Solution Approach

Infosys &SAP

29 -30 Nov 2011, Unilever, Bangalore

SAP Product Strategy

Orchestration

On Device

Collaboration   Analytics   Mobile

- **All** devices
- **All** user experiences
- **Easy to extend**

On Demand

SAP Business ByDesign

LoB on Demand

- **Instant** value
- **Line of business** or **suite**
- **Integrated** to On Premise

On Premise

Enterprise Services Repository and Registry

- **SOA**-enabled
- **Best-practices** packages
- **Non-disruptive** enhancements

Technology Foundation

- **Platform**
- **In-Memory**

SAP's Vision of the Unwired Enterprise

Business Information

- Any SaaS Service
- Any Application
- Any Server Platform
- Any Data

Integration

Unwired Enterprise

Information Mobility

- Any Device
- Any Person
  - Customer
  - Partner
  - Employee
- Always Available

Collaboration
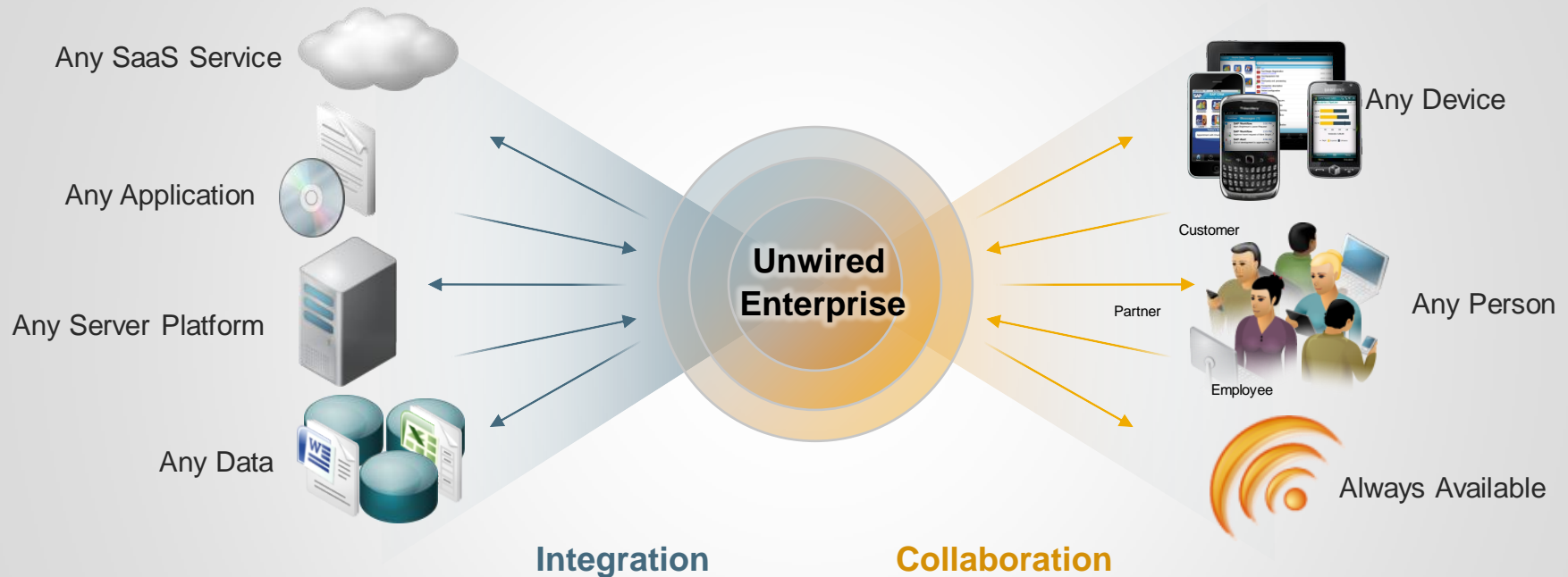
Manage

Analyze

Mobilize

SAP End To End Solution
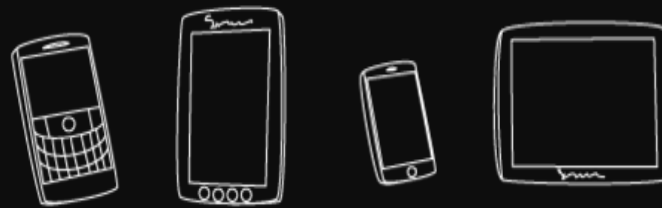
Support for all popular devices

