare, travel and transportation, retail and government, it is mobility that is enabling enterprises to deliver the right information to the right person so the right action can be taken at the right time — regardless of location. It is mobility that is streamlining day-to-day business processes, improving worker productivity and eliminating costly data errors. Mobility allows enterprises to improve the velocity of business and customer service levels — while reducing the cost of doing business.

But it is also mobility that presents a major challenge to the IT department, threatening to significantly increase staffing requirements — and costs. While the benefits of mobility are well established, mobile computers are always on the move, inside and outside the enterprise — tracking and supporting these devices and the applications running on them becomes a time consuming and expensive proposition. The simple act of updating a version of an application can ripple into hundreds of hours of time spent locating and updating devices. If a user's device is malfunctioning, the device must be brought into your IT department — a costly effort considering the hourly cost of the mobile worker and your IT support staff. It is a simple fact that the costs associated with the operational day-to-day management and support of mobile computers can far outweigh the associated capital costs — often eroding the financial benefits that drove the enterprise to implement mobility. And in addition, an already over-tasked IT department can end up over-burdened with lower level administrative tasks that take time away from more crucial IT business initiatives.

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Mobility Services Platform (MSP) 3 is a best-in-class remote management solution that sets the standard for the management of mobility solutions. When you choose MSP 3, you enjoy a number of unique competitive advantages that deliver unparalleled management functionality for your Motorola mobile computers — as well as cost-efficiency of the management function.

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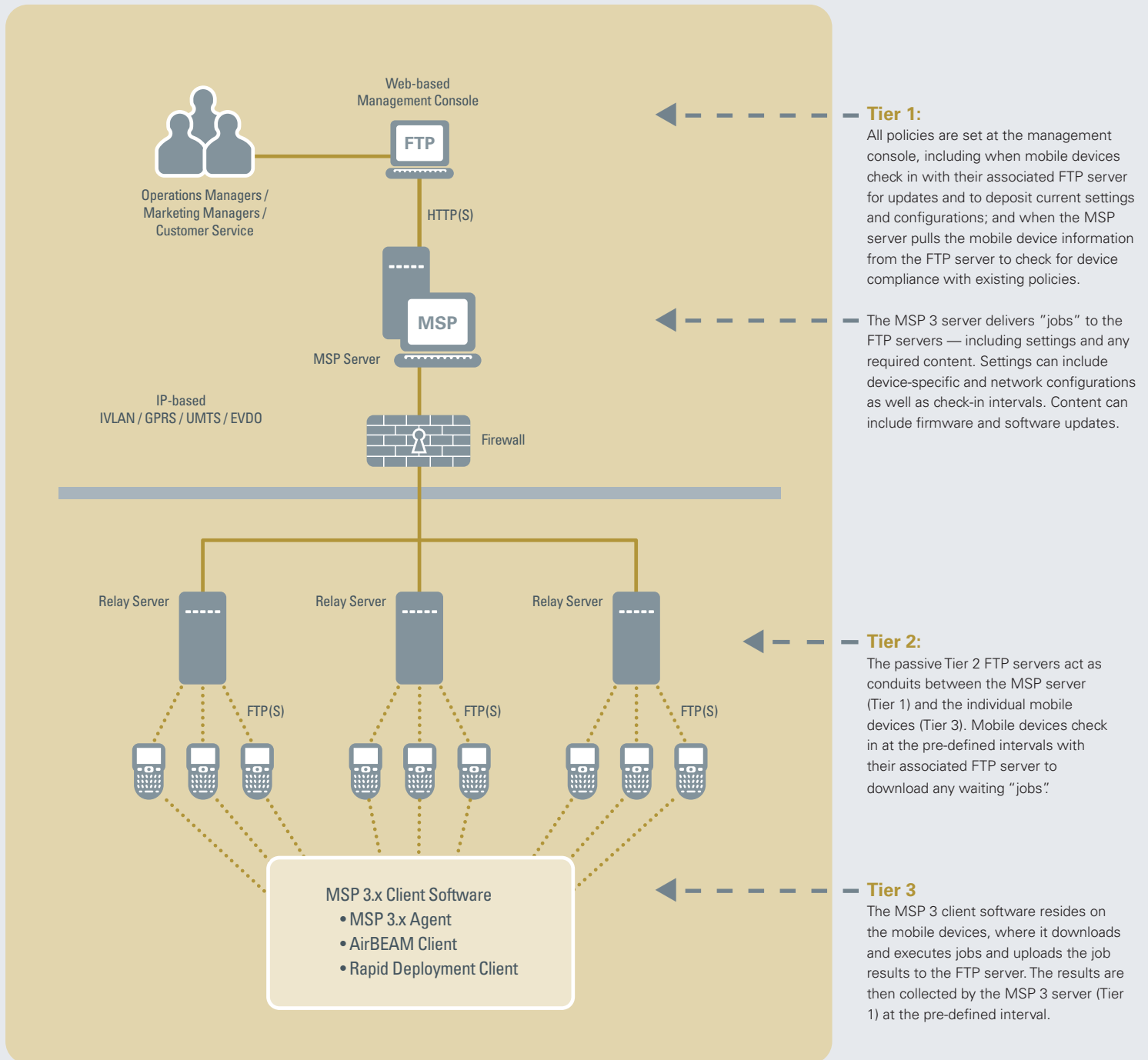
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The advantages of a 3-tier architecture: Superior scalability — support for up to 100,000 devices



