

Mobility Project Business Plan Checklist

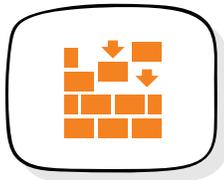
Once you have a baseline level of buy-in from key stakeholders to move your mobile data project forward, the next step is to create your business case. Here's where you will break down all the key elements of success for your project, determine critical decision points and demonstrate how you—and your organization—will measure the tangible value of implementation.

Your business case should include a detailed analysis and plan for all of the following project elements. Use the following outline as a checklist for the things you need to consider, and add any others that are specific to your organization. In the next section, we'll discuss budgeting in detail—but that's just one element of your plan. If you need advice on other elements in the planning process, Mi-Corporation can help based on our 15+ years experience. Just reach out to us anytime.



1 Evaluate the budget requirements for mobile data capture

- ✓ Carefully assess where you are today and what the status quo is costing you
- ✓ Quantify the benefits of going mobile
- ✓ Estimate your budget including software, hardware, services, training and support—and increase it by 50%



2 Decide whether to build or buy your mobile data solution

- ✓ Evaluate cost factors vs. benefits
- ✓ Consider human resources requirements
- ✓ Evaluate your need for customization vs. an off the shelf product
- ✓ Consider how you'll future proof your solution
- ✓ Don't forget about the "gotchas"



3 Select the right partner(s) for your mobile data project

- ✓ Consider how a partnership would impact your budget
- ✓ Evaluate vertical/cookie cutter solutions vs. broad and customizable
- ✓ Consider vendors' years of experience, patents, references
- ✓ How important is customer service?
- ✓ What's the training/support infrastructure?



4 Manage your mobile data project for success

- ✓ Get a company sponsor within your organization
- ✓ Carefully evaluate user training requirements
- ✓ Consider employee adoption incentives
- ✓ Communicate, communicate, communicate!
- ✓ Measure...improve...repeat



5 Measure the ROI of your mobile data solution

- ✓ User satisfaction surveys
- ✓ Usage statistics
- ✓ Cost savings
- ✓ Productivity
- ✓ Error reduction
- ✓ Increased revenue/cash flow
- ✓ Feedback from external stakeholders (such as customers)



6 CELEBRATE your success & repeat!