Consulting

SAP Store for Mobile Apps

Instant Mobilization

- LoB/Industry Apps
- Customer/Partner Apps
- ...
- Analytics Apps

Hosting

SAP Mobility Platform

Full Service Platform

- MEAP
- MDM
- MCAP

RDS

Backend Agnostic

- SAP Business Suite
- Databases
- ...
- Third Party Apps
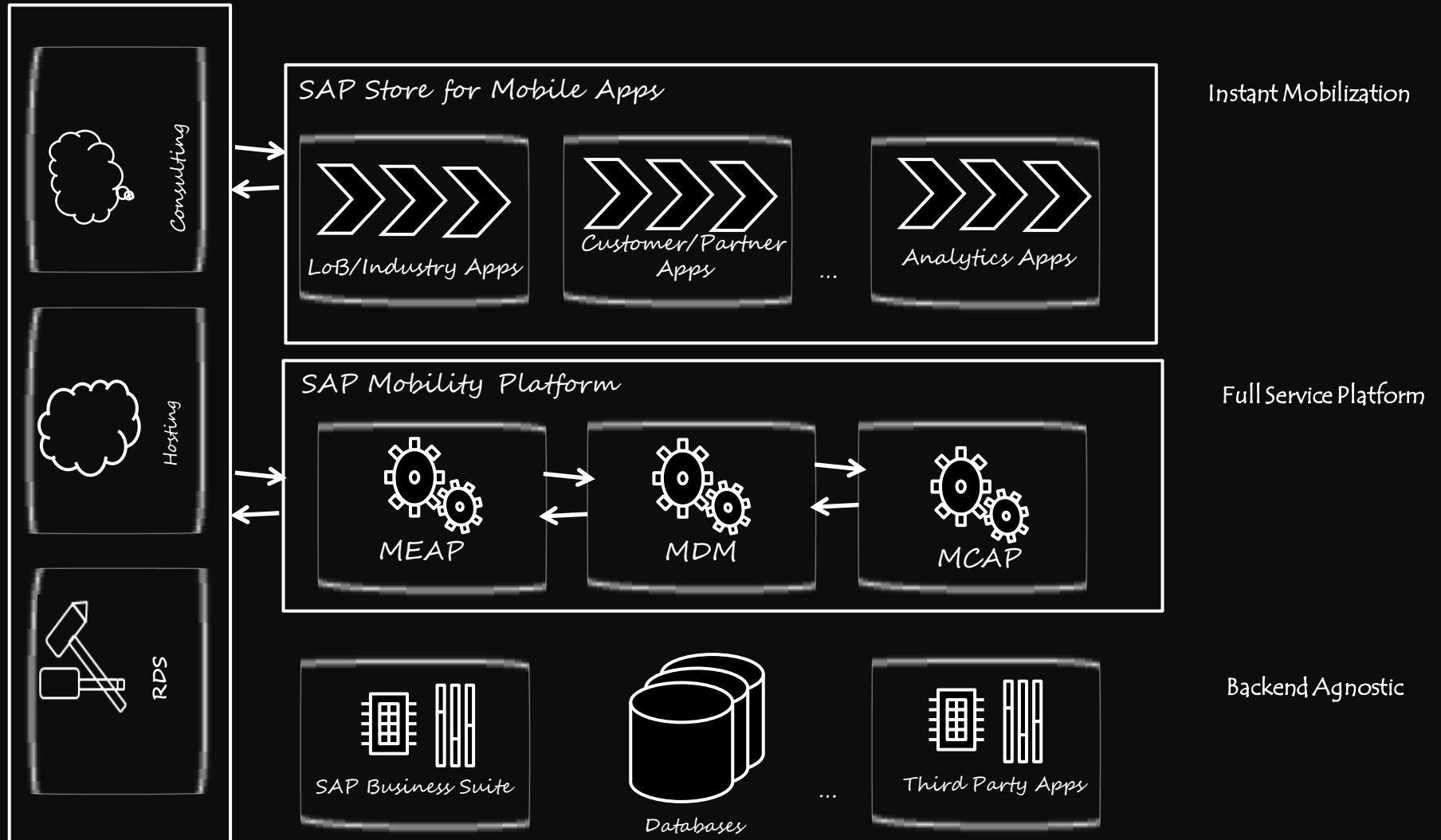
Mobile Applications on Sybase Unwired Platform

Sybase Unwired Platform

SAP Business Suite

SAP Applications

Partner Applications

Custom Applications

Third Party Apps

1

2

3
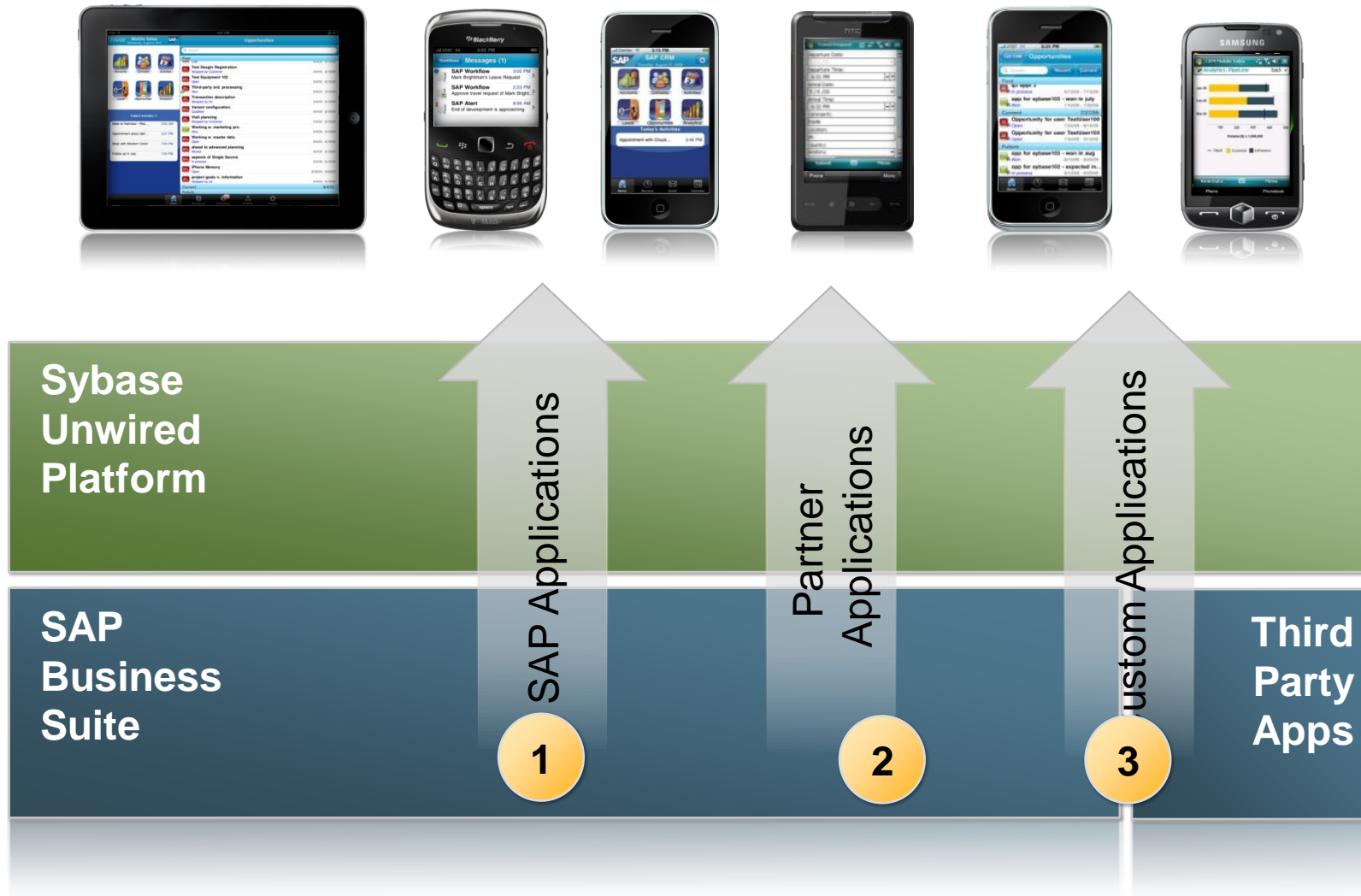
Bringing order to chaos with Sybase unwired platform
Platform for ReX

