Harness mobility – Streamline operations, slash costs & improve customer satisfaction to become a service leader of tomorrow

Plus! 3 Specialised Master Classes on 5th April- Don't miss out!
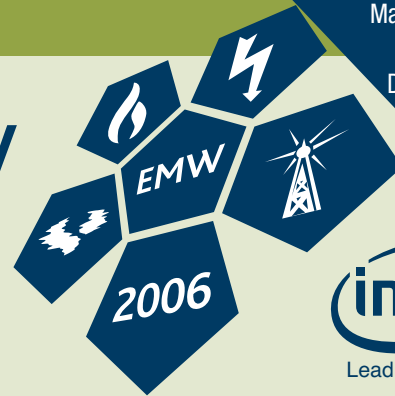
Enterprise Mobility Week 2006

EMW 2006

intel®
Lead Sponsor

2 day conference, 3-4 April; Post-conference master classes, 5 April
Hotel Okura, Amsterdam

- How can mobility impact your ability to streamline operations?
- How many of your customers are in a position to sway loyalty? Can you provide them with the value-added service levels they require?
- What is it *really* going to take to become a service leader of tomorrow?

With increased competition, complacency isn't an option. Attend and create your own personalised itinerary reflecting your business needs from **50** interactive sessions. Discover how you can:

Building the business case & implementation

✔ **Achieve operational excellence** by fully leveraging an end-to-end mobility solution
[Guy Jefferson, Customer & Performance Director, *SCOTTISH POWER*]

✔ **Bring new services and add more value** to your customers by creating a fully mobile workforce
[Michael Borgert, VP Requirement Manager, *DEUTSCHE TELEKOM*]

Information, processes & people

✔ **Synchronise workflows** by process optimisation and harnessing mobility
[Kris Adriaenssens, Business Process Improvement Manager, *BELGACOM*]

✔ **Organise, control and manage your assets and teams**
[Sanjay Ravindran, Senior Project Manager, *BSKYB*]

Information, management & technology

✔ **Use mobile applications to meet business challenges** and improve customer service
[Sivert Rutgersson, IT Manager, *VATTENFALL SERVICE*]

✔ **Fully integrate data** from field to office to save time & money
[Novais Reis, Administrator, *EPAL*]

With special emphasis on:
- Value-added service levels
- Decision-making process
- Live technology showcases
- Proven strategies for success
- Use of mobility applications for business flexibility

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accenture • ClickSoftware • MDSI • Panasonic ideas for life TOUGHBOOK • SAP

SYBASE • ERICSSON • mro software • SPL • INTERGRAPH

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Business Process Manager, **TELSTRA**
CIO, **ELTEL NETWORKS**
Applications Manager, **SOUTH EAST WATER**
Senior Project Manager, **BSKYB**
Mobility Marketing, **INTEL**
Director of Operating Methods, **DALKIA**
VP Requirement Management, **DEUTSCHE TELEKOM**
Principal System Consultant, **SYBASE**
Executive VP of Products & Markets, **CLICKSOFTWARE**
Business Process Improvement Manager, **BELGACOM**
General Secretary, **MOBILE COMPUTER USERS GROUP**
Mobility Project Manager, **VEOLIA ENVIRONMENT**
Customer & Performance Director, **SCOTTISH POWER**
Sales Director UK & Eire, **MDSI**
Project Manager, **VATTENFALL SERVICE**
Director Service Provision, **LATTELEKOM**
IT Change Programme Manager, **YORKSHIRE WATER**
Information Architect, **ENECO INFRA SERVICES**
Partner & Manager, **ACCENTURE**
Project Director, Field Service Management, **EON IS**
IT Manager, **VATTENFALL SERVICE**
Senior Market Development Manager, **SAP**
Business Development Manager, **SKAGERAK ENERGIE A/S**
CIO, **EPAL**
VP Process & Standardisation, **RWE**
Director ICT, **NS RAIL**
Project Manager, **NUON ASSET MANAGEMENT**
Head of Infrastructures & Networks, **ENEL**
National Deployment Manager, **CENTRICA**
Service Area Manager, **VODAFONE UK**
CTO, **VIDUS LTD, an @ROAD COMPANY**
IT Project Manager, **TDC**
Senior Representative, **CISCO**
Senior Representative, **PANASONIC**
Annabel-Mauve Bonnefous, **HEC Paris**
Charles Besseyre des Horts, **HEC Paris**

To reserve your place, see if you qualify to be a sponsored delegate and hear about more special offers please contact us!

