PRINT
VERSION

Mobile Commerce Applications (Cont.)

Mobile Inventory Management

This service tracks the location of goods, services, and possibly even people so that providers can determine delivery times. In rolling inventory management, multiple trucks carry large amounts of inventory.

When a store needs certain items, it can locate a nearby truck carrying them, obtain just-in-time delivery, and thus reduce inventory space and cost.

Product Location

This service could alleviate the need to visit several stores to find a particular item. Instead, consumers could use a handheld to access a database of products and the stores that sell them by specifying the search range.

The resulting list could also provide distances from the user's location to the stores. When multiple vendors carry the item, they could compete by offering instant discounts.

Slide 17.17: Mobile commerce applications
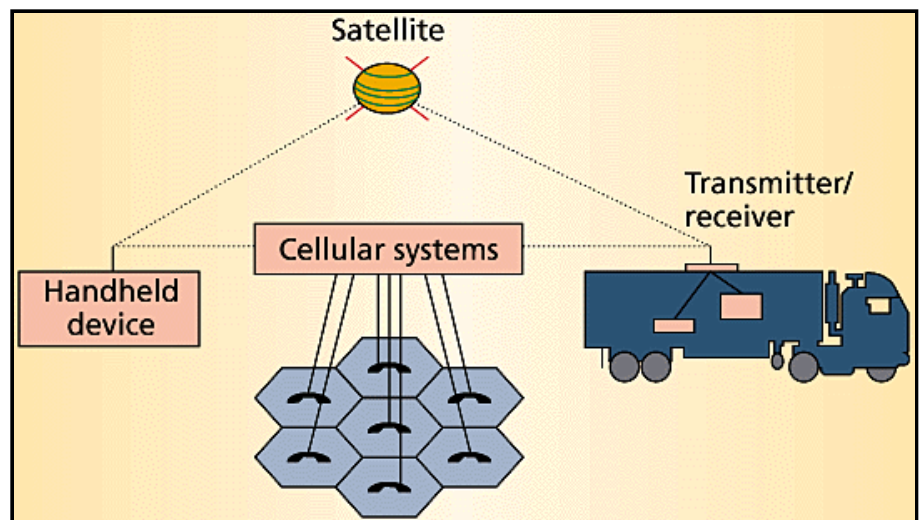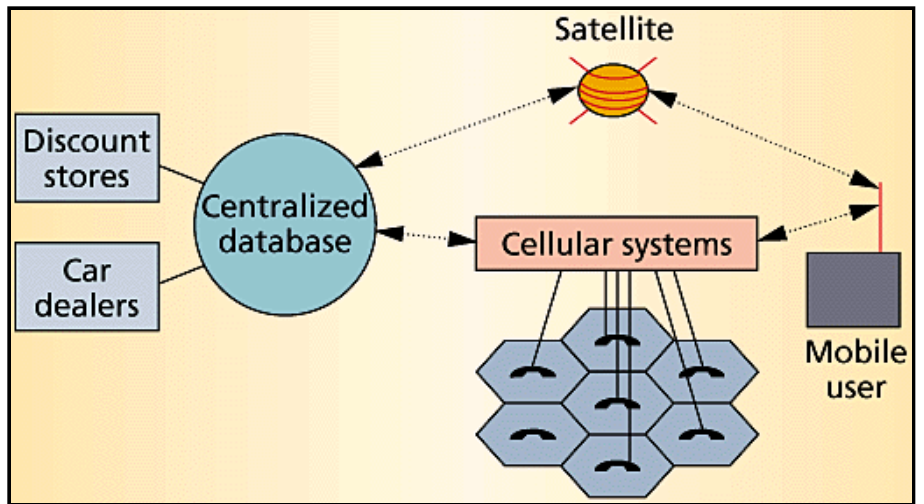Slide 17.19: Mobile commerce applications (cont.)
Home