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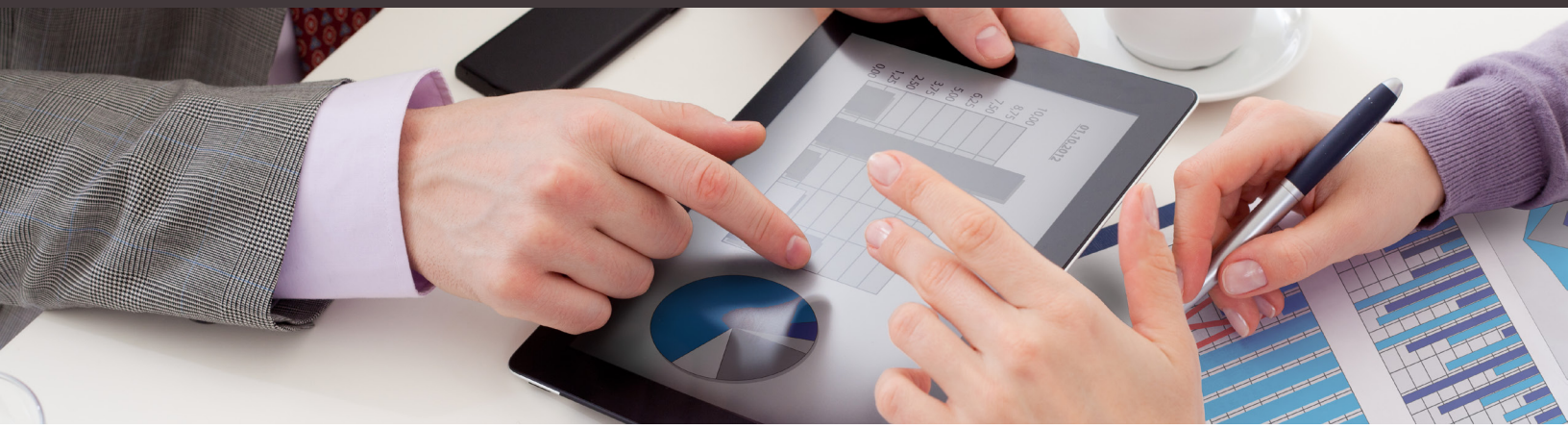
Mobile Productivity for Sales and Marketing Users

Empower Mobile Users with Devices Based on Intel® Architecture and Windows® 8



Executive Summary

Inspired by their experience in their consumer computing lives, users are pushing for sleek, convenient tablet form factors with touch capabilities at work.

Sales and marketing managers across many different verticals are evaluating tablets for business use, and their focus easily falls on Apple® iPad® devices and Google™ Android™ devices because of the dominance of these devices in the consumer tablet market. However, that dominance does not mean these devices are the best options for businesses that want to support mobile users. While they are great tools for specific use cases, consumer-oriented tablets are not the best fit for all organizations or for all end users.

Mobile devices powered by Intel® architecture and running Windows® 8 are now available from a variety of vendors. These devices deliver the touch-based interface and long battery life that users expect from tablets, plus the familiarity and productivity of a Windows PC. As a result, they are often a better choice for business because they can be quickly ready to support marketing and sales users in tasks they perform daily:

- **Marketing user tasks:** Create content and collaborate easily through seamless integration with existing business applications and workflows
- **Sales user tasks:** Service accounts with full-featured customer relationship management (CRM) software rather than through a browser with reduced functionality

In addition, mobile devices powered by Intel architecture and running Windows 8 can integrate readily into the existing IT infrastructure, which means that line-of-business (LOB) managers who want to deploy these devices are less likely to encounter resistance from the IT department.

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Read This Before You Deploy Mobile Devices for Sales and Marketing Employees

Mark,[1] a field sales representative for a large U.S. medical supply manufacturer, wants his company to replace his laptop with an iPad. "It would just be so much more convenient to show a quick video demo on a thin iPad instead of hauling out my laptop," he said.

"I could pull it up in the exam room, where now we usually have to go into my dentists' offices to plug the laptop into a monitor. I do a lot of lunch meetings, too. A laptop is *big* when it's on a table with your plate and everything else. Sometimes I just want to show some product literature or a quick video, but a laptop is clunky and awkward to work with."