A first-hand insight into the most effective approach to ensure a successful and sustainable relationship with your solution provider
- What products are available? What do they do?
- How to identify potential applications for your systems
- How to build and develop trust between yourself and your solution provider

Facilitated by: Peter Palmer, Integrated Process Solutions, Service Quality Management, **TELSTRA**

The mobile worker of the future
- The people
- The processes
- The technology

Facilitated by: Pol Sweeney, CTO, **VIDUS LTD., an @ROAD COMPANY**

People as a top resource – managing culture
- Employees/team members
- Technical support
- Can technology help when an engineer has an electric shock?
- Emergency buttons/tags – security benefits of mobile solutions
- Health and safety requirements

Facilitated by: Peter Palmer, Integrated Process Solutions, Service Quality Management, **TELSTRA**

Real-time data processing
- How can you ensure reliable, accurate and timely data?
- How can you make real-time data useful?
- Real-time data for quality control & audit requirements

Facilitated by: Miklos Karácsonyi, Project Director, Field Service Management System, **EON IS**

Mitigating risk in your decision-making process
- How to build a successful (and realistic) business case
- 2 examples of a successful decision making process for mobile workforce applications
- How to address implementation challenges for a fully mobile workforce
- Change management requirements

Facilitated by: Laure Simon, Mobility Project Manager, **VEOLIA ENVIRONMENT**; *Janis Armanis, Director, Service Provision Division,* **LATTELEKOM**

And don't miss...

5th April – Post-Conference Master Classes

08:30 – 11:30   **Practical service scheduling for advanced operations**
This course is designed to provide a clear understanding of how you can utilise technology in order to organise and manage your teams in the most efficient way.   You will gain a unique insight into the methods behind service scheduling to improve workforce management by increasing the efficiency of engineers, reducing travel time, providing more jobs a day and increasing productivity.
Coverage includes:
• Daily scheduling – efficiency, flexibility & business improvement
• Organisation of workflows and end-to-end process requirements
• Optimisation of appointment booking & work-order assignments
• Forecasting demand – proactive vs. reactive work orders
• What are the benefits of real-time scheduling for your business?
Paul Brownridge, National Deployment Manager, **CENTRICA**

11:30 – 15:00   **Managing the migration to mobile solutions in your business**
This course offers a good understanding of how to build a mobility strategy that is flexible to meet market changes.   All aspects of building & deploying mobile strategies are presented in a clear, concise format.   In this interactive course you will walk away from this session with a review of:
• The tools & techniques to ensure buy-in from the board
• How to ensure a balanced environment for your field force
• Utilising technology in order to achieve greater operational efficiency
• Addressing implementation challenges for a fully mobile workforce
• Flexibility – leveraging mobile systems to bring new services
Stephane Mariotto, Project Manager, **LYONNAISE DES EAUX**

15:00 – 18:00   **GPRS, 3G, WiFi and WiMax – the ongoing network challenge**
Designed to give a clear overview of the evolving networks available for use today.   This course investigates the need for a new generation of mobile network.   It includes a discussion on GRPS, 3G, WiFi and WiMax, including the benefits of each and the challenges faced by moving to them. Each is extensively reviewed to enable a greater understanding of:
• Which is best for you?
• Transition between networks
• How are networks matched with devices & technology
• Managing the security risk of your networks & devices
Confirmed, Martin Giel, Applications Manager, **SOUTH EAST WATER**; *Martin Morey, General Secretary,* **MOBILE COMPUTER USERS GROUP**. *Invited: Martin Giel, Applications Manager,* **SOUTH EAST WATER**; *Martin Morey, General Secretary,* **MOBILE COMPUTER USERS GROUP**

A LETTER FROM YOUR CHAIR

Dear Colleagues,

I am excited to be the chairperson at Enterprise Mobility Week, April 2006. Many changes have been put in place for this year's meeting that I hope you will find beneficial, informative and exciting. The meeting has been extended to three days to enable both the Utilities and Telecoms sectors to discuss our own pertinent issues as well as being able to combine for many topics common to both sectors.

Enterprise Mobility Week and its programme should enable us all to discuss these issues, listen to how our colleagues are handling these challenges and take those ideas back to our own organisations to help us all improve our business. With this meeting covering topics ranging across the key areas of People, Process, Information Management, Devices and Mobile Strategies, there will be great opportunities for all of us to learn what is being done around the world.

I sincerely hope that you will be able to join us in Amsterdam. I look forward to meeting each of you and sharing thoughts and ideas so that we can all learn to drive the advance of knowledge into our organisations.