Eliminating direct communications between the MSP 3 server and the individual devices creates a scalable and extensible architecture capable of supporting large volumes of devices — ideal for large distributed enterprise environments. And the ability to implement a single MSP server for global management also simplifies your management architecture — there is only one MSP server to manage and maintain, one server that provides a convenient anywhere anytime web-based window into hundreds of thousands of mobile computers anywhere in the world. (While in many cases, a single MSP 3.X server will be sufficient, the number of MSP 3.X servers required is dependent upon the customer environment.)

MSP 3 is a software mobility management solution that enables enterprises to completely and remotely control all mobile computers and all the software that is resident on those devices — from the operating system to the business applications.

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1 Motorola has successfully tested support of 100,000 mobile devices with 1,000 external FTP Relay Servers.

2 MSP 3 has been tested with varying configurations from small numbers of mobile devices to very large numbers likely to exceed that found in most enterprises. This testing has demonstrated that MSP 3 can perform acceptably even when installed on modest server hardware. MSP 3 requires at least one Relay Server, which could be running on the same server hardware as MSP or a separate server. As a result, scalability is highly flexible, dependent on the number of FTP servers deployed and the communications connection.

MSP enables administrators to stage, provision, update, monitor and control the entire mobility solution from a single central location — including the mobile computers, the software resident on the mobile computers (including the operating system and applications) and the wireless LAN infrastructure.



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The Motorola solution: robust remote management and centralized control of mobile computers

Drawing on a long history of experience as an industry leader in the development and deployment of enterprise mobility solutions, Motorola recognized that without a management component, companies