Create
Eclipse

Connect
Heterogeneous data sources

Consume
Heterogeneous mobile devices

Databases

Web Services

Software Applications

Sybase Unwired Platform

Mobile Business Objects

Lightweight Applications

Native Applications

BlackBerry

iPhone

iPad

Android

Windows Mobile

Management Console

Control
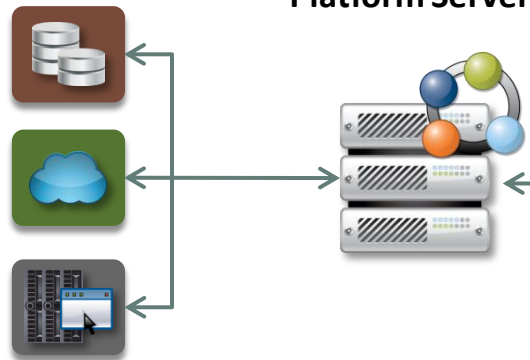Device and server management and security
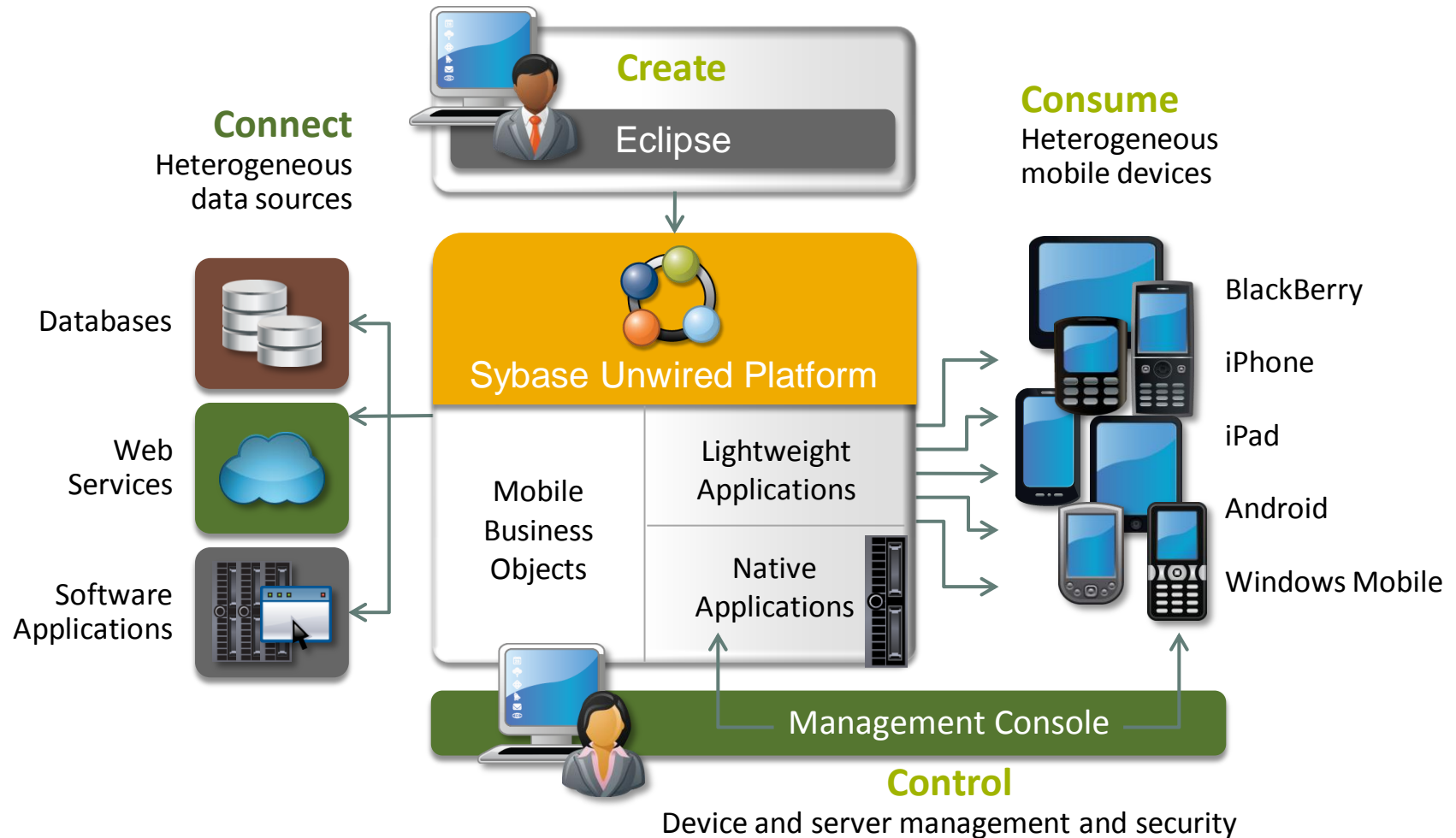
SUP enables creation and management of multiple mobile applications that securely connect a multitude of back-end data sources to a wide variety of mobile devices

Native Application Development

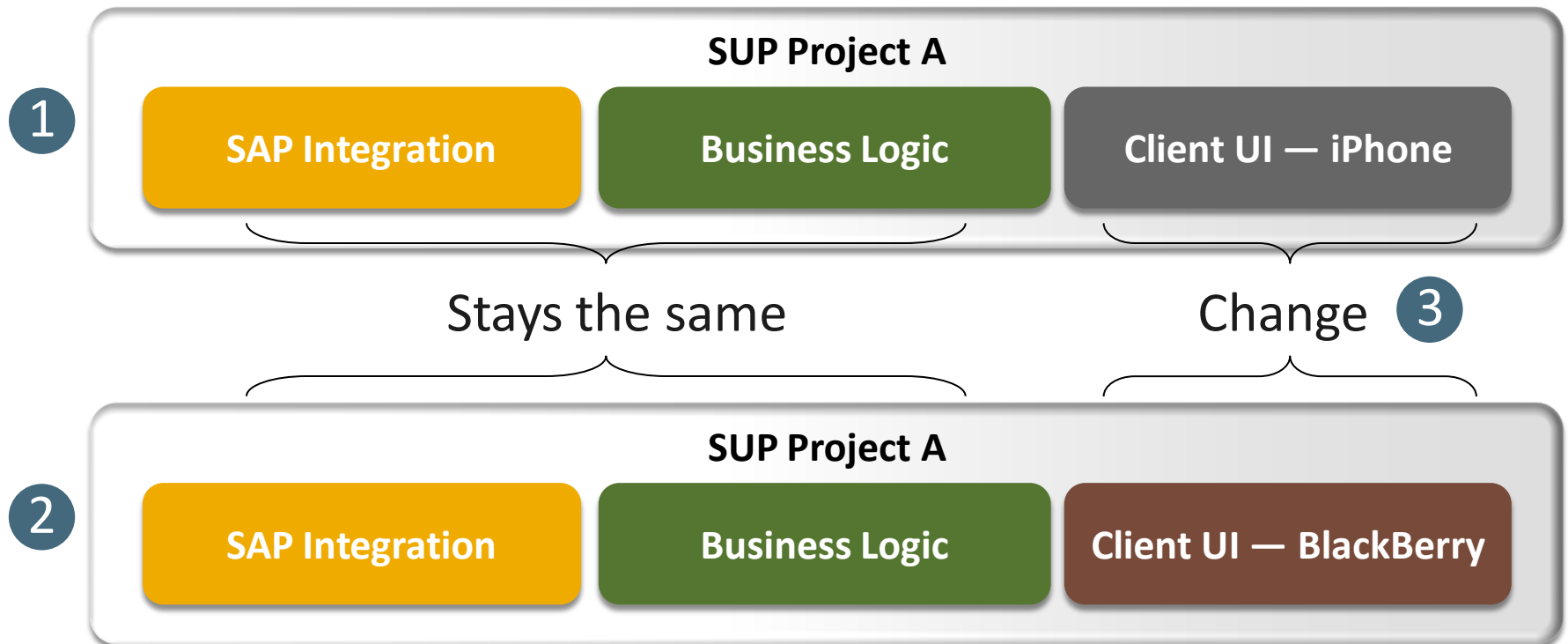**Data Source Integration**   **Device-Specific Development**

