



IPRO 310: The Opportunities & Challenges of Mobile Devices in the Corporate Communication Environment

* Midterm
Presentation



Tellabs, Inc.

- Telecommunications company that designs and manufactures equipment for service providers
- Over one-third of the world's wireless calls travel via networks owned by Tellabs customers such as T-mobile and Verizon Communications
- In the process of implementing an “Any, Any, Any” plan → Anyone on any personal-use mobile device can connect securely to the corporate server network, anytime
- iOS, Anroid, Rim, Windows mobile, etc.
- Narrowed down to focus on **customer service** and **sales** users



What is the Problem?

Traveling Tellabs employees are not able to connect back with Tellabs' network in an efficient and user friendly manner.



Potential Customer



Competitor offering lower price



VS



X-factor: **Time to act**

Andy Geckel

Senior Manager of Sales Operations

- Road Warriors
- Constant need to “get at their data”
- Mobile devices are lighter, cheaper, potential for less security authentications, and keeps Tellabs “fresh”.



Goals of the Project

- Overall goal is to create a prototype of an application that would add value to a Tellabs employee regardless of the mobile device
→ **Any, Any, Any**
- Choose a group within Tellabs employees to work with:
 - Field Technicians, Sales (Account Managers and System Sales Engineer)
- Start with rapid prototyping program, *Balsamiq*.
- Get feedback from user groups
- Create alpha stage of the application for the desired user group to test
- Consider **security** at all stages → create security action plans

Research

- Conduct Further Interview on Tellabs Employees
 - Field Technicians, Account Managers, and System Sales Engineers
 - Conduct user observations in user's place of work
- Conduct research on other companies that are utilizing mobile applications in their workplace
- Gauge the potential of Sybase (SAP) vs. native development
 - **mobile device management and security solution for the enterprise**

Team Organization

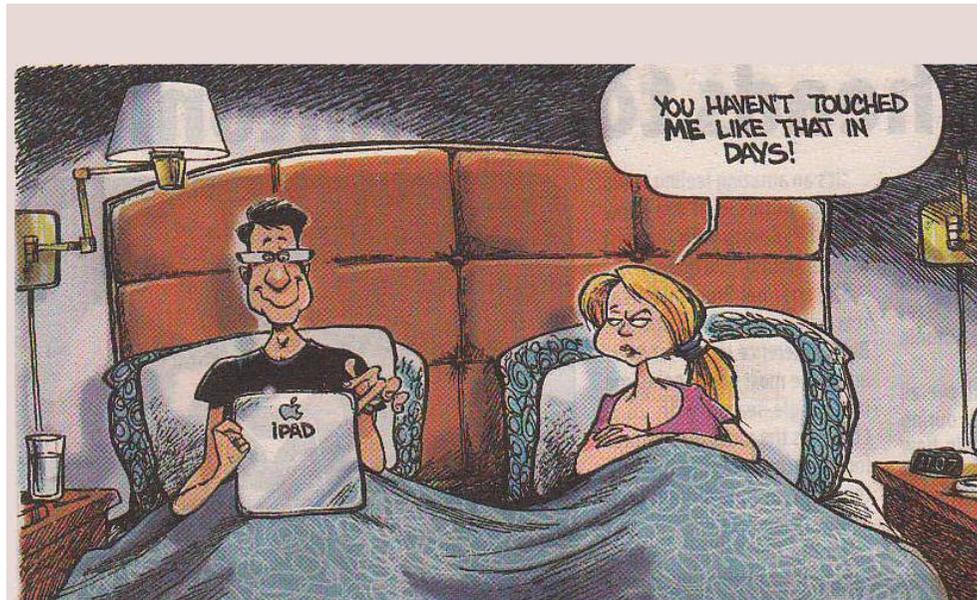
- Architecture, Business Administration, Chemistry, Computer Science, Information Technology and Management
- Strengths: Programming, Security, Entrepreneurship, Marketing, iOS App Developer, Design
- Sub teams: Business, Design, and Application Creation
- Student liaison between IPRO group and Tellabs

Progress Toward Goals

- Introduction conference call with Ron
- Met with Jean Holley (CIO) & Ron Koestler (IT Application Director)
- Went to Tellabs in Naperville and had meetings with IT Application Director, Security, Application Developers, and Senior Manager Sales Operations
- Meeting to create project plan
- *Balsamiq*
- In the process of setting up user observation sessions
- Researching alternative forms of security for mobile device

Major Obstacles Encountered

- Major security protocols preventing us to get information in an efficient manner
- Speed of communication with Tellabs people
- Any, Any, Any v.s. Dominance of iPad



Anticipated Major Challenges

- Will we get enough face time with the users?
- Will we get feedback in time?
- Information that is confidential may hinder us.
- Getting certain user groups to use mobile devices: VP Sales
- Coding the actual application in the later stages of this IPRO

Requests

- We would like to get in contact with any companies that utilize mobile devices applications
- Network with faculty and students that have mobile device application expertise



References

- www.tellabs.com
- wikipedia.org/wiki/Tellabs
- <http://www.google.com/finance?q=NASDAQ:TLAB>
- <http://www.sybase.com>
- <http://www.google.com/imghp?hl=en>

Questions?