LOB managers have probably heard many requests like Mark's. Accustomed to the sleekness of compact form factors and touch-based user interfaces (UIs) in their consumer lives and on their smart phones, sales and marketing employees want to extend that convenience to their professional lives. From their point of view, it is an obvious choice to have the always-on, highly portable tablet form factor and touch flexibility. Mark, for example, interacts with his customer relationship management (CRM) software constantly to check customer history, update the call record, and view order status.

However, while convenience and flexibility are worthwhile goals and might even be easy to achieve, the move to (or addition of) mobile devices deserves careful planning. When employees like Mark think of tablets, they think of iPads because of the success of iPads in the consumer market. But his specific needs make it clear that Mark isn't really asking for an iPad—he wants the sleek form factor, convenience, and flexibility of a tablet.

There are good reasons to add mobile devices to your employees' toolboxes. Compact in size, they are easier to handle for certain tasks, like those that Mark identified. As mobile devices grow in popularity, more ISVs will build touch capabilities into their software designs. And the tap-and-touch interface lets some users perform common, simple tasks more quickly and intuitively than with a traditional laptop with keyboard and mouse.

Consumer-oriented devices such as iPads and Android tablets are well suited for some business tasks. They have good graphics capabilities and a user-friendly design that makes them intuitive and efficient tools. They can be low in cost, and users love their long battery life and quick readiness (no waiting for a long boot or wake-from-hibernation process). It is also true that businesses are using iPads and Android tablets successfully for a variety of use cases.

However, these factors alone do not mean that iPads and Android tablets are the best choices for your mobile users, given your organization's unique requirements. **While iPads are the consumer tablet leader, comparable alternatives are now available for business use. With these alternatives—mobile devices powered by Intel architecture and running Windows 8—there are very good reasons for sales and marketing managers to consider giving their users mobile devices other than iPads and Android tablets.**

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This paper discusses some reasons that mobile devices running on Intel architecture with Windows 8 might be a better choice for sales and marketing personnel than iPads or Android tablets. Practical uses top the list of reasons: marketing department users and salespeople in the field can quickly use these devices for the job-related tasks they perform every day. For example, marketing users can create content and collaborate easily through seamless integration with existing business applications and workflows. Salespeople can service accounts with full-featured CRM software rather than through a browser or mobile app that might have reduced functionality. And these devices offer greater choice in form factor, including 2 in 1 devices and other convertible models that let users carry just one device (rather than a tablet and laptop or a tablet and attachable keyboard and mouse).

In addition, mobile devices powered by Intel architecture and running Windows 8 integrate readily into the existing IT infrastructure, which means LOB managers who want to deploy these devices are less likely to encounter resistance from the IT department.

Integration with Existing Workflows Enhances Mobile Productivity

When they use mobile devices powered by Intel architecture and Windows 8, sales and marketing users can do their jobs in the way they're accustomed to doing them on desktop or laptop PCs, but with the added convenience of a sleek form factor and touch-based interaction. The familiar Windows interface means that users do not have to learn new tools or adapt their workflows to fit a device that was not designed for them.

Using two common workplace scenarios, this section shows why an Intel and Windows platform is often the best choice: these devices often require fewer workarounds and support more work style options than the alternatives.

Scenario Number One: Marketing Employees Using Microsoft® Office

Microsoft® Office is a productivity cornerstone in most office environments, including sales and marketing departments. The following scenario describes how two different business users—one on an iPad and one on a Windows 8 tablet—would experience the workflow associated with a typical business project involving Microsoft Office.

Department Quarterly Report Time

Karen and Kumar are product marketing managers in a large software firm. Kelly, their manager, has asked them to use off-the-shelf tablets for their daily work as part of a project to evaluate tablets for use by the entire department. To prepare for the experiment, each user has configured his or her tablet to access the company's Microsoft® Exchange server for e-mail, calendar, and contacts, and each tablet is connected to the company's password-protected internal wireless network. Beyond the operating system, no other software has been installed on the tablets.

Karen and Kumar have been asked to contribute to their department's quarterly report using Microsoft® Word and Microsoft® Excel®. When the report is finished, Kelly will present a summary to company executives using Microsoft® PowerPoint®.

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Task: Create Individual Reports

Each marketing team member must create a portion of the quarterly report. Because the company has standardized on Microsoft Office, these documents are created in Word, Excel, and PowerPoint.

