Study of the Models of the Mobile Business Promoting the Business Informationization Development

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Abstract: The business information is the core of the competitive power of the enterprise and the means of improving the achievements of the enterprise. It is the topic that shall be studied in every age how to make the enterprise always have the advantageous competitive power by improving the competitive power of the business informationization in the rapidly changing market environment. With the rapid development of the information technology and the communication technology, the connotation and extension of the business informationization are continuously extending, the mobile business is becoming one of the important links of the business informationization application and it will increasingly and deeply influence the components and competitive power of the business informationization of our country. With the deep-going study of the mobile business and the competitive power of the business informationization in the paper, it is presented that the modern enterprise shall make full use of the mobile business to improve the competitive power of the business informationization and the detailed models of the enterprise truly incorporating the mobile business into the business informationization to effectively promote the development of informationization are analyzed.

Key words: mobile business, informationization, competitive power

Introduction

With the rapid development of the world economy and the revolution of new technologies represented by the computer and network communication technology, great changes occur to the general environment of the modern enterprises. Facing the development of the knowledge economy and the information society, the enterprises of our country have realized the full play to the multiplying role that the information technology plays in the economy of the enterprises by the construction of the business informationization. However, the enterprise shall combine the new and effective management and service means if it wants to establish the new and systematic IT management information platform. As one of the important links of informationization application, the mobile business, depending on the advantages of timeliness, rapidness and low cost, is becoming the innovative element and important component of the enterprise building the uniform informationization management platform and also increasingly and deeply influencing the informationization components and competitive power of the enterprises of China. The data of the CCW Research show that the sales volume of the mobile informationization market of China reaches 14.7 billion yuan RMB in 2007 and the growth rate is 31.3%, compared to that in 2006. The dynamic force for growth comes from the rapid development of the mobile government affair and mobile business application. With the application of the mobile business platform, the enterprise can realize the mobile, electronic and network management and services, provide the high-efficiency, good-quality, standardized and transparent, real-time available and electronic interactive omni-directional management and services for customers. This is also the connotation of the business mobile informationization.

However, the study of the application models of the mobile business in the business informationization in the theoretical circle at home and abroad is at the stage of gathering momentum at present. Professor Ngai concludes from 149 research papers related to the mobile business that the current study basically focuses on the following categories, that is, wireless network technology, basic theory of the mobile business and study of the mobile business cases. Huang Wei, etc. presents in the overview of study of the mobile business at home and abroad that the study of the mobile business is distributed in 5 fields at present, that is, study of the basic theory of the mobile business, study of the
wireless network infrastructure, study of mobile middleware, study of the limitless user terminal and study of the mobile business application and cases [4]. In the meanwhile, the application of the mobile business in the enterprises is also limited to some fields such as sales, physical distribution and service, etc. The application modes are simple. Nearly all focus on the short message and no advanced technology means of the mobile business is fully applied in the business informationization. In this period, it is especially important to study the models of the mobile business promoting the development of the business informationization. On the one hand, it enriches the informationization and the theoretical contents of the mobile business; it provides the practical guidance for how the enterprise effectively apply the mobile business, helps the enterprise determine how to use the mobile business to develop the business informationization and improve the competitive power on the other one. In the paper, it is thought that the following models shall be taken for the application of the mobile business in the business informationization, that is, mobile office model, entry, sale and storage mobile management model, market and sales information mobile management model, mobile customers’ relationship management and mobile marketing model.