Sybase Unwired Platform enables developers to create mobile applications with **device-specific user experiences** either through code generation or using the native device SDK.

SUP – REUSABILITY
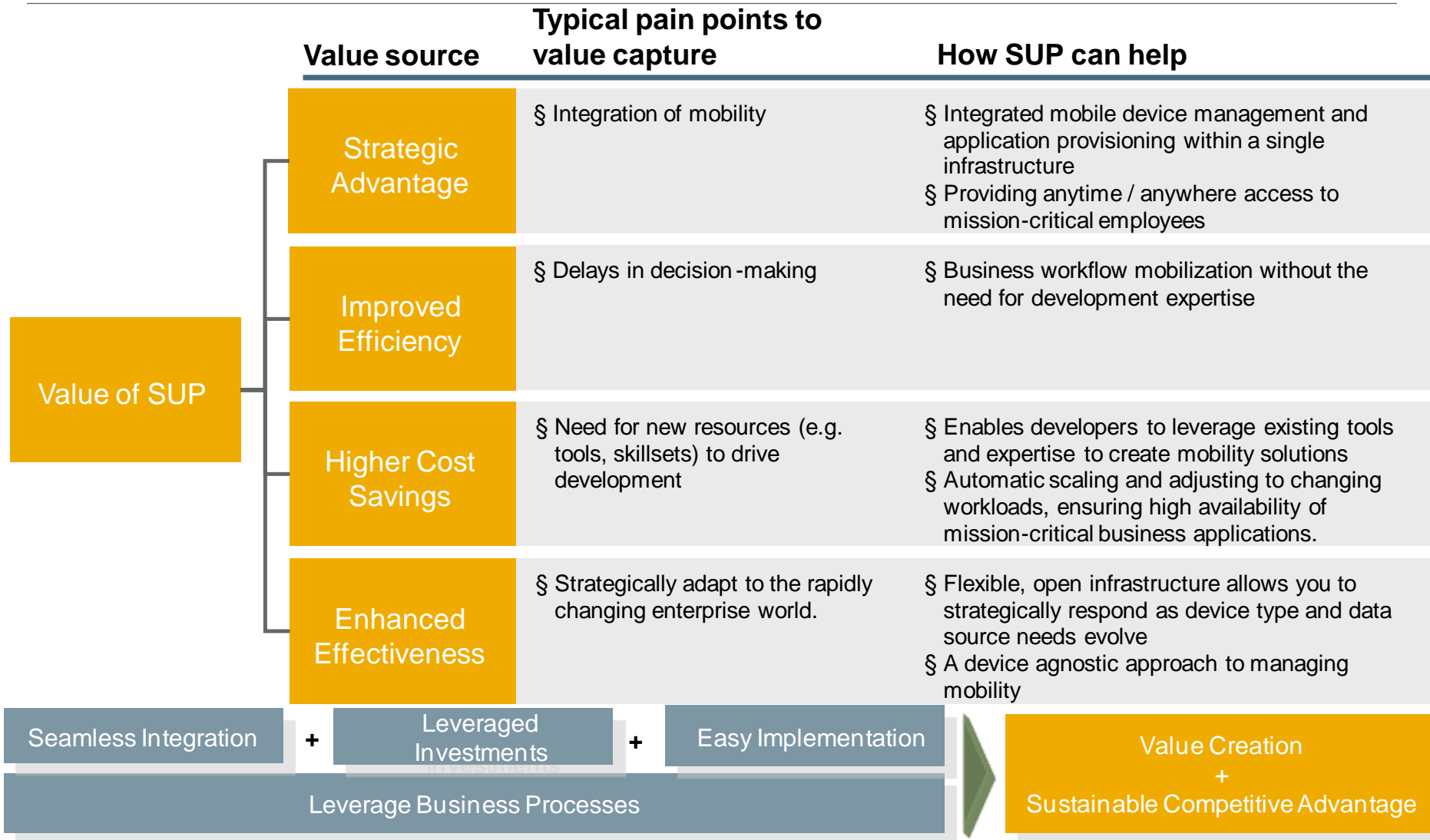
1. **Initial project was done with iOS device**

2. **Next step extends the project to a different device platform**

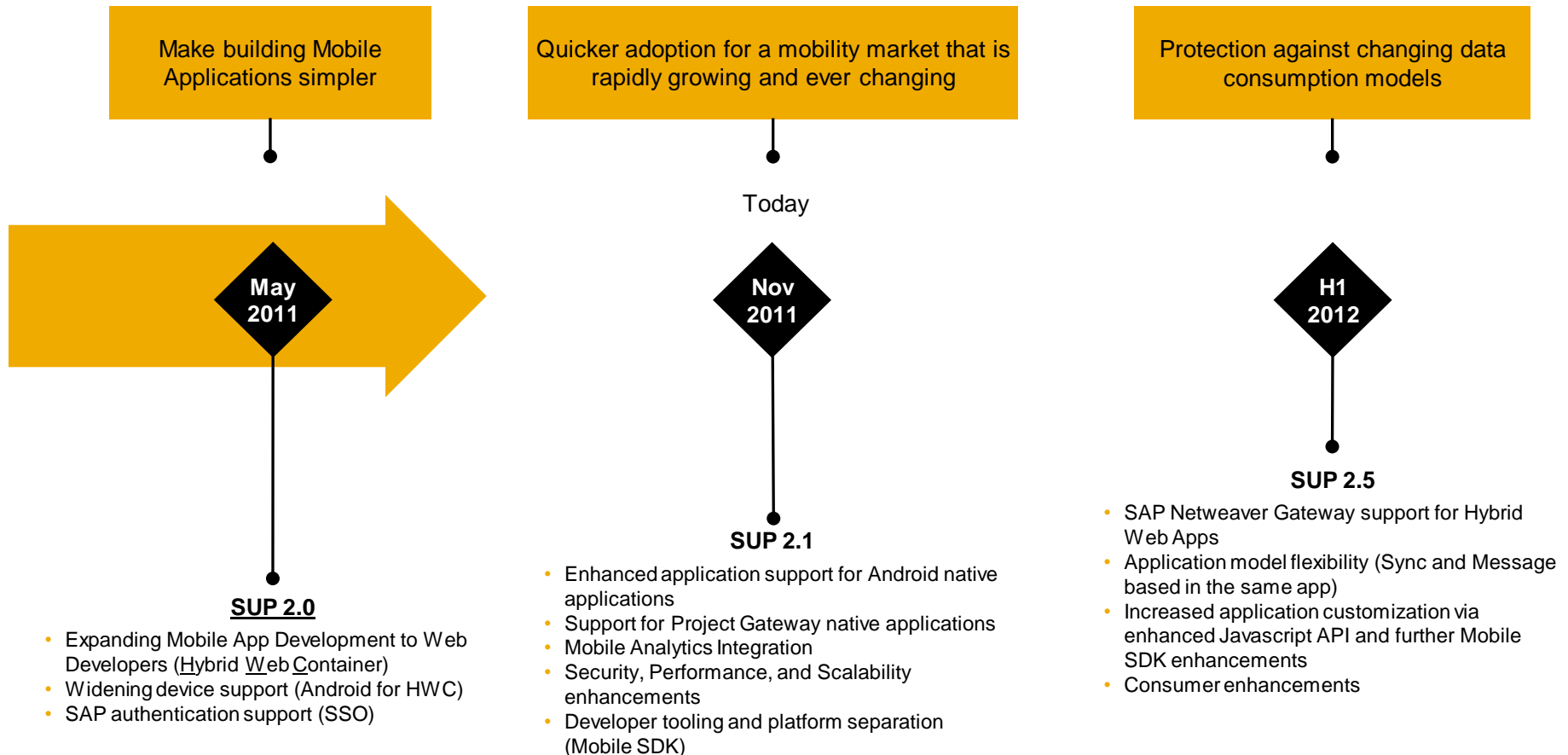3. **Only the UI part needs to be adapted**

1

SUP Project A

| SAP Integration | Business Logic | Client UI — iPhone |

Stays the same   Change **3**

2

SUP Project A

| SAP Integration | Business Logic | Client UI — BlackBerry |

SUP Addresses Key Business Needs

Remediating Pain Points to Drive Value

Value source	Typical pain points to value capture	How SUP can help
Strategic Advantage	§ Integration of mobility	§ Integrated mobile device management and application provisioning within a single infrastructure § Providing anytime / anywhere access to mission-critical employees
Improved Efficiency	§ Delays in decision-making	§ Business workflow mobilization without the need for development expertise
Higher Cost Savings	§ Need for new resources (e.g. tools, skillsets) to drive development	§ Enables developers to leverage existing tools and expertise to create mobility solutions § Automatic scaling and adjusting to changing workloads, ensuring high availability of mission-critical business applications.
Enhanced Effectiveness	§ Strategically adapt to the rapidly changing enterprise world.	§ Flexible, open infrastructure allows you to strategically respond as device type and data source needs evolve § A device agnostic approach to managing mobility

Value of SUP

Seamless Integration + Leveraged Investments + Easy Implementation

Leverage Business Processes

Value Creation
+
Sustainable Competitive Advantage

Sybase Unwired Platform: Future Direction

Make building Mobile Applications simpler

Quicker adoption for a mobility market that is rapidly growing and ever changing

Protection against changing data consumption models

Today

May 2011

Nov 2011

H1 2012

SUP 2.0

- Expanding Mobile App Development to Web Developers (Hybrid Web Container)
- Widening device support (Android for HWC)
- SAP authentication support (SSO)

SUP 2.1

- Enhanced application support for Android native applications
- Support for Project Gateway native applications
- Mobile Analytics Integration
- Security, Performance, and Scalability enhancements
- Developer tooling and platform separation (Mobile SDK)

SUP 2.5

- SAP Netweaver Gateway support for Hybrid Web Apps
- Application model flexibility (Sync and Message based in the same app)
- Increased application customization via enhanced Javascript API and further Mobile SDK enhancements
- Consumer enhancements

Afaria
Manage Mobility Today and Tomorrow

Afaria enables IT to centrally manage mobile devices and security of enterprise mobile environment throughout the device lifecycle…

Windows 32	iPhone	iPad	Android	BlackBerry	Symbian	Palm	Windows Mobile

Afaria

With Integrated device and security management from single point of view and web browser based console, Afaria becomes single stop for IT to keep mobile devices running, deploy applications, check inventory, and provide automated updates

Managing and Securing the Device Lifecycle with Afaria

Manage

Assign membership/policies

Configure devices

OTA client delivery

Application deployment

Secure

Establish policies

Initialize power-on password

Install and encrypt data

Install and configure AV, firewall, controls

Provision

Production

Decommission

Manage

Track asset

Update/repair software

Maintain/modify configuration

Distribute/update files

Software license tracking

Schedule/automate activities

Device remote control

Secure

Back-up data

Apply patch/security updates

Enforce security policies

Monitor/track security violations/threats

Compliance activity logging

Secure

Disable lost/stolen device

Remote kill/lock

Access violation lock

"Data fading"

Disable device, network, application access

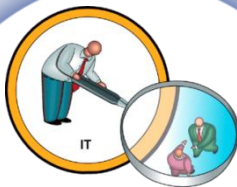## Manage

Reprovision/reimage device

Replacement device-same user

Repurposed device

Redeploy software assets

Restore data (after device kill)

Afaria Solves the Challenges of Mobile Systems Management and Security

Security and Compliance

Visibility to Assets and Their Usage

Remote Assistance

HANDHELDS
Power-on password protection
Data on device encryption
Push email Interoperability
Lost or Stolen Device Lockdown
Password Recovery

WIN32
Full disk encryption for laptops and desktops
Two layers of data protection
Pre-boot authentication
Full disk encryption
Multiple User Support
Removable Storage Media Support

