



Enterprise Guide to Gaining Business Value from Mobile Technologies

Adam Kornak, Jorn Teutloff, Michael Welin-Berger

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* This is the first book to deliver specific guidelines for integrating mobile and wireless technologies into a business organization to enhance business processes, reduce operating expenses, or produce additional revenue streams* Builds off the material from Cap Gemini Ernst & Young Guide to Wireless Enterprise Application Architecture (0-471-20951-1), which described how to build a wireless enterprise application architecture for optimum performance* Presents a proprietary, step-by-step methodology that shows how to identify opportunities to integrate mobile technologies into an organization* Describes the strategic framework and development approach used by experienced project teams for building a mobile technology solution* Features extensive real case studies from Microsoft and Cap Gemini Ernst & Young's extensive business portfolio

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