Karen (mobile device with Intel® architecture)	Kumar (Apple® iPad®)
• Karen needs to install Microsoft® Office. With a few clicks, she joins the corporate domain, as required by company policy, and then successfully downloads and installs Office. • Karen finds the on-screen keyboard awkward to work with, so she goes to a nearby retail store and purchases a wireless USB keyboard and mouse. • Karen plugs the USB keyboard into her tablet and continues creating the report, easily switching between touch and keyboard-mouse input.	• Kumar knows that Office will not work on his iPad, so he installs Apple® iWork® for iOS® from the Apple® App Store℠ as an alternative. • Kumar finds the on-screen keyboard awkward to work with, so he orders a keyboard from Apple to ensure quality and compatibility. • Kumar finds that while the Office documents open without trouble, they often look different in the iWork apps than in the original. He decides to spend extra time reviewing documents to make certain that nothing was lost in translation.
Additional Costs: $40 (keyboard and mouse)	**Additional Costs:** $99 ($30 for apps, $69 for keyboard)

Task: Collaborate with Colleagues

After Karen and Kumar complete their individual reports, Kelly compiles their documents into a draft departmental report. She spends extra time with Kumar's document because its formatting changed in the transition from iWork to Word. Kelly then uploads the draft to the team's shared workspace on Microsoft® SharePoint®, so each team member can check out the document and add changes or suggestions while using the track changes function in Word.

Karen (mobile device with Intel® architecture)	Kumar (Apple® iPad®)
• Karen checks out the document from the Microsoft® SharePoint® site and opens it in Microsoft® Word. She responds to her colleagues' comments and edits, adds her revisions, and then checks the report back in.	• Kumar checks out the document from the SharePoint site. Because he does not have Word on his iPad, his only option is to edit the document in the browser. But when he selects that option, he receives an error message stating that the document cannot be edited because of the tracked changes it contains. • Kumar downloads a copy of the document for editing in Apple® Pages®, but receives a message that a font is missing, and that all comments were removed from the document. He adds his revisions with Pages change tracking on. • To check the document back in to SharePoint, Kumar converts the file by e-mailing it to himself as a Word document, only to find his iPad does not offer a way to select and upload the file. • Kumar is forced to send the document by e-mail to a colleague for uploading to SharePoint. His tracked changes might look different, and the file will not include earlier comments from colleagues.

Task: Prepare a Presentation for Superiors

After the team has finalized the quarterly report, Kelly asks Karen and Kumar to help summarize the report on slides she can present to company executives.

Karen (mobile device with Intel® architecture)	Kumar (Apple® iPad®)
• Karen downloads the presentation from Microsoft® SharePoint® and creates her slides in Microsoft® PowerPoint®.	• Kumar asks Karen to send the presentation by e-mail because of his problems accessing files on SharePoint. He opens the presentation in Apple® Keynote® to create his slides, but he gets a message advising him that comments were removed and that some fonts are missing so the presentation might look different. • Kumar finishes his slides and exports the presentation to PowerPoint format as he sends it via e-mail back to Karen with a warning that the original fonts will have to be replaced.
• Karen replaces the fonts and makes other adjustments to correct Keynote conversion issues. • She embeds the required fonts in the document to address Kumar's font issues, but this triples the presentation's file size, which now exceeds the company's e-mail size limitations. • She saves the presentation as a PDF so that Kumar can review it.	• Kumar reviews and approves the PDF version so Karen can upload it to SharePoint.

While business users in sales and marketing departments can use an iPad for their Microsoft Office tasks, the device could create obstacles in the areas of productivity and collaboration, as Kumar's experience shows. If your employees rely on Microsoft Office to do their jobs, Windows 8 tablets are a better business choice. They deliver outstanding native performance for Office and integrate seamlessly with the cloud functionality of Microsoft SharePoint.

Scenario Number Two: Field Reps Using CRM Software

A company's CRM software is an indispensable tool for sales reps in the field as they use it to take orders, check inventory, and perform other functions related to servicing their accounts. An enterprise mission-critical program by any definition, CRM software tracks vital data associated with customers and can interface with other enterprise software, such as enterprise resource planning (ERP) solutions.

CRM applications are multi-tier systems composed of server, client, database, and storage components. Examples include Sales Cloud® from Salesforce.com, SAP® 360 Customer, Oracle® Siebel® CRM, and Microsoft Dynamics®.

Mark, the medical supply field sales rep from the beginning of this paper, estimates that he spends three hours of every workday using his company's CRM software on his laptop. His CRM tasks do not require a lot of typing, so Mark believes that he could work more efficiently with the touch-based UI of a tablet.

