



Vodafone: Empowering a Mobile Workforce That Delivers Results with SAP® Mobile Platform

Enterprise mobility is at the core of the transformation strategy at Vodafone Group PLC. Employees already use mobile devices for all calls and many other tasks. Now, with help from SAP® Mobile Platform, they can use them for many day-to-day SAP software processes as well. **Productivity, usability, performance, reporting speed, and user satisfaction** are all on the rise.

Executive overview

Company

Vodafone Group PLC

Headquarters

Newbury, United Kingdom

Industry

Telecommunications

Products and Services

Network, mobile, and data communications

Employees

86,000

Revenue

£46 billion (€57 billion)

Web Site

www.vodafone.com

Partners

Accenture, TechEdge



BUSINESS TRANSFORMATION

The company's top objectives

- Speed up and simplify operations
- Enable mobile interaction with SAP® applications
- Create an environment for innovation and fast implementation

The resolution

- Implemented SAP Mobile Platform and an initial portfolio of intuitive apps
- Leveraged opportunities where mobile apps could make an impact, including travel expense receipt capture, leave requests, and business analytics
- Rolled out solution for 63,000 SAP software users

The key benefits

- Significant business transformation potential with intuitive processes and reduced process cycle times
- Accessibility anywhere via a familiar user experience, resulting in increased adoption of complex back-end software
- Increased usability, productivity, and user satisfaction

Read more ►

TOP BENEFITS ACHIEVED

-67%

Time to file travel expenses (30 min. to 10 min.)

>7,500

Expense claims filed per week

>300

Person-days potential savings per week

See more metrics ►

"SAP Mobile Platform is ideal for helping our highly mobile people accomplish more. The security features are vital, and generating application logic for a range of device types is simpler and easier."

Lewis Stafford, Solution Architect, Vodafone Group PLC

Executive overview

Company objectives

Resolution

Business transformation

Future plans

A company with enterprise mobility in its genes

Vodafone Group PLC provides telecommunication services of all kinds throughout the United Kingdom and around the globe. Vodafone serves more than 400 million people in the more than 30 countries in which it operates directly and over 50 more through partnerships with local networks.

Vodafone made the world's first mobile call in 1985, and enterprise mobility has been central to the company's culture ever since. Most employees have mobile telephones or tablets, either their own or company supplied, and use them extensively. Realizing how comfortable their people are with mobile devices, Vodafone executives recently launched a program to empower them in a new way – to access much of the functionality provided by

the company's enterprise resource planning (ERP) software from SAP. "We knew that if our people could conduct business via their mobile devices, they would be more satisfied, more productive, and less likely to require training and support," says Lewis Stafford, solution architect for Vodafone. "People are highly familiar with their mobile platforms and therefore tend to use them more efficiently. They can also get things done at times that were unproductive before, like waiting in airports. Furthermore, we saw an opportunity to simplify operations for people who felt conventional interaction was too complex. By providing a simpler way for such people to interact plus a medium they liked better, we could see a real potential to speed up the critical business processes running on SAP software."

"It got to the point that we'd provide an amazing report to our executives and their only comment was 'Great, but can you put it on my iPad?' To reach them today, you have to hit their tablets."

Lewis Stafford, Solution Architect, Vodafone Group PLC



Executive overview

Company objectives

Resolution

Business transformation

Future plans

A best-in-class application tightly integrated into SAP software

Vodafone is an SAP shop for running its business, and so it naturally it looked to SAP software to support its mobile ambitions. But before making its decision, the company performed due diligence by examining other mobile software. "We found that SAP Mobile Platform was in the top tier of commercially available solutions," reports Stafford. "Combine that fact with the benefits of native integration with our ERP software, and the case was overwhelming."

Together with its integration partners Accenture and TechEdge, Vodafone began the project by selecting the initial functionality to go mobile. HR and manager approval processes were obvious candidates because employees were already accustomed to using them in a self-service way and because there

was so much to be gained. "People are often far from their desktops when an HR need arises, like on a trip trying to file their expense reports," explains Stafford. "Likewise, managers could be away from their desktops when, say, a critical PO or invoice requires attention. With mobile device support they can provide an immediate decision – keeping key process cycle times short."

Another ripe candidate for mobile support was analytics software. "We want a lot more of our people to be using analytics, but usability was an issue for many of them," Stafford says. "With the smaller screen that mobile devices have, we had to reduce the data displayed to just the essentials for decision making. That boosted not only ease of use but performance."

"SAP has done a great job of integrating former Sybase personnel into the company and presenting a single face to the customer. One SAP Active Global Support guy provided access to all the support we needed."

Lewis Stafford, Solution Architect, Vodafone Group PLC



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Empowering mobile people to use their time best on the road

Vodafone's employees are heartily embracing their mobile apps built with SAP Mobile Platform. Travelers now use their device's camera to capture receipts on the road as expenses are incurred. In the past they had to wait to return to the office, create receipt images using a scanner, and attach the images to their expense reports. It was a time-consuming, often frustrating experience.

Managers responsible for department travel costs use a new mobile app to instantly browse their team member's claims and drill down to identify

expenses requiring clarification. In the past they had to use applications they were uncomfortable with or engage analysts to extract and format this data.

Another new mobile app makes it far faster and simpler to approve documents such as POs and payment authorizations, which is expediting projects, accelerating purchases, and avoiding payment delays.

KEY BENEFITS

-67%

Time to file travel expenses
(30 min. to 10 min.)

>300

Person-days potential
savings per week

400,000

Claims annually

>7,500

Expense claims filed
per week

>5,000

Line managers responsible
for claims

>600,000

Documents approved
per month



Executive overview

Company objectives

Resolution

Business transformation

Future plans

Taking advantage of a possible market-ing opportunity

Vodafone has extensive plans for additional enterprise mobilization involving SAP software functions. The road map includes composite applications; the development of a “mobility portal”; and the integration of approval applications with finance, HR, and electronic sourcing.

The success Vodafone is achieving with its mobile apps is attracting attention from other enterprises, including the company’s own customers. SAP and Vodafone are now in discussions about how best to take advantage of that market opportunity and bring these companies the same kind of benefits Vodafone is experiencing.



© 2013 SAP AG or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices.



The Best-Run Businesses Run SAP™