

## Anglia Business Solutions

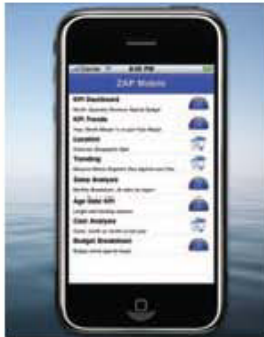
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freshinfo.com

29 January 2010

### LEARNING TO USE MOBILE PHONES AS BUSINESS AIDS



Dynamic business information on the Apple iPhone

For some time now, people have used mobile phones for much more than just calls and text messaging. Gaining access to the internet and downloading pictures and music have now become commonplace. However, securely and reliably accessing dynamic business information using mobile phones is still comparatively rare. The new breed of mobile phones is about to change this.

The Apple iPhone, for example, has set new standards for innovation incorporated into the device. Software developers have been quick to catch on, with more than 100,000 applications now available for the device, and the platform does offer potential as a very useful business aid.

For example, by using the iPhone, Anglia has provided its staff with real-time access to its Microsoft Dynamics NAV held customer information. The system is also used to complete timesheets, interrogate help-desk information, claim expenses and view CRM interactions. Now that the communications technology is proven, Anglia technologists are busy transferring applications on the new platform for use by the client base. While it is felt that the iPhone would not withstand the rigours of the packhouse, there are many other areas where the technology can help.

For example, having access to information on events as they happen could have an impact on customer service. From an operational viewpoint, knowing that there is a quality issue with a shipment before the client does could head off a potential complaint. Having access to quality control results could also flag a potential problem with a grower. An alert of a breakdown in the packing line sent directly from the production system in real time enables line managers to quickly reallocate resources.

However, it is in the vital area of business intelligence that the iPhone is likely to prove a real asset. In this current financial environment, the need to control costs as a means of protecting margins is paramount. Imagine being able to monitor product and customer profitability as produce moves through the supply chain. Think of the benefits of being able to track waste and labour costs as they are incurred – and from anywhere in the world.

Management teams will now have access to an unprecedented level of vital business information as a competitive aid, using low-cost phone devices. ■

*David Hurley is managing director of Anglia Business Solutions.*