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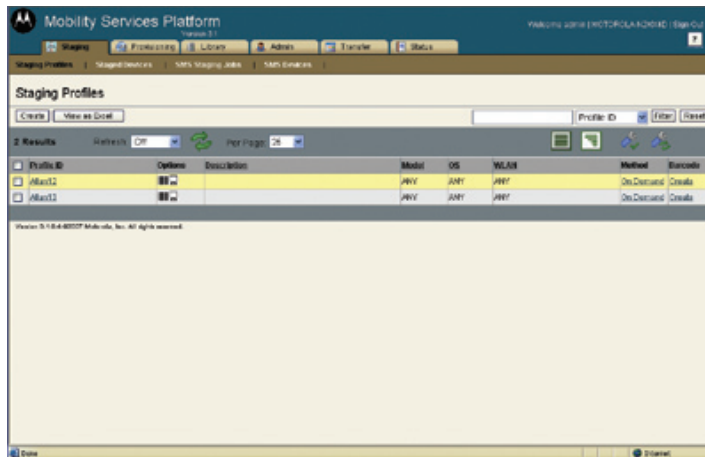
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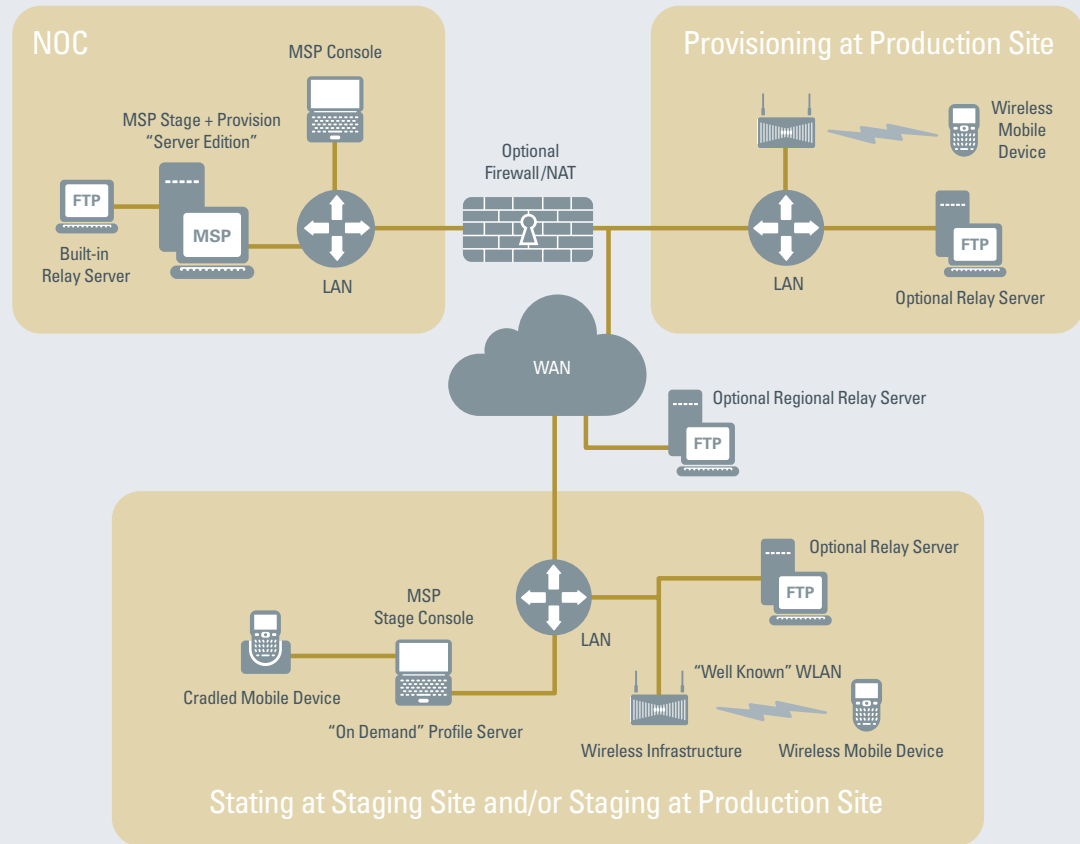
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MSP 3: Staging Profiles Screen



Rich staging functionality allows IT personnel to develop a library of staging profiles to meet your specific enterprise requirements. Three staging methods provide the flexibility to choose the best method for your users: by scanning a series of bar codes, docking the device in a cradle or simply asking users to connect to a predefined staging network.

MSP 3.x Deployment Configurations: MSP Stage and Provision Server Edition



MSP's network architecture provides the flexibility to adapt to the management requirements of virtually any enterprise structure.

In the NOC: In the NOC, the MSP server can include a built-in integrated FTP server for 'one box' simplicity, or external FTP servers can be placed throughout the enterprise network as needed. **At local staging and provisioning sites:** The ability to utilize external FTP servers for staging and provisioning allows virtually limitless scaling — FTP servers can be added as needed to support device volume. Since MSP 3 can run on any computer running Windows XP Professional, an administrator can run MSP 3 on a laptop to locally stage smaller satellite or remote offices that may not have a broadband connection. **Tier 2 division:** Tier 2 FTP servers can be split into two layers — regional and local. Regional FTP servers can be utilized to maintain low processing requirements on the MSP Server associated with operating system (OS) updates. Typically 30MB or more, an OS update file can be sent from the MSP Server to a handful of regional servers, which can then 'serve' the file to the local FTP servers — eliminating the load associated with the MSP 3 main server distributing that file to thousands of local FTP servers.