1. Brief Introduction of the Mobile Business

At present, there are many definitions on the mobile business in the theoretical circle. The mobile business is mainly defined from the three perspectives, that is, technological perspective, business model perspective and the perspective of combination of the above two. From the technological perspective, the mobile business is generally defined as any electronic transaction or information interactive treatment by use of the mobile equipment and the mobile network (wireless network or public exchange network) with the actual observable transfer of values occurring in the process of exchange of information, services or articles [2]. From the business model perspective, the mobile business is defined as a new electronic business transaction mode, which is carried out by the mobile communication equipment and cooperates with the use of wireless communication network and other wired e-commerce technologies and is called the mobile business after it is integrated (Siau et al., 2001) [3]. From the combination of the above two perspectives, the mobile business is defined as the convenient and popularized business realization activity with the rapid management capability and increment capability, carried out in the mobile state by the mobile business resolutions between some communication terminals such as mobile phones, etc. or the mobile terminal and the network information terminal such as PC, etc. under the support of the network information technology and the mobile communication technology [5].

It can be seen from the above definitions of the mobile business that the concept includes two aspects in whichever perspective the mobile business is defined. One is the technological carrier, that is, the mobile communication equipment and wireless network and the other is the transaction contents, that is, information and services as well as transfer of values in the process of transaction. It can be seen that the mobile business is a business model not limited by time and space, helping the enterprise and mobile workers of the enterprise transmit information at any time and producing values. It can help the enterprise improve the working efficiency in the process of operation and management on the one hand; it is greatly beneficial for the guidance of the workers outside by the effective use of the resource pool and the expert pool of the enterprise.

2. Mobile Business Construction Demand Analysis

The key for the modern enterprise to improve the competitive power in the market is to reduce the business operating cost, increase the business production efficiency, expand the business sales channels and improve the customer service quality. The mobile informationization is to realize the mobile, electronic and network management and services from the three levels of application, services and network on the basis of the comprehensive communication platform consisting of the modern mobile communication and mobile internet technology. In fact, it is to make full use of the mobile communication technological means such as sound, message, WAP, flow media technologies, adopt the
mobile business service models and incorporate these technologies and models into the business operation and management as well as help the enterprise improve the efficiency of operation and management, which not only meet the key demand of the enterprise improving the competitive power in the market but also comply with the characteristics of informationization of China as a whole. With the coming of the 3G Age, the business mobile informationization will further be developed and deepened and become the indispensable component of the business informationization in the future, and some business informationization demands such as mobile OA, mobile ERP, mobile CRM and mobile marketing, etc. will become more obvious in the future, the enterprise will plan and design the construction, optimization and upgrading of the business information system in the future with the help of the special mobile information resolutions and lay a solid foundation for the construction of the advanced modernized management platform of the enterprise in the future. The chart below describes the developing factors and internal demands of the business mobile informationization.

The enterprise makes use of the mobile and wireless communication systems to extend the coverage of the IT system and carries out some promotion activities such as advertising promotion, which have been gradually accepted by all the industries and fields. At present, the domestic industry where it is most widely applied is the consumable industry. Guangming Milk Industry begins the support of the mobile sales from 2001. It mainly uses the mobile informationization to realize the collection, statistics and analysis of the real-time sales of products. More and more domestic enterprises of petrochemical industry, insurance, automobile and telecommunications, etc. set out to develop the mobile business to build their own business mobile informationization systems. More and more industries are applying the mobile informationization and at the same time, the scope of application of the mobile informationization in the business flow of the enterprise is continuously expanding. The enterprise can obtain the returns of technological investment from two aspects for the construction of the mobile informationization: increasing profits (improve productivity, reduce faults, flowing sales, rapid response capability to the changing environment) and reducing the cost (reduce the customer’s support, reduce the call centers, simplify the ordering mode, save the management time and expenses, customer’s expenses and supply chain management). In fact, the business mobile informationization changes not only the speed and mode of obtaining information but also the inherent modes of business interface,
signing of contracts, delivery of payment for goods, inventory management, flowing vehicle transfer and tracking and inquiry of the moving targets, etc. and brings about the great reform of the traditional marketing management and business management. The enterprises of China shall be adjustable to the reform and promote the reform in the process of their development.