Peter G. Palmer
Business Process Manager
Telstra Corporation Limited

TOP REASONS TO ATTEND

- Meet with over 35 specialist practitioners across 50 exclusive sessions to answer all your mobility questions in one place at one time
- Evaluate the best solutions for your organisation
- Learn how to add *even more* value to your service offering
- Take-away vital skills to improve your overall business performance:
  - Service scheduling
  - Process management
  - Synchronisation
  - Change management
- Discover how you can achieve operational excellence to become the service leader of the 21st Century
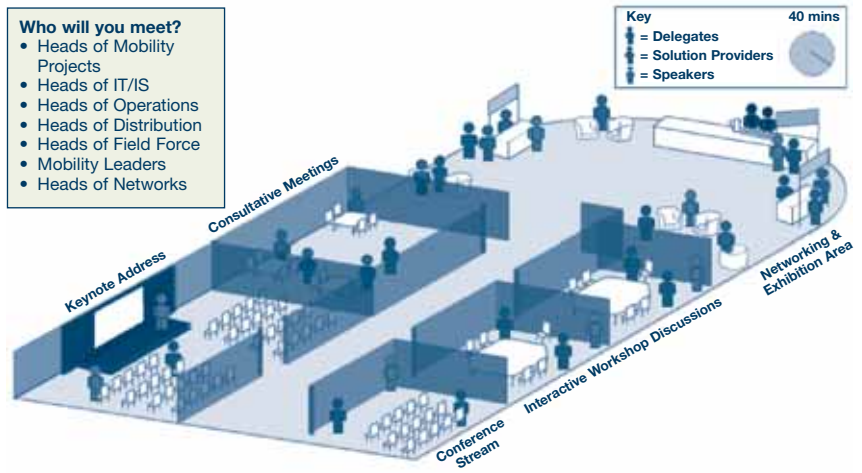
FORMAT INFORMATION

You can tailor a **personalised, individual agenda** to meet your specific interests and business requirements.

The **interactive format** is designed for you to share your experiences and challenges and ensure you receive feedback from your peers, working towards practical solutions to your situation.

Choose a combination of:
- Plenary Sessions
- Keynote Sessions
- Interactive Workshops
- Think Tanks
- Consultative Meetings

EVENT FLOOR PLAN

Who will you meet?
- Heads of Mobility Projects
- Heads of IT/IS
- Heads of Operations
- Heads of Distribution
- Heads of Field Force
- Mobility Leaders
- Heads of Networks

Key   40 mins
= Delegates
= Solution Providers
= Speakers

Keynote Address
Consultative Meetings
Conference Stream
Interactive Workshop Discussions
Networking & Exhibition Area

SUPPORTING PARTNERS

The Mobile Computer Users Group was formed nine years ago to give business users of mobile data systems a forum to exchange ideas and practical information. Founding members included RAC, British Gas, Midlands Electricity, the AA, Cleveland Police, and Transco. Since foundation MCUG meetings and events have provided the opportunity for the exchange of experience across sectors, dealing with issues that involve wireless, systems design, project management, software, hardware, health & safety and human resources. In addition to its own events, the MCUG Secretariat works with external conferences on programme content, and promotes research. Our monthly newsletter is distributed within Service Management magazine. Contact **mail@mcug.org.uk** for more information.

IT-Wireless is a free weekly email briefing covering the latest mobile enterprise solutions, best practices, and case studies. If you are an IT manager or business executive seeking to implement wireless and mobile solutions into your enterprise in the most cost-effective, secure, and effective manner possible, IT-Wireless is a must-read. Sign up today and benefit - it's free! Visit **www.it-wireless.com** for more information.

SPONSORSHIP & EXHIBITION OPPORTUNITIES

If you want to position your company's solutions and expertise in front of the most senior decision makers in the utility & telecommunication industries, then call us on +44 (0)20 7368 9300 to discuss a package tailored to your business goals. Based on the needs of the delegate audience, Enterprise Mobility Week 2006 is accepting limited sponsorship in each of the following categories:

- **Enterprise-wide solutions**
- **Field-force solutions**
- **Asset-specific solutions**
- **Customer Service**
- **Hand-held devices**

Call us today to reserve the best package at Enterprise Mobility Week 2006.

The earlier you contact us, the greater the branding and promotional opportunities available. Gain maximum ROI from your marketing spend by building this event into your plans now and ensure you will be engaging new business in 2006. Call sponsorship on +44 (0)20 7368 9300 or exchange@iqpcexchange.com to discuss your requirements.