Flexible updating methods at the Tier 3 mobile device level: Mobile devices can 'check in' with local FTP servers to download any updates and to upload management criteria specific to the device over either the wireless or wired LAN, giving enterprises control over the load on WLANs. **Flexible staging methods:** Devices can be remotely staged over-the-air (OTA) via the WLAN through bar code scanning or by connecting to a predefined staging network; over the wired LAN via device cradle, ActiveSync, bar code scanning or connection to a predefined staging network; and over the WWAN via short message service (SMS).

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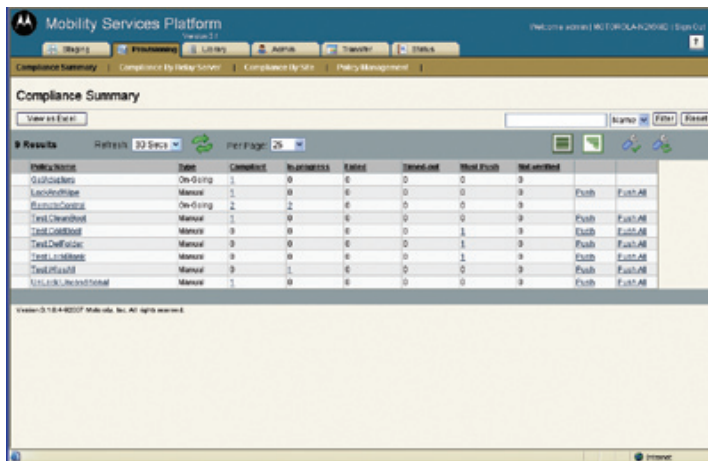
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MSP 3: Provisioning Compliance Screen



Policy Name	Status	Compliance	Success Rate	Status	Allowed	Most Used	Not Allowed
Outlook	On Going	1	0	0	0	0	0
Lync	Manual	1	0	0	0	0	0
Exchange	On Going	2	2	0	0	0	0
Outlook	Manual	1	0	0	0	0	0
Outlook	Manual	0	0	0	1	0	0
Outlook	Manual	0	0	0	1	0	0
Outlook	Manual	0	0	0	1	0	0
Outlook	Manual	0	1	0	0	0	0
Outlook	Manual	1	0	0	0	0	0

Ongoing provisioning enables you to automatically keep all mobile devices compliant with the right software and firmware. Devices can be adjusted to check-in at a suitable interval (for example, every 15 minutes, every 2 hours, or every day) to balance network and device impact against the timeliness of performing updates and reporting compliance.

Our 3-tier architecture provides superior scalability. Tier 2 FTP relay servers act as conduits between MSP3 Tier 1 servers and mobile devices, enabling support for an extraordinary number of devices. There is only one MSP server to manage and maintain — one server that provides a convenient anywhere anytime web-based window into as many as one hundred thousand mobile computers anywhere in the world.

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MSP Use Case: Help end users configure and launch applications

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How MSP Works:

With MSP, your help desk can rapidly troubleshoot and resolve issues — without any physical hands-on with the device. For example, a retail store has deployed a custom mobile application for inventory reconciliation. Workers simply walk through the store scanning the bar codes on the various items, while the application walks workers through the step-by-step process of storing data and prompting users for the next scan.

The store associate notices that the device is not scanning as quickly as on the last shift, and calls the help desk to report the problem. Since the MSP 3.x Administrator has configured the system to monitor device usage, the help desk technician can instantly run a report that will provide many performance statistics for the store associate's device. Based on the information in the report, the help desk technician is able to quickly identify that the application has corrupted and must be re-loaded. The technician then utilizes the MSP 3.x console to send the latest application to the retail associate's device along with a custom message explaining that the device must be rebooted before launching the updated application. In just minutes from the time the call was placed, the store associate is back up and running. Down time — and any effect on productivity — was effectively minimized.

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