3. Mobile Business Service Models of the Enterprise

The business mobile informationization depends on the wireless network technology of business, which has the great energy and business values. It is applied in the different levels for the employees in the enterprise, customers, suppliers and final consumers, etc. However, it is not the simple application that can realize the great business value. It shall necessarily be the service model that has the business value capability and can meet the demand of the enterprise and customer’s demand so that the business mobile informationization can truly become the boosting engine of the rapid development of the enterprise, all the resources of the company can be organized and the information value can be represented and created. In the paper, the mobile informationization service models are classified and dealt with in details according to the inherent demand of the enterprise for the mobile informationization and its development direction.

3.1- Mobile office model

The business mobile office service model mainly includes the following contents:

★ Transfer some functions such as official documents, address lists, schedules, file management, notices and declarations and trips dispatched to the employees as a whole plan, etc. in the original OA system to the mobile. The enterprise can transmit the relevant information in the mobile equipment to improve the purpose of timely and wide notice. The employees of the enterprise can carry out the mobile office in any place at any time and high-efficiently and wonderfully support the sudden accidents and emergent accidents, including signature and approval, etc. of the workflow of the OA system coordinating office platform.

★ Send down the relevant knowledge of management and products, etc. for propaganda through the mobile informationization platform at any time, help the employees timely grasp the change of the business management and development of products, etc., and at the same time the employees can send the demand instructions, obtain the business information and the employees working outside are easy to realize the mobile office.

★ The management decision-makers can know and inquire the financial conditions of the enterprise in any place at any time by sending instructions to the mobile office system via the mobile terminal, accept the warning of all the indexes and make decisions at the first time, which greatly facilitates the management in other places.

★ The system automatically sends the blessing message to the employees in some special dates such as the employees’ birthdays and holidays, etc. It can reflect the care of the enterprise for the employees, create the more humanistic business culture and motivate the employees’ enthusiasm in work.

★ Collection of positions of equipment, cargo and personnel, tracking of the sales persons of the enterprise, etc. It facilitates the management of the employees outside of the enterprise.

★ The employees record the schedules in the mobile office system, which will automatically send message to remind them. The employees can also carry out customer’s memorandum management, inquiry of the customers’ information at any time and send groups of message to customers in the remote control, etc.

The detailed model is shown in the following chart:
3.2 Entry, sales and storage mobile management model

The construction of the entry, sales and storage mobile informationization mainly includes the following contents:

★ Carry out the real-time information uploading via the mobile terminal, mainly including collection of entry, sales and storage data of the terminal such as collection of entry, sales and storage data of the terminal shops of medicine, food and soft drinks, use of equipment such as collection of the oil well equipment operating state data of the petrol industry, etc.

★ The material man of the warehouse makes use of the mobile terminal to reflect the information of each cargo to the mobile management system in real time and each operator does not need to return to the office to complete sending of the production notice notes, tracking of the production schedule and delivery of finished products.

★ The warehouse management personnel can grasp the inventory of each warehouse at any time and carry out the transfer between the warehouses in time via the mobile terminal.

★ The salespersons can obtain and inquire the sales information in real time via the mobile entry, sales and storage system.

★ The purchasers upload the purchase information and suppliers’ information to the mobile management platform and inquire it in real time, thus realizing the dynamic management of incoming cargo, sales and inventory.

The detailed model is shown in the following chart:

![Chart 2 Mobile Office Model](chart2)

3.3 Market and sales information mobile management model

The market and sales information mobile management model mainly includes the following contents:

★ The salespersons of the enterprise send the orders and shipment information to the database of the enterprise via the mobile terminal at any time and automatically print the statements for analysis and decision-making, which can effectively avoid the delay of time and distortion of data and provide a good decision-making tool for the enterprise. At the same time, the reported data of the salespersons can be regarded as the indexes of examination of achievements of the enterprise, connected with the salary, which effectively improves each salesperson’s enthusiasm.

★ The salespersons collect the customers’ and competitors’ information and send it to the collecting platform of the enterprise via multiple modes of data collection such as mobile message, mobile website, telephone sound, mobile customer’s terminal and special terminal, etc., which provide a scientific criterion for data for the enterprise to analyze the customer’s behavior and grasp the competitor’s behavior in time.

