



# Mobilize Your Enterprise: Achieving Competitive Advantage Through Wireless Technology

*Patrick Brans*

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**Mobilize Your Enterprise: Achieving Competitive Advantage Through Wireless Technology** Patrick Brans

This book explains in clear language how mobile technology can be put to use by companies to gain competitive advantage. As it stands today, the most important part of the workforce—those standing in front of customers— have no way of accessing critical information when and where they need it. The result is a lot of inefficiency and lost opportunities. Mobile technology alleviates this problem by enabling mobile professionals to access their company's information through small computing devices. The result is friction free sales and services. This book explains how the mobile paradigm came about, where it is going, and what is possible today. It explains how to evaluate where it makes sense for your business —and where it does not. The book introduces a methodology for reengineering your business processes through mobility. Brans explains the anatomy of a mobile solution, going into details on portable computing devices, wireless network technologies, wireless application gateways, enterprise applications, and wireless security.

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