TIME	Day 1 Agenda – 3rd April 2006		
08.30–09.30	**08.30 Opening Chair's address** **08.50 Mobility - Transforming Business** Broadband and wireless network deployment is growing rapidly across Europe and can drive business value to SMBs and large enterprises alike. This session will investigate: • How enterprise mobility is moving to mobile clients • Seamless collaboration across multiple networks to generate increased productivity and ROI in a highly secure environment *Chris Parr, Mobility Marketing, INTEL*		

	STREAM A: ENTERPRISE MOBILITY & WORKFORCE OPTIMISATION	**STREAM B: STRATEGIC UTILITIES DISCUSSION GROUPS**	**STREAM C: STRATEGIC TELECOMS DISCUSSION GROUPS**
	Paul Brownridge, National Deployment Manager, CENTRICA	*Martin Giel, Applications Manager, SOUTH EAST WATER*	*Joachim Berg, IT Project Manager, TDC*

09.35–10.15	**Get it right first time: 5 critical new ways to optimise your decision-making process from product specification to implementation**
	Eon IS started their decision-making process in Q3 of 2001… the project began in 2002 and rollout finished in November 2004. The full decision-making process took almost 1.5 years and took into account everything from Eon's business need through to benefits and costs of the products available in the market. The business blueprint was started in October 2002. Miklos will share their lessons learnt including:
	• Collating business requirements to product selection
	• Flexibility vs. complexity of product
	• Change management issues
	  o Culture
	  o Data system change
	
	Miklos Karácsonyi, Project Director, Field Service Management System, EON IS
		Mobility solutions may bring efficiency and successful ROI to your field force, but is it possible to leverage these systems to bring new services and more value to your customers?
		In just a few years, Yorkshire Water, the 9th largest utility in the world, went from being the lowest ranked water utility in the UK, to the highest, with top ratings for customer service. In 2003, The Gartner Group awarded Yorkshire Water its European Excellence Award for CRM. In 2004, Yorkshire Water was acknowledged with another award for outstanding customer service and operational excellence, winning Utility Company of the Year at the UK Industry Achievement Awards. A core element of Yorkshire Water's award-winning IT infrastructure is MDSI's Advantex for enterprise-wide mobile workforce management.
		• How Yorkshire Water's Advantex r7.7 implementation has helped them make a dramatic turnaround in customer service and operational efficiency
		• How the enhanced next-generation Advantex r8.0 solution can help utilities realise even greater productivity gains and returns on investment across the enterprise
		David Wintle, Sales Director UK & Eire, MDSI
			How can you use mobile devices & applications to meet business flexibility?
			• Understanding the market and building a mobility strategy which is flexible to match market changes
			• The tools and techniques to use in order to overcome the challenges of business change
			• A holistic approach to mobility for your company
			
			Reserved

10.20–11.00	**Targeting the social and behavioural post-implementation challenges of a mobile business strategy** The implementation of a mobile business strategy, using various technologies and tools (laptops, smartphones, PDAs.), generates various social and behavioural challenges within organisations. The preliminary results of an empirical study indicate that managers and employees perceive the benefits but also the negative impact of these technologies such as: • Performance improvement, time optimisation and autonomy • Greater delegation but also control of activities • Information overload, stress, urgency, life unbalance *Professor Charles H Besseyre des Horts, Associate Professor, Holder of the Research Chair HEC-Toshiba "Mobility & Organisation", HEC Paris School of Management* *Annabel-Mauve Bonnefous, Doctoral Candidate, HEC Paris*	**Workforce management for operational excellence at Enel** Since 2004, Paola has been responsible for the medium- and low-voltage electric network business area – an organisation based on 11 regional, 130 local and 500 operative units. There are 24,000 employees in total. This session will look at the main functionality of the project at Enel: • Logistic support to crews with a standard GPS Satellite Navigation integrated with proprietary GIS • Fleet management system • Single mobile interface on field for all business processes • Fully integrated data across the organisation from field to office *Paola Petroni, Head of Infrastructures and Networks, ENEL*	**Mobility solutions may bring efficiency and successful ROI to your field force, but is it possible to leverage these systems to bring new services and more value to your customers?** The Deutsche Telekom T-Com is just going live with its second-generation Field Service Solution. The solution, developed together with the T-Systems, combines the mobile access for the technician with different peripheral equipments. This session explains the targets of the solution beyond affectivity. • Opportunities provided by mobile solutions added to a modern scheduling system • Changes in communications to the customer *Michael Borgert, VP Requirement Management, DEUTSCHE TELEKOM*
11.00–11.20	MORNING REFRESHMENTS		
11.20–12.00	**Synchronising workflows, work orders & processes into the field and back again** Most often, companies are satisfied with improving the way work orders are assigned to field engineers. "Street level routeing" and "continuous re-shuffling of orders" are concepts that usually pop up. Lots of gains, however, can be won by combining this with a more pro-active approach, right from the moment when the order is taken. • Identifying which processes to use • What is the aim of synchronisation? • Organisation of workflows and process requirements between office and field • How to link mobility with work force optimisation *Kris Adriaenssens, Business Process Improvement Manager, BELGACOM*	**How can you achieve operational excellence around service mobility by fully leveraging an end-to-end mobility solution?** Over the past 5 years, Yorkshire Water has moved from being a poorly performing water company to arguably the best, delivering class-leading levels of operational efficiency and customer service. Full integration of mobile working into the business has been a key enabler in this transformation. Significant and sustainable business benefits have been delivered through the exploitation of mobile technologies in the effective management of the company's 600+ mobile field technicians. The workshop will focus on the following key areas: • Processes - the importance of integrated, end-to-end business processes • Technology - equipping field technicians to work in a truly mobile and professional way • Achieving success - overcoming the blockers and barriers • Sustained benefits - creating a framework for continuous improvement *Duncan Bennett, IT Change Programme Manager, YORKSHIRE WATER*	**Performance measurement: defining success factors and meeting them** • Score cards, metrics and indicators • Utilising technology in order to achieve operational excellence • How to measure successful change management *Reserved*

12.05-12.45	**How to manage and support a mobile workforce** Supporting your workforce post-implementation of mobile systems provides significant challenges for your business. Relationships with IT providers and communication with peripatetic staff become key issues. • Keeping the workforce informed and briefed on business issues • How to manage and control the relationship with your IT provider • Improving the functionality of your systems in response to workforce feedback *Guy Jefferson, Customer & Performance Director, Energy Networks England and Wales,* **SCOTTISH POWER**	**How can you obtain a better understanding of the criteria and decision-making requirements for mobile solutions in your business?** This session will look at the best ways to manage mobility, including: • Database synchronisation • 'Desktop virtualisation' project at Southern Water • Data security requirements *Reserved*	**Use of wireless public 'hotspots' by NS Rail: lessons learnt** Learn how NS Rail have added value to their customers and staff by the introduction of mobile 'hotspots' to their services. • Implementation • Process • Value-added services *Paul Diercks, Director ICT,* **NS RAIL**

12.45-14.00	LUNCH

14.00-14.40	**Developing a successful training programme to complement your overall mobile business strategy** Many organisations focus most of their time and efforton building and deploying systems and do not pay the same attention to training, and to their end-user's understanding of the deployed systems. Frequently systems are introduced along with other initiatives that may or may not be complementary. We will discuss how we at Telstra handle these issues and outcomes. • What type of training is required to render your Mobile Strategy and Solutions successful? • How do you determine competency after training? • How can you fit training with other initiatives? • How do KPI's and varying remuneration packages affect training pickup and compliance? *Peter Palmer, Integrated Process Solutions, Service Quality Management,* **TELSTRA**	**How can you ensure flexibility in mobile applications to meet changing business needs?** ENECO Infra Services went live with the first phase of their mobility solution in March 2004 and the next phase in November 2005. Major systems within ENECO Infra Services include SAP R3, Maximo, Smallworld GIS and a homegrown customer and billing system. Integration with SAP modules will be based on a combination of Biztalk and SAP XI. This session will look at how Eneco have selected an implemented mobility tools and why. • Understanding the market • Hear about the tools and techniques you can use to overcome the challenges of business change at ENECO Infra Services • A holistic approach to mobility for your company *Stuart Booy, Information Architect,* **ENECO INFRA SERVICES**	**Corporate Mobility: how can you obtain a better understanding of the criteria and decision-making requirements for mobile solutions in your business** Mobility solutions need not be restricted to your off-site field staff. Attend this session and discover how you can harness mobile technology to benefit your internal office staff and improve business efficiency that way. • Database synchronisation • An office away from the office • Data security **PANASONIC & CLIENT**
14.45-15.25	**Device & IT asset management: Field Service Automation (FSA) at Nuon** The Field Service Automation project at Nuon is in the implementation stage. Nuon decided to use FSA due to business requirements and to provide the engineers with new tools, including mobile computers, to enhance their way of working. They also identified the benefits it would bring them including reducing operational costs and the ability to meet the work demands more efficiently and effectively. Roland Brussen, who oversees this project, will talk about the process in detail including: • Process and outcome of functionality vs. technical implementation: product selection & specification • How to overcome the challenges of FSA implementation • Overcoming the blockers • Future goals *Roland Brussen, Project Manager,* **NUON ASSET MANAGEMENT**	**Synchronisation: how to combine several business processes, with their own rules, between different information systems and a single user into the field** Dalkia has designed a new tool for their workforce, based on experience and business process improvement. More than 7000 technicians are involved in this project. • A large functional scope: maintenance, energy management, call outs... • A project included in a global operating tools strategy • An international approach *Damien Bonte, Director of Operating Methods,* **DALKIA**	**OPEN DISCUSSION** **How can you use remote device monitoring to add value to your service and improve customer satisfaction levels?** Open discussion group looking at: • How to develop a remote monitoring strategy • The value proposition fulfilled by an investment in remote device monitoring and management • What are the challenges and concerns faced by customers involved in these projects? • Taking advantage of device-relationship management • How to add value by using remove device monitoring

15.25-15.45	AFTERNOON REFRESHMENTS

15.45-16.25	**What are the implications of the wireless continua?** With the bewildering growth of communications options, and with business processes now increasingly relying on high levels of connectivity, businesses need solutions that can take advantage of most available wireless systems without user intervention. In this keynote we look at the problems, opportunities, and strategies used in making wireless connections agnostic and seamless, set against the reality of the natural physical and engineering limitations of a finite earth resource – 'wireless bandwidth'. • The risks and issues of a 'wireless-business' strategy • Some approaches to seamless connectivity • Separating the hype from the reality *Martin Morey, General Secretary,* **MOBILE COMPUTER USERS GROUP**	**Increasing efficiencies in utilities' customer service and maintenance by extending back-office processes to the field** This session will discuss various case studies from utilities operating transmission and distribution networks, which have implemented mobile asset management and mobile customer service solutions from SAP. • Importance of a holistic approach to operating transmission and distribution networks out in the field • Supporting field processes for meter reading, installation, inspection, outage management, connections, and disconnections • Achieving reduced order lead times, optimised scheduling and resource management, accelerated collections, and reduced invested capital *Michael Weise & Roman Chrustowski, Senior Market Development Managers,* **SAP**	**Synchronisation: process optimisation and harnessing mobility into the field and back again for a primarily proactive workforce** In this session the aspects of how processes can be adapted to optimise appointment booking and work order assignment will be looked at. Most often, companies are satisfied with improving the way work orders are assigned to field engineers. "Street level routeing", "continuous re-shuffling of orders" are concepts that usually pop up. Lots of gains however can be won by combining this with a more pro-active approach, right from the moment when the order is taken. • Workflows • Workorders • Processes *Kris Adriaenssens, Business Process Improvement Manager,* **BELGACOM**

Restricted Access: Sponsored Delegates Only

Day 1 Agenda Continued – 3rd April 2006

16.30-17.10

OPEN DISCUSSION

How to predict and mitigate major network security risks
With remote devices accessing your networks, security and authentication becomes even more critical and the risk of breaches multiply. Open discussion group looking at:
- Data security: what are the potential security implications?
- Managing the security risk of your networks and devices
- How to mitigate the risk of network breakdown
- How to mitigate the risk of Cyber Terrorism

Overcoming the cultural and behavioural challenges of implementing a mobile business strategy to boost productivity.
Case Study: National Grid.
Implementing technology to support mobile workforce management is challenging enough, but how do you ensure that people use the systems and processes as designed to achieve the business benefits? This session will draw on experience from National Grid and other client examples, and will focus on lessons learnt and the tools and techniques to support effective delivery of a mobile workforce. The discussion will focus on:
- Field supervisor enablement
- Field performance manager
- Operational process compliance
Steve Randle, Partner & Antony Cook, Manager, **ACCENTURE**

How to move from a manual to an automated process
Alan is responsible for the deployment & support of Vodafone UK's Radio Network for the much of the Midlands, Northern England and Wales. He has been a manager of field engineer staff for 6 years and is the executive sponsor for the project to deliver automated scheduling for field engineers, Phase 2 of which is currently underway.
- The experiences, pitfalls, successes and issues of introducing mobile workforce management and automated scheduling to field staff
- The importance of process/change management in gaining those elusive business benefits

Alan Peacock, Service Area Manager, **VODAFONE UK**

17.15-18.00

Workforce management for operational excellence at Enel
Since 2004, Paola has been responsible for the medium- and low-voltage electric network business area – an organisation based on 11 regional, 130 local and 500 operative units. There are 24,000 employees in total. This session will look at the main functionality of the project at Enel:
- Logistic support to crews with a standard GPS Satellite Navigation integrated with proprietary GIS
- Fleet management system
- Single mobile interface on field for all business processes
- Fully integrated data across the organisation from field to office
Paola Petroni, Head of Infrastructures and Networks, **ENEL**

Day 2 Agenda – 4th April 2006

09.00-09.30

Morning Networking Session & Chair's Recap

STREAM A: ENTERPRISE MOBILITY & WORKFORCE OPTIMISATION	STREAM B: STRATEGIC UTILITIES DISCUSSION GROUPS	STREAM C: STRATEGIC TELECOMS DISCUSSION GROUPS
Paul Brownridge, National Deployment Manager, **CENTRICA**	*Martin Giel, Applications Manager,* **SOUTH EAST WATER**	*Joachim Berg, IT Project Manager,* **TDC**