SYSTEM
OTA End to End transport encryption
End user authentication

Optimized for the Mobile World
processing
int restart

s and Content
use graphical scripting
s designed for system
rators, but powerful for
mers.

dministrators to
stom task and workflow
on with a point-and-click
interface

n "desired state"
tatus

e with back-end
ons

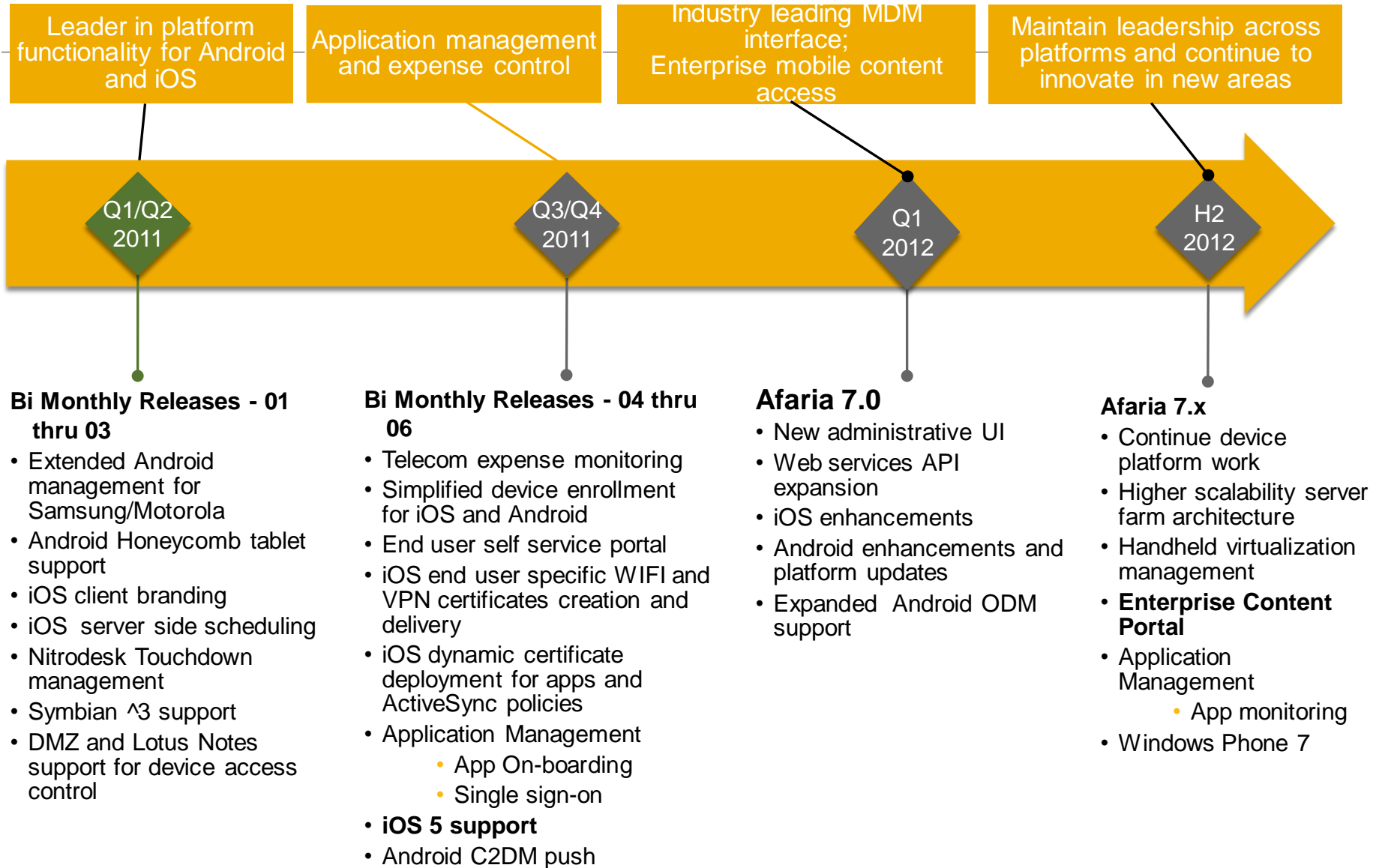publish and subscription

Skip Details

Confidential

Comprehensive Management and Security

Software Deployment

Device Security

Process Automation

Asset Tracking

Afaria Console

File Synchronization

Device Backup

Device Configuration

Help Desk

AFARIA ROADMAP

| Leader in platform functionality for Android and iOS | Application management and expense control | Industry leading MDM interface; Enterprise mobile content access | Maintain leadership across platforms and continue to innovate in new areas |

Q1/Q2 2011 — **Q3/Q4 2011** — **Q1 2012** — **H2 2012**

Bi Monthly Releases - 01 thru 03

- Extended Android management for Samsung/Motorola
- Android Honeycomb tablet support
- iOS client branding
- iOS server side scheduling
- Nitrodesk Touchdown management
- Symbian ^3 support
- DMZ and Lotus Notes support for device access control

Bi Monthly Releases - 04 thru 06

- Telecom expense monitoring
- Simplified device enrollment for iOS and Android
- End user self service portal
- iOS end user specific WIFI and VPN certificates creation and delivery
- iOS dynamic certificate deployment for apps and ActiveSync policies
- Application Management
  - App On-boarding
  - Single sign-on
- **iOS 5 support**
- Android C2DM push

Afaria 7.0

- New administrative UI
- Web services API expansion
- iOS enhancements
- Android enhancements and platform updates
- Expanded Android ODM support

Afaria 7.x

- Continue device platform work
- Higher scalability server farm architecture
- Handheld virtualization management
- **Enterprise Content Portal**
- Application Management
  - App monitoring
- Windows Phone 7

Overall Mobility Benefits

Mobile application development, deployment and management for **major device types**

"Future proof" investment that reduces complexity

Offers always-on messaging model resulting in **faster response time**

Seamless integration to a variety of **back-end data sources,** including SAP, with online and offline access to data

Business workflow mobilization without the need for development expertise

Integrated mobile device management and application provisioning

5 Key Take Away for Mobilizing your Enterprise with SAP Mobility Platform

1

Sybase Unwired Platform provides integration into backend systems (MBOs)

- SAP certified connectors
- Open standard connectors
- Ability to cache data

2

Sybase Unwired Platform improves developer productivity and maximize reusability for mobile projects

- Device support for iOS, Android, Blackberry, Windows
- Reduce development cycle via cross platform code generation
- 70% content reusability when building a app for a new device

3

Sybase Unwired Platform easily enables your app to be Push-Enabled

- Push Notification Service integration

4

Sybase Unwired Platform provides security

- Proprietary transport encryption between container and server
- Authentication options
- Data encryption

5

Sybase Unwired Platform HTML Container provides Native Services

- Container supports all the advantages of a web app + the ability to support native functionality in the future because the container is a native app so you will see camera, GPS, PIM App integration like in a native app, etc.