However, despite reps' ongoing requests, Mark's company has not deployed iPads due to concerns about compatibility with the corporate CRM environment. Sascha,[2] the IT staff member responsible for field technical support at Mark's company, understands that touch UI and a tablet form factor would help her reps be more productive, but the CRM software runs natively only on Windows. Even its browser-based UI requires Internet Explorer®. "Our CRM software gets the final vote in what kinds of tablets we can use, or whether we use them at all," said Sascha. "If it doesn't run well on a tablet—or laptop for that matter—we can't use the device, period."

For Mark and other reps in his company, iPads simply are not yet an option because of this compatibility gap. The gap could shrink as more CRM functionality moves to the cloud and browser-based interfaces. In fact, Sascha acknowledges that her CRM vendor's next update will support other browsers, including Apple® Safari® on Apple® iPhone® devices and iPads.

Sales and marketing personnel basically have three options for using CRM software on a mobile device, each with advantages and disadvantages:

- **As a native installation:** Full-featured software is installed on the endpoint, and data can reside on the device. This approach often provides the richest functionality and best performance because it takes advantage of capabilities for which the device was designed, especially processing power, graphics rendering, and local data or file storage. As is true with most mission-critical enterprise software, CRM software is often designed to run on Windows. This constraint could mean that your organization must deploy mobile devices running Windows with Intel architecture to provide full functionality to users.
- **As a lightweight mobile app:** Small-footprint apps specifically designed for mobile operating systems (typically Google Android or Apple iOS) can provide core CRM functions. The very nature of mobile apps means that some features available in a native installation are often missing from mobile apps to accommodate smaller screens, less memory, and other constraints. CRM vendors and app developers work to make sure that the most important functions are available in mobile apps, but every sales and marketing rep has different needs. Therefore, it is likely that some employees will notice that some functionality on which they rely is lacking in mobile apps. In addition, mobile apps most likely require a stable Internet connection because of the limitations around storing data on mobile devices, especially iPads, which do not allow users to access files.
- **Through a web browser:** CRM users can often perform essential functions from a web browser. Like mobile apps, web apps or web browser access often entails scaled-back functionality and requires a reliable Internet connection.

These realities alone suggest that a CRM solution that runs natively on a user's mobile device is the best choice to support productive business use. **Users are more likely to have full functionality on a native installation and, because CRM data can be stored locally, users can be productive even when the device is not connected to a network.** The nature of their work means that field sales reps will often be disconnected from a network or must interrupt their workflow to connect to a network, such as by connecting to a mobile hotspot. In either case, their productivity is impeded by the limitations inherent in many mobile apps or browser-based CRM sessions.

The available options, and even the advantages and disadvantages, could vary considerably from vendor to vendor. Your CRM software might be available as a full installation for Windows but not as a lightweight app—this is the case with Sascha's solution. Your solution might operate exclusively as a software-as-a-service (SaaS) offering, with nothing to install on the end point. Or your CRM vendor might have a lightweight app for iOS, but not for Android devices.

It is important to explore the offerings from your CRM vendor and how they affect the user experience for your field reps before you decide which mobile device is the best fit for your organization. For example, the top three CRM solutions vary in their deployment options and functionality. Table 1 helps define parameters that organizations should consider as they evaluate mobile options for sales and marketing employees.[3]

Table 1. Consider the functionality and deployment options for the top three CRM solutions

	Salesforce.com Sales Cloud®	SAP® 360 Customer	Oracle® Siebel® CRM
Is the software installed locally?	No (SaaS only)	Yes	
Are mobile apps available?	Yes	Yes, for Apple® iPhone® and BlackBerry® devices only	Yes, but only from third parties
Functionality when not connected	With Internet Explorer® plug-in only	Yes, with mobile apps	Yes, with local installation (Siebel CRM Desktop)
Integration with other software on the end point	Integrates with Microsoft® Outlook® and Google Apps™	Integrates with Outlook	

To see how these parameters could inform your organization's choice of mobile platform to support sales and marketing users, consider the following scenarios for common tasks performed with CRM software. Any modern CRM solution can perform these functions, but the efficiency with which a user is able to do them can vary dramatically based on deployment options and platform capabilities.

Review and Update Customer Records

Mark reviews each customer's history in his CRM application before he makes a sales call. Doing so reminds him of the customer's challenges and helps him suggest solutions that align with the customer's past purchases. After each sales call, he updates the customer record with notes to help him prepare for the next visit.