09.35-10.15

Service scheduling: how to organise, control and manage your assets and teams
The adoption of a multi-product/service strategy at BSkyB has necessitated the need to rethink current scheduling practices. The resulting initiative to deploy a comprehensive service optimisation suite is viewed as the foundation to support the new strategy. As a result, the approach to job scheduling has been transformed, with the focus being on:
- Forecasting accurate demand for all job types
- Developing viable capacity plans for resources, both on near and far horizons
- Dynamic real-time on-line scheduling of work to engineers

Sanjay Ravindran, Senior Project Manager, **BSKYB**

Business Process Management for Utilities - strategy-driven service delivery leading to operational excellence
By exploring case studies of successful companies, delegates will learn to:
- Identify typical sources of inefficiencies in utility and energy service delivery
- Balance opposing forces when setting a service strategy
- Understand scorecards, metrics, indicators and their roles in service delivery
- Utilise technology for optimal decision-making and consistency of service
- Manage change around the people, the processes and the technology
David Schapiro, Executive VP of Markets and Products, **CLICKSOFTWARE**

Overcoming the cultural and behavioural challenges of implementing a mobile business strategy to boost productivity
The Deutsche Telekom T-Com changed their mobile business strategy a second time, with its second-generation Field Service Solution. This session shows the impact on the technicians and the management at some steps of the implementation.
- Changes in responsibility and freedom
- Higher transparency
- "Big Bang" vs. gradual implementation strategies

Michael Borgert, VP Requirement Management, **DEUTSCHE TELEKOM**

10.20-11.00

Trend: Mobile Data Handling – From Meter Reading to Debt Collection
- Why mobile data handling?
- Market requirements: basic needs, hidden costs
- Efficiency and quality advantages for the customer:
  - Fast, flexible data entry/capture and data transfer
  - Data import and export considering data security
  - Data entry and additional services

Alois Weig, Managing Director, **ENSECO GmbH**

Proven strategies to manage and support your mobile workforce
Yorkshire Water's Field Workforce of more than 600 technicians has successfully moved from depot working, with paper- and voice-based work management processes to fully embracing the benefits of true mobile working. This workshop will explore how the company has delivered and continues to support this step-change in business performance, focussing on:
- The importance of an integrated change management strategy
- Training and on-going coaching programmes
- Communication with a mobile workforce
- Challenges and issues to overcome
Duncan Bennett, IT Change Programme Manager, **YORKSHIRE WATER**

Repeat of most popular workshop

11.00-11.20 — MORNING REFRESHMENTS

11.20-12.00

Implementing a fully mobile system – lessons learnt
RWE are currently implementing a mobile solution suitable for the maintenance and provision of water, gas and power, with a particular focus on process optimisation and standardisation. Mobility solutions have been in place for 3 years and the past year has been spent defining the future concept and they are currently planning a duty plan for suppliers. They are investigating GIS options at present, but have not

Overcoming the 'big brother' conflict of tracking devices in your field force
ScottishPower's Energy Network business commenced the implementation of a tracking system in September 2005. While the technology decisions associated with implementation were critical, managing the staff perception of the system and communicating its intended use proved to be the greatest challenge.
- Planning a communication and negotiating strategy

Proven strategies to manage change via a project for your mobile workforce
The successful deployment of a new scheduling service requires the co-ordination of the efforts of a number of suppliers, the management of numerous stakeholders, at the same time as maintaining the motivation of a project team over an extended period. This workshop will focus on the importance of an appropriate strategy, strong relationships and the enhanced communication necessary for the successful deployment to a mobile workforce.

