

Apps Employ Intel® Technology to Enliven Customer Experiences

Avanade's mobile enterprise applications bring data out of the back office



CHALLENGES

- **Enhance customer experiences** by making data accessible—and usable—in more places.
- **Secure enterprise data** across all corporate tablets and laptops.
- **Make tasks more efficient** by employing mobility and touch.

SOLUTIONS

- **Avanade develops applications** that transform user experiences on Intel® processor-based Ultrabooks™ and tablets.
- **Intel® Anti-Theft Technology** helps ensure critical customer and business data security if the device is lost or stolen.¹
- **Intel® Advanced Encryption Standard New Instructions** (Intel® AES-NI) encrypts data faster, so representatives can focus on the customer experience.²



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—Patrick Halcomb,
Manager of Business Development,
Northwest Region,
Avanade

Driving Customer Engagement

Avanade is taking customer experiences to a new level, from helping a national retail chain know when to display in-demand merchandise, to providing up-to-the-minute financial reports for banking clients. Avanade develops enterprise applications for Intel® platforms based on Windows* 8 that take advantage of mobility to pinpoint and fulfill customer needs.

Designed especially for use with Intel® Core™ i5 processor-based Ultrabooks and Intel® Atom™ processor-based tablets, Avanade's applications bring critical data out of the back office and into the hands of managers, sales reps, and customers.

"When information is accessible on a mobile, lightweight tablet or Ultrabook, the service rep doesn't have to leave a customer's side or sit behind a desk," said Patrick Halcomb, manager of business development for Avanade's Northwest region. "It's also much easier to get to the information you want on a touch device,

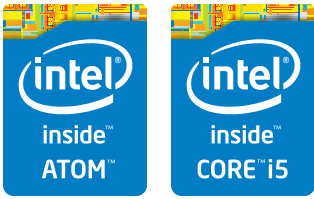
rather than on a website that you would have to click through. It keeps more of your attention focused on the customer."

Mobile Device Management

It wasn't always possible to ensure client security on mobile devices. Tablets equipped with Intel Atom processors have changed the game.

"The first consumer tablets could not be secured in an enterprise," said Halcomb. "Intel-based tablets on Windows 8 can authenticate the user, device, data, and management of the device itself. With this level of tablet security, it's much easier to deal with lost or stolen devices."

Ultrabooks with Intel Core i5 processors have a host of features that help keep data and identity safe. "There are security capabilities throughout the Intel processor stack, starting from the chip and all the way up," said Pierce Hofman, director of solution architecture and mobility at Avanade.



Intel® Atom™ and Core™ i5 Processors Bring Unprecedented Security to Mobile Devices

To start, enterprises can choose devices with the Intel® vPro™ platform for easier manageability and data security.³ Intel Core i5 processors also have Intel Advanced Encryption Standard New Instructions, which encrypts data faster, without slowing system performance.² Finally, Intel Anti-Theft Technology protects data by disabling lost or stolen laptops from anywhere.¹

Making Data Dynamic

In the finance industry, it's all about the numbers. But for one national bank based in New York, getting up-to-date figures while away from the office wasn't easy. Reps usually prepared reports and printouts before traveling to meet with an institutional investor. By the time they reached the client's office, the information was out of date.

The bank asked Avanade to develop a custom, touch-enabled CRM application that could be accessed securely from tablets or Ultrabooks. Not only is the data more current, but it's also dynamic. "Now, the bank's representatives can sit down with an investor and invite him or

her to interact with the data and create various scenarios. It really changes their conversation," said Hofman.

More Effective Retail Activities

Retail is all about getting in front of customers with the products they want. However, half of the store managers for one large retail chain said they had no visibility into the previous day's or week's sales. In addition, it was incredibly time consuming for managers to complete paper checklists and log them in from the back office.

Avanade developed a mobile application to pull activities into a digital checklist that managers can quickly complete while on the sales floor. Another app aggregates the sales reports from all stores, so that store and district managers can pull up the information as they walk into a location.

"Now they can access the sales information, understand trends and how they're performing against goals, and take actions to course-correct," said Hofman.

Thanks to this two-way communication, stores can try different activities, like

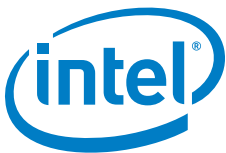
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responding to changes in the weather, to increase revenue. "Let's say that the store is prepared to put all the sunglasses up front on the first sunny day in March in Seattle," Hofman said. "When you can easily see your data, you can start to think of ways to drive additional sales."

Discover how mobile applications can help enterprises bring data into more places. Please contact Win8Studio@avanade.com to learn more.

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