Whitmann Price Consulting: Database Considerations

Two of the specified requirements for the Advanced Mobile Communications and Information (AMCI) system for Whitmann Price Consulting (WPC) involve database activities:

- Access to corporate records and information systems

- Data entry for corporate standardized forms

Users can use the BlackBerry devices to perform a mobile version of activities that they previously performed in the office. This means that the corporate database structure does not need to change. However, due to the small display size of the BlackBerry, the data-entry forms and reports for the mobile database services need to be redesigned for improved usability.

Sandra and Josh recently consulted with a BlackBerry representative to find out how other companies in the financial industry were using their BlackBerries to access corporate data. They learned that most companies extend their intranet-based financial and corporate data to the field with the BlackBerry Web browser. Using standard Web development tools, WPC could design Web forms and reports especially for the BlackBerry display. Consultants can access reports on revenue, daily production volumes, associated revenue, exception management, fees earned, projected income levels, interest rates and other financial information by opening a Web page. If consultants need to access information when they are in areas without cell phone coverage, the BlackBerry allows them to save a particular data report page in advance.

Sandra and Josh are meeting to summarize what they learned about the benefits others organizations enjoy by switching their mobile users to BlackBerries:

- A cost-effective solution for keeping a mobile workforce connected and productive

- Reduced need for buying or maintaining expensive and cumbersome laptops

- Ease of deployment that fits the existing infrastructure

- Access to intranet-based data

- Quicker customer response times

Neil Notkin, president of Aegis Funding Corporation, a mortgage bank and recent adopter of BlackBerry technology, states 'We are providing customers with quicker response times and quicker gratification. And they, in turn, rate their association with us more positively'.

The more Sandra and Josh learn about the possibilities for their new advanced mobile communications and information system, the more benefits they envision for WPC.