- **With native installation:** His company's CRM desktop application runs on a device powered by Intel architecture and Windows 8, so data is stored locally and protected through full disk encryption. Mark remains productive even without an Internet connection, and he can sync his Windows 8 device with the corporate CRM database whenever he wants to connect to a network.
- **With a mobile app:** If Mark wants to use an iPad, his choices are limited because his company's CRM solution does not have an iPad app. Third-party apps integrate with the solution, but they must be deployed by a solutions integrator and require an Internet connection.
- **With browser-based access:** Mark can access some of the customer history through the browser-based portal, but it is less responsive and the UI is different, so the user experience is less efficient for him. In addition, he cannot work without an Internet connection, and the quality of the connection determines the quality of his user experience.

Enter and Track Orders

If a customer has questions about a past order, or wants to order a new product, Mark can perform these tasks with a few taps on his Intel and Windows 8 device. The result is rapid service, satisfied customers, and fewer customer calls to the service center.

- **With native installation:** His company's CRM desktop application integrates with its ERP and financial software, which also run as native client installations. This means that Mark can easily track past orders, look up purchase orders (POs), check inventory, and enter new purchases. Mark remains productive even without an Internet connection.
- **With a mobile app or browser-based access:** Mark can enter orders and see order history well enough through his browser portal (if an Internet connection is available). However, if he needs to interface with other systems, his browser-based access requires him to log on to each system separately.

Manage Time and Appointments

Mark plans each work week by looking at his calendar and customer accounts together.

- With native installation: Because his CRM software integrates with his calendar (Microsoft® Outlook®), Mark can effortlessly create or change appointments from within his CRM UI. He can also create new Outlook contacts when he adds new contact information to customer records in his CRM application. The integration continues to function when his device is not connected to a network because Outlook and his CRM application store data locally.
- With a mobile app or browser-based access: Mark's third-party CRM app on his iPad integrates with Microsoft Exchange Server through the native iPad mail, calendar, and contact apps. He can create appointments and contacts within the CRM app UI, but dislikes the constant need to switch between apps. His browser-based CRM portal can also integrate with Microsoft Exchange Server, but requires Internet Explorer.

As you can see, the degree to which a mobile device integrates with and supports established workflows and software has a direct impact on the effectiveness of sales and marketing employees. Mobile devices powered by Intel processors and Windows can integrate easily into most business and IT environments, which helps employees become and stay productive, as you'll learn in the next section.

Quick Readiness for Business

If your users' primary devices are currently Windows laptops or PCs, they will be productive faster on mobile devices powered by Intel and Windows than on an iPad or an Android tablet because they are already familiar with the operating system and applications. This is especially true if your enterprise infrastructure is based on Active Directory® Domain Services (AD DS).

Manual Tuning Is Simpler with Tablets Based on Intel Processors and Windows 8

Any time a user or IT organization purchases or deploys a new device, some tuning is going to be required before users can be fully productive with it. These adjustments range from the cosmetic to the required. Required adjustments are those that must occur before the employee can use the device to perform his or her job. Examples include installing necessary applications, adding a device to AD DS if the infrastructure requires it, and ensuring that the device can securely access necessary resources. You might think of these activities as covering productivity, manageability, and security, and they are often performed by IT staff or an LOB manager.

Users also make adjustments on the device to suit their personal work style, such as changing the arrangement of shortcuts or setting application preferences. This type of tuning is typically based on preference rather than necessity, so they are not work-stoppers. Users can do their jobs without them, albeit perhaps less efficiently.

For organizations centered on Microsoft technology—those running PCs or laptops on the front end that connect to Microsoft services in the backend infrastructure—the tuning required to make a device ready for productive use will be much faster on mobile devices powered by Intel processors and Windows 8 than on iPads.

Table 2 summarizes the processes for making a Windows device a productive tool.

Table 2. Adjustments needed to make a mobile device powered by Intel processors and Windows® 8 ready for business

Tuning Needed	How It Is Done in a Windows® Environment
Productivity Adjustments	
Install core applications	• Core applications can be installed as part of a corporate image or individually by users or IT administrators. • Windows 8 tablets integrate seamlessly with enterprise application deployment processes already in use. • Users can install additional applications as needed (if IT settings allow).
Prepare device to access corporate resources	• IT joins the device to AD DS while provisioning. • Users can join a domain through a readily accessible operating system setting.
User preferences	• During their normal course of work, users can tune bookmarks, application settings, and cosmetic settings using their current familