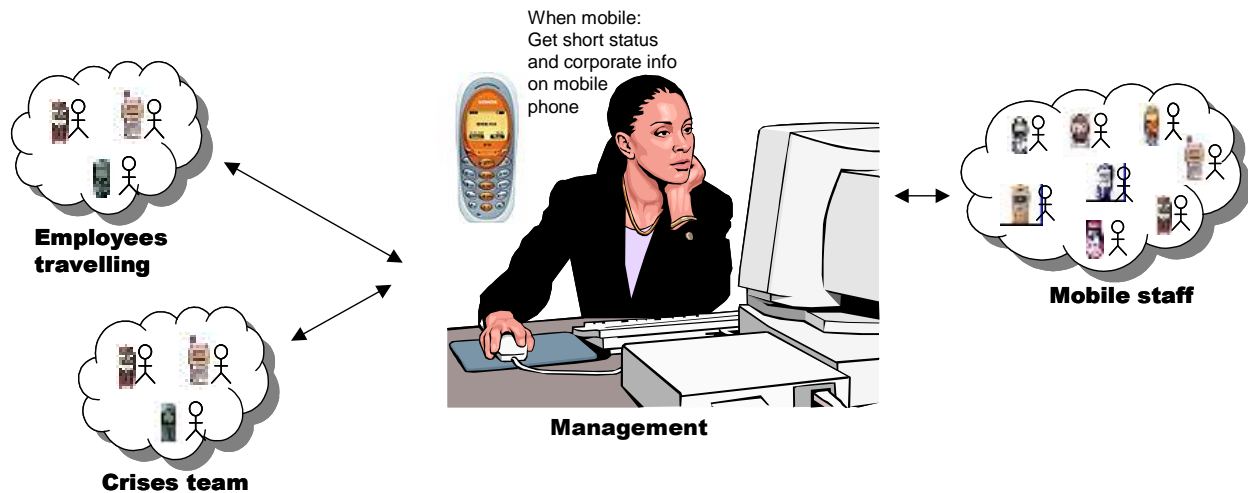


**Concept type**  
Corporate SMS

**Business Sector**  
Large corporations

**Date**  
May 2003

## Wireless messaging to improve management efficiency



### Request for personnel

In businesses where there is a need for calling in personnel on short notice, SMS is useful as a communication channel. You broadcast a request to one or more groups, and the available people acknowledge the request. The request could also be initiated from a mobile phone.

### Messages to traveling employees

SMS can be an alternative for short communication to traveling employees. They will probably read this message earlier than an email. With receipt capabilities, the management can be ensured that the message actually has been read.

### Mobile information to crises management

Members of the crises team may receive information on their mobile phone. They must return a receipt once they have read the message. This makes it possible to automate calling routines to mobile phones, and start manual calls to those members in the crises team who haven't responded within a given time limit.

### Get corporate information from the mobile phone

The managers could get short versions of corporate information on their mobile phone. When they're on travel, they can get quarterly figures, production status etc. without the need for Internet connection.

### Reporting from mobile staff

Some reporting routines could be done with a mobile phone for the mobile staff. For example:

- Reporting working hours
- Reporting absence
- Reporting sales

The staff should be able to turn the wireless services on and off.