Retail Execution
Mission Statement

Mobile Retail Execution provides sales representatives all the data, tools, and insight they need to completely manage their visits to Retail Stores.
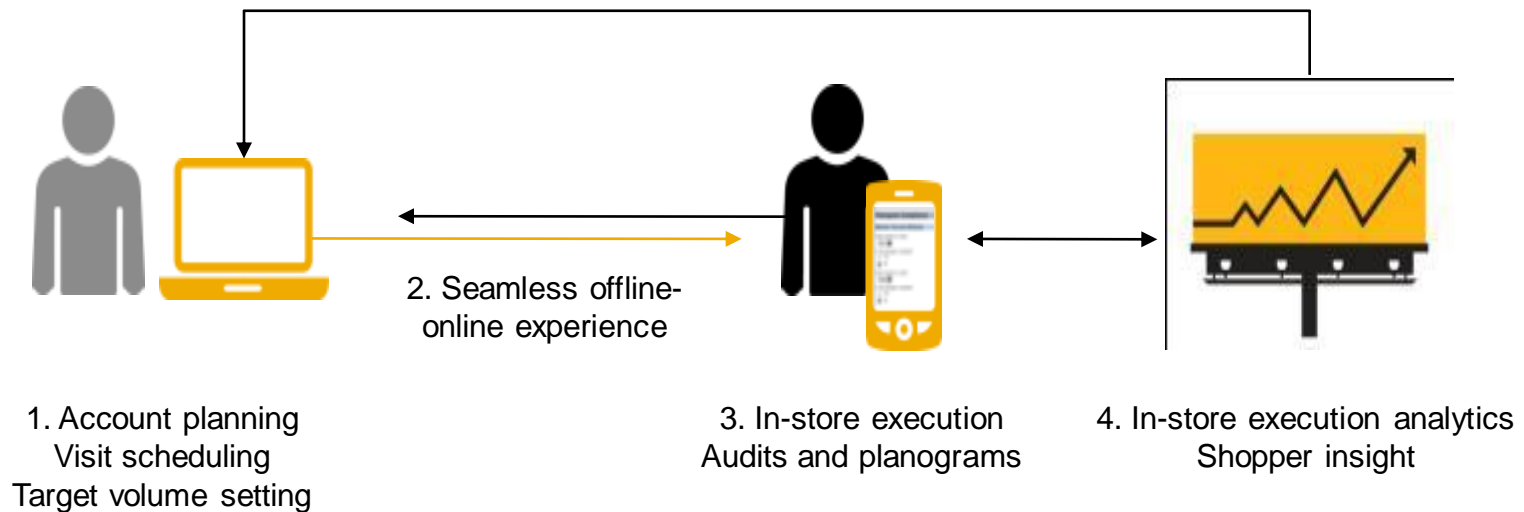

Feature Highlights

- Retail Visit Management
- Survey Completion
- Account Management
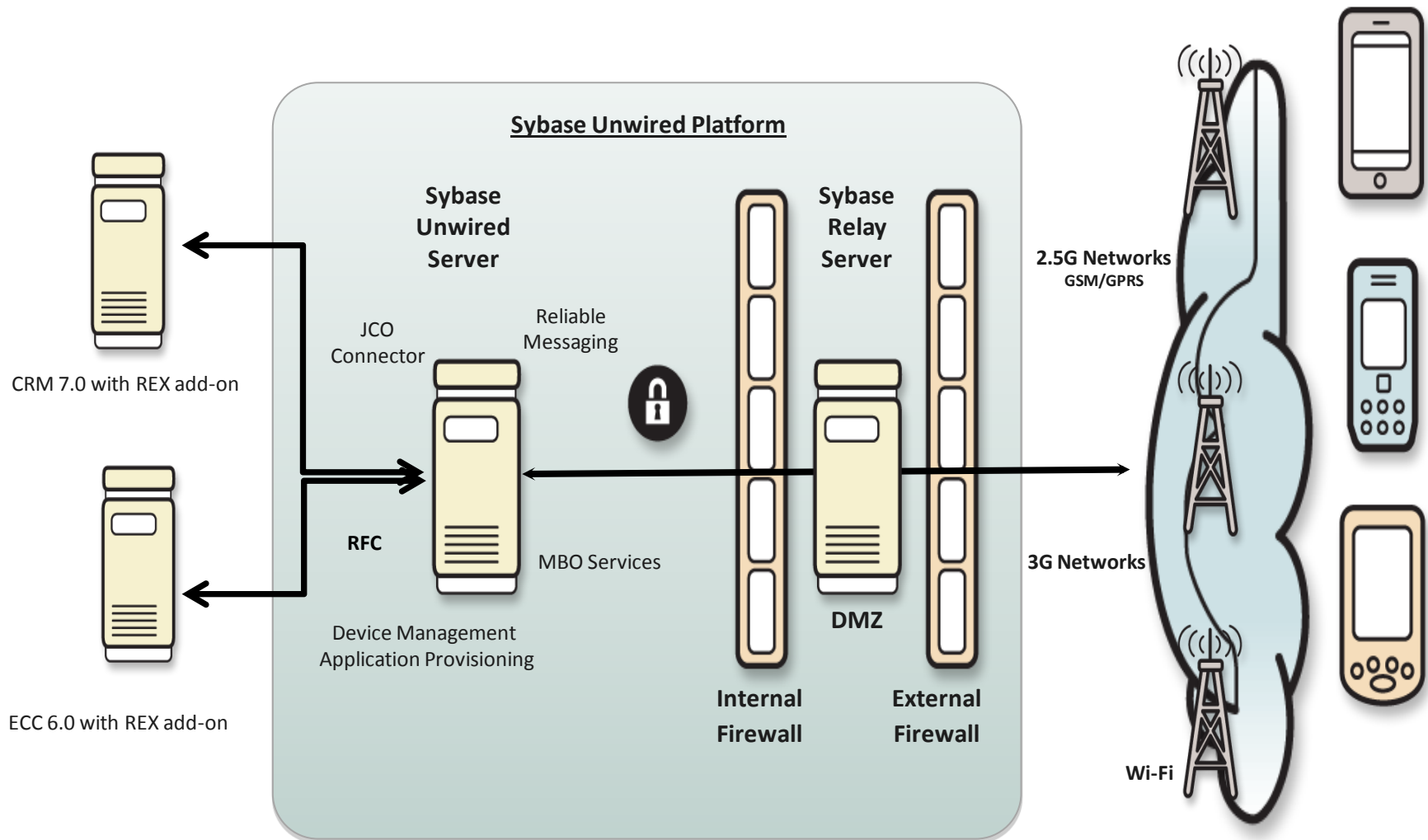- Order and Returns Handling
- Integrated CRM Calendar