★ Collection of consumption in the market, for example, the medicine industry needs to collect...
some contents such as prescriptions by the doctors of the medical points or case history, etc., collection of implementation of the promotion activities, for example, collection and feedback of terminal promotion activities of the soft drink and medicine industries, POP pasting, planning and implementation of activities, inspection of the standards of franchise stores, for example, inspection of the voluntary standards of all the work of the petrol industry, automobile 4s shop and special clothes shop, etc. The commodity price collector can hold the portable terminal by hand to collect the commodity prices and report them in real time in the market.

The enterprise can pay a return visit to the customers for the use of products in the mode of message via its mobile informationization platform and grasp the customers’ feedback to use of the products of the company and demand for commodities.

The detailed model is shown in the following chart:

Chart 3 Market and Sales Information Mobile Management Model

### 3.4 Mobile customers' relationship management and mobile marketing model

The mobile customers’ relationship management model mainly includes:

- The marketing personnel, operators and customer service personnel of the enterprise send the basic customers’ information and habits of consumption, etc. to the mobile information system server via the mobile terminal in any place at any time. In the meanwhile, the enterprise can carry out the real-time analysis of the customers in the customers’ relationship management system according to the customers’ information, send the customers’ preferences to the terminal users and enhance the sales effects and customers’ satisfaction. The accurate marketing is realized while the customers’ information is collected.

- The customers’ relationship management system periodically sends the customers’ care information to the mobile information collecting platform according to the customers’ information. The mobile information collecting platform automatically sends some message such as blessings in birthdays and holidays to the customers’ terminal by many communication technological means and helps the enterprise improve the customers’ faithfulness and keep the customers.

- The customers’ relationship management platform withdraws the up-to-date activities and information of the new products of the company from the database of the enterprise and sends information to the customers, accepts the customers’ feedback information and realizes the exchange with the customers in time via the mobile information collecting platform at any time.

- The system periodically sends the information of investigation of use of products to the customers of the enterprise and helps the enterprise grasp the customers’ demand for improvement of the products and the opportunity in the market at any time.

- The enterprise sends the marketing information of the enterprise to the customers in the mode of message via the mobile information collecting platform, publishes the product pictures of the enterprise in the mode of WAP, sends the short film of propaganda of the enterprise for the customers’ enjoyment in the mode of flow media and makes the ringing bells of the enterprise to realize the individualized propaganda, etc. With these communication technological means combined with the customers’ information collected in the customers’ relationship management system of the enterprise, the commodity information is directly transmitted to the consumers in time according to the customers’
preferences for consumption, the time cost and energy cost of the consumers searching the information are reduced, it helps the enterprise truly realize the accurate marketing, the marketing expenses are saved and the marketing quality is improved.

The detailed model is consistent with that in Chart 3.

4. Conclusion

The mobile informationization symbolized by the mobile communication technology and the network combination is the necessary trend and higher stage of development of the social informationization. With the continuous development of the national economy and the increasingly intensive competitive environment in the market, the demand of the enterprise for the mobile communication management models improving the management efficiency and reducing the cost is stronger and the construction of the mobile business of the enterprise will necessarily become the choice of the enterprises in the future. With the continuous improvement of the mobile communication network technology and the continuous maturing of the mobile information terminal, the service models of the mobile business of the enterprise will also be gradually enriched. In many mobile business service models, the choice of the service model mostly conformable to the demand of the enterprise, mostly suitable to the application of the enterprise and rapidest and most conveniently incorporated to the service model of the current informationization system of the enterprise will necessarily enable the enterprise to realize the successful construction of the mobile informationization system in the mode of low cost and high efficiency, truly help the enterprise use the mobile communication technology to drive its development, optimize the management and service models and always keep the competitive advantages in the market environment with the intensive competition.

References