

# Actionable Data on the Go

Mobile Actionable Data refers to the most granular piece of intelligence that is needed to make a decision and includes third party input, organizational knowledge, interpretation and evaluation.



## About Leapfactor

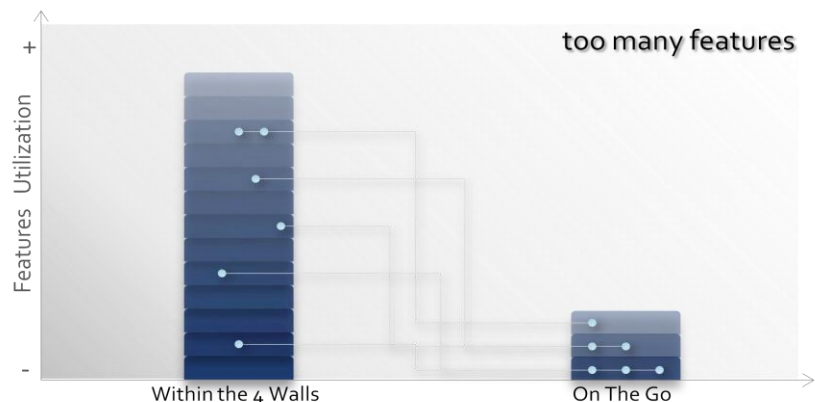
Leapfactor's mission is to provide enterprises with a vehicle to deliver actionable data to mobile users regardless of the backend systems landscape and to any mobile device in a secure manner with no need to own operational infrastructure.

## Actionable Data Wanted

Information workers have all kinds of jobs and most jobs, even blue collar ones, require some level of access to information.

Information typically resides on disperse silos and is produced and accessed through a variety of internal and external systems; it is created and manipulated as it flows in the pipes of organizational processes. The operational complexity of the IT systems makes it very difficult to provide cost effective on-the-go access to information to all employees, and Enterprise Software has grown far too sophisticated to be really usable on a smartphone. So the question still remains, how can we provide useful and actionable data if the landscape is so complex?

Leapfactor's concept is based on a quite simple, yet powerful insight: Needing actionable data on the field doesn't mean access to the entire system; all you need is a bit of information with the proper context without having to navigate through 15 different screens or finding a computer near you.



We firmly believe that value comes from enablement, and there's plenty of evidence around us. For instance, Facebook doesn't pretend to replicate, substitute or mimic the complexity of human relationships; human interaction systems and processes are very complex, so they chose to simply enable people to quickly and easily interact with each others.

Complex analytics and processes, high volume transaction processing or continuous flows of information require a sophisticated set of features and functions encapsulated on systems that require a PC with a large screen. In the near future we might be able to substitute our PCs with our mobile devices, but displays are not likely to go away anytime soon.

## Seven Types of Actionable Data

Most of the actionable data required by information workers, regardless of the size of their group they belong to and the industry they work in, can be grouped in 7 core categories, which could be further combined to resolve any particular need or business challenge.

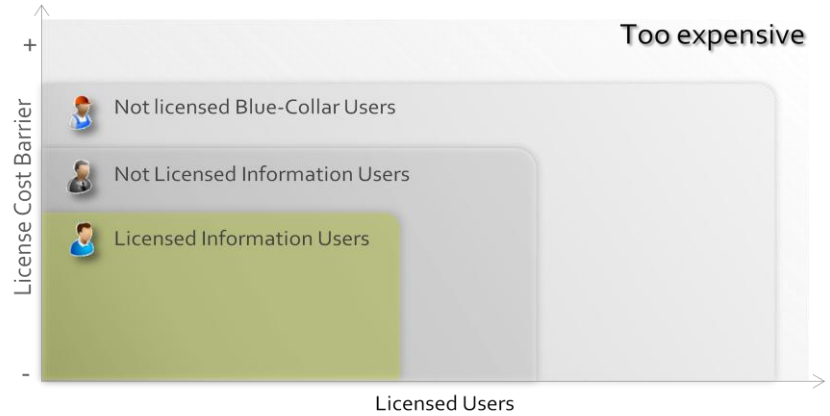
Type	Examples
<b>Informative</b>	Content in the form of text, voice, images or video.
<b>Decisions</b>	Simple approvals as part of business process management
<b>Business Analysis</b>	Defined Indicators, qualitative and quantitative
<b>Business Records</b>	Simple electronic documents like a PO or a insurance Policy
<b>Notifications</b>	Defined notifications that require action/acknowledgement
<b>Collaborative</b>	Network members collaboration on specific items
<b>Data Collection</b>	Specific event-driven data collection (digital forms)

## The Business of Actionable Data

Enterprise software firms are designed to provide high value for high dollars, resulting in less than 25% licensed users in average. Placing actionable data on the mobile devices of these already licensed users is low hanging fruit and a natural first step.

But in the real world, more users need fewer features; and less cost per limited usage means more revenue and more users. Perhaps the largest opportunity relies on attending light information workers that are not enterprise software licensees

but still need actionable data to perform. And there might be an even larger business opportunity by providing specific actionable data to blue-collar workers using their cell phones.



Enterprise Software is too sophisticated when people need simple information bits by bit. For example, in an approvals enterprise system, very few people interact heavily with the system and many people demand simple interactions like approvals or requiring notifications, they never use the entire capabilities.

Why force people to license functionality they don't need?

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