TIME			
	successfully found a provider who is suitable for their requirements. • Product specification • Cultural challenges • Full-scale rollout *Clemens Hecker, VP Process & Standardisation,* **RWE**	• Overcoming staff perception of "Big Brother" issues • Staff reaction post implementation • Trade Unions *Guy Jefferson, Customer and Performance Director,* **SCOTTISH POWER**	• Importance of the "right" implementation strategy – "big bang" vs. phased • Manage & control relationships with internal departments and suppliers • The special challenge of a mobile, entirely home-based engineer workforce • The need for a comprehensive communication strategy to support the change initiative *Sanjay Ravindran, Senior Project Manager,* **BSKYB**
12.05-12.45	**PANEL DISCUSSION – GPRS? 3G? WiFi? WiMax? The ongoing debate of networks and communications: what will work for you?** • The pitfalls, drawbacks and advantages of these potential routes • When to go in • How to identify if a system can move between different networks without difficulty *Martin Giel, Applications Manager,* **SOUTH EAST WATER**; *Ian Cameron, IS Project Consultant,* **SIEMENS COMMUNICATIONS;**	**How do you manage contractors, the people, the process and the data interfacing? AMR: Strategy or Technology?** Skagerak Energie decided in early 2005 to work together with Telenor Cinclus regarding issues around Automated Meter Reading. The market maturity was evaluated and it was decided to do installations in three phases, starting on a small scale. • Strategic and technological background • Change management and system changes • Future perspectives *Oystein Skråmestø, Business Development Manager,* **SKAGERAK ENERGIE AS**	**How can you fully integrate data across the organisation from field to office?** • Integration of processes & standardisation of systems • How can you react to market changes more quickly? • How can you bring technology together to make it cost-effective and secure? *Matthias Stemmler, Principal System Consultant, Mobility Centre,* **SYBASE**
12.45-14.00	LUNCH		
14.00-14.40	**How to use mobile applications to meet business challenges and improve customer service** Vattenfall Service (Energy & Utilities) is a Swedish energy supplier, serving millions of business and household customers across Sweden. Its service department has around 1300 field service technicians who are responsible for building and maintaining power lines and energy plants. Following the industry's deregulation in Sweden in the mid-1990s, Vattenfall Services braced for a wave of new competition and began looking internally for ways to boost efficiency and to be 'number one' for the customer. The driving principle was to decrease administrative costs and develop business process. Today, all businesses are under increasing pressures to reduce costs and improve service. • How can you improve customer service, productivity and minimise cost by implementing a mobile system for field workers? • Which are the most contributory factors to make a mobile implementation successful and profitable? *Sivert Rutgersson, IT Manager,* **VATTENFALL SERVICE**	**How can you fully integrate data across the organisation from field to office?** Epal are currently running 5 project relating to mobile technology from on-site approval inspections, through to GIS and CRM tools. This session will consider: • Successful training programmes to complement your overall business strategy • Device management: how do you manage the upgrades, servicing requirements and development of your mobile solutions? • Mobility solutions as a tool for management • Full integration from field to office *Novais Reis, CIO,* **EPAL**	**IT asset management for mobility** Many businesses which embraced mobile computing early are now embarking on their second- or even third-generation of mobile equipment and mobile applications. When the euphoria of the initial rollout and the harvesting of the early cost-benefits is over, how do we keep things going, justify upgrading, manage users, aging software, and aging equipment? • 'Mind the gap' - that tricky period of life between year 3 and year 5 for your mobile hardware • Does buying rugged equipment actually deliver longer life and better ROI? • What do you say to the finance director to justify upgrading your current mobile systems? *Martin Morey, General Secretary,* **MOBILE COMPUTER USERS GROUP**
14.40-15.25	**Competitive advantage: how to implement an end-to-end mobility solution** Eltel have had a mobility solution in place for at least 3 years across 9 different countries for a 6000-strong workforce. This session will investigate how they have used mobile technology as a tool for competitive advantage. • Using mobile applications to improve customer service • How can you add functionality to your workforce? • Leveraging the relationship with your solution-providers to add value to your service *Martti Ketela, CIO,* **ELTEL NETWORKS**	Repeat of most popular workshop	Repeat of most popular workshop
15.25-15.45	AFTERNOON REFRESHMENTS		
15.25-16.30	**OPEN DISCUSSION** — **New opportunities with RFID: transforming your field force and adding new dimensions to your service** • What systems are available? • How do you integrate it with the mobile systems you already have in place? • Use of RFID for planning purposes	**Live demonstration of Vattenfall's technology: pilot scheme to full-scale roll out** Our plans are to make a live demonstration of our system over the Internet. We will share our experience from the first pilot study, to a full-scale rollout. We will bring with us handheld devices and demonstrate their function. There will also be plenty of time for consultation and questions. This session will provide you with the opportunity to have some 'hands on' use of the mobility solutions used at Vattenfall Service. *Sivert Rutgersson, IT Manager, & Conny Frankenberg, Project Manager,* **VATTENFALL SERVICE**	**Spatial information for asset and people management** The spatial dimension of asset data is an essential element in the overall asset-management process. How can operational effectiveness be increased by data integration in a spatial environment? This session will provide a strategic view on the delivery and integration of spatial data. • GI not GIS! How can you deliver spatial / geographic data without being a 'prisoner' of the system? • What are the underlying business and technology drivers? *Martin Giel, Applications Manager,* **SOUTH EAST WATER**
16.30-17.10	Closing Plenary *Reserved,* **CISCO**		

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☐ Master class 2 - Managing the migration to mobile solutions in your business (11:30 – 15:00 including lunch)
☐ Master class 3 - GPRS, 3G, WiFi and WiMax – the ongoing debate of networks and communications (15:00-18:00)

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