Business Benefits

- ✓ Anywhere, anytime access to merchandising data
- ✓ Higher productivity of Sales Reps
- ✓ Improved compliance with product placement agreements and promotions

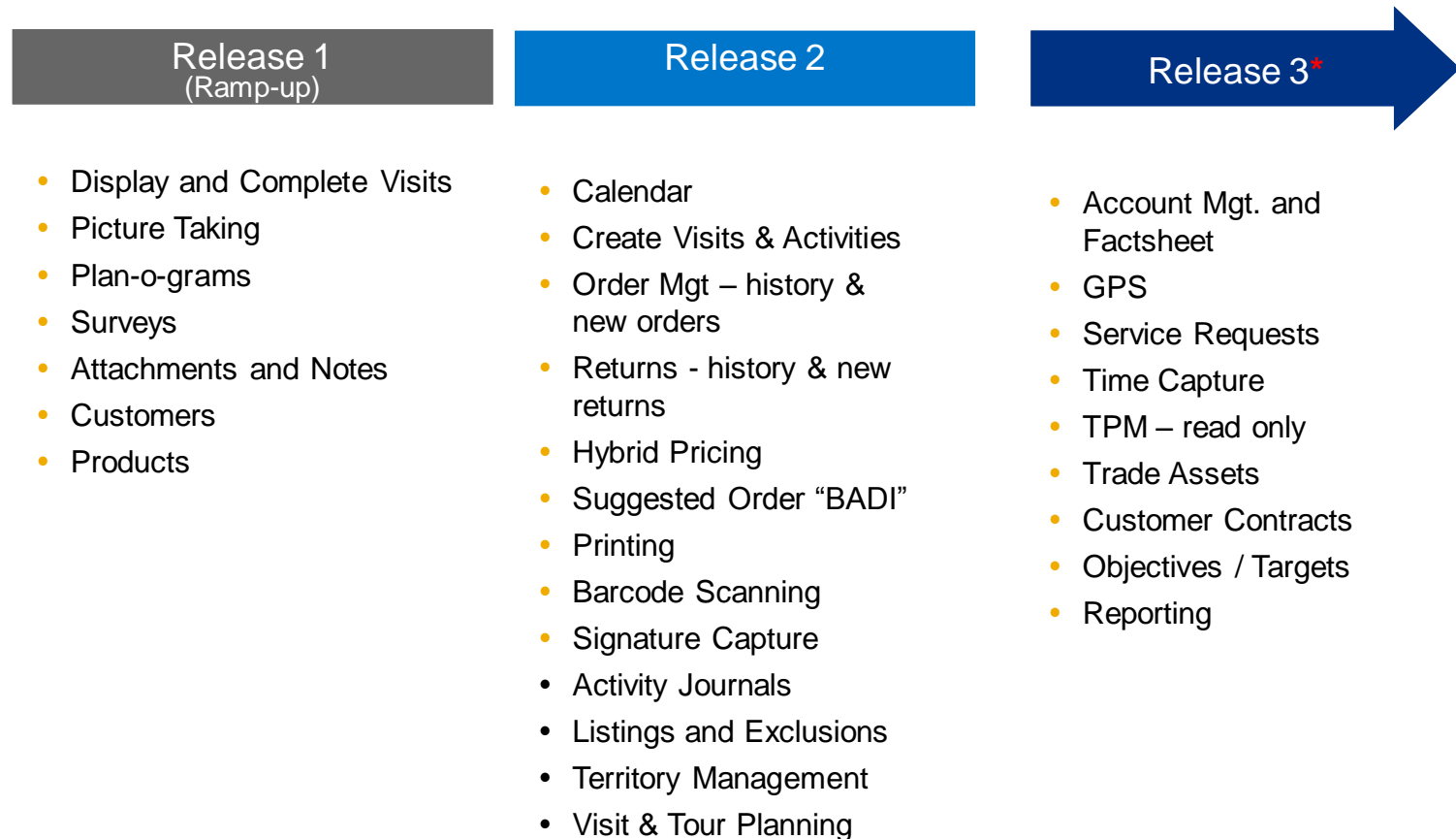# Retail Store Execution: Day in the Life – Key Processes

2. Seamless offline-online experience

1. Account planning
Visit scheduling
Target volume setting

3. In-store execution
Audits and planograms

4. In-store execution analytics
Shopper insight

Landscape Components

Sybase Unwired Platform

Sybase Unwired Server

Sybase Relay Server

JCO Connector

Reliable Messaging

CRM 7.0 with REX add-on

RFC

MBO Services

Device Management
Application Provisioning

ECC 6.0 with REX add-on

Internal Firewall

External Firewall

DMZ

2.5G Networks
GSM/GPRS

3G Networks

Wi-Fi

Product Roadmap

Features & Functions

Release 1 (Ramp-up)	Release 2	Release 3*
• Display and Complete Visits	• Calendar	• Account Mgt. and Factsheet
• Picture Taking	• Create Visits & Activities	• GPS
• Plan-o-grams	• Order Mgt – history & new orders	• Service Requests
• Surveys	• Returns - history & new returns	• Time Capture
• Attachments and Notes	• Hybrid Pricing	• TPM – read only
• Customers	• Suggested Order "BADI"	• Trade Assets
• Products	• Printing	• Customer Contracts
	• Barcode Scanning	• Objectives / Targets
	• Signature Capture	• Reporting
	• Activity Journals	
	• Listings and Exclusions	
	• Territory Management	
	• Visit & Tour Planning	

* Scope still being discussed

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Supported Devices – REX complete

Version 1
Windows Mobile
iphone

Version 2
Windows Mobile
iPhone
ipad

Version 3
Windows Mobile
iPhone
ipad
Android

Strategy & execution of SAP and Infosys …

Unilever functional requirements - ReX Product Fitment & Approach

✓ Rex 2.0 + 3.0 supports approximately 75% of the requirements

✓ SAP and Infosys are intending to bring more standard functions contained in the RFP into Release 3

✓ and would bring the Release 3 into Ramp up sooner to match the project timeline

✓ requirements not planned for standard releases would be custom developed by INFOSYS

✓ feedback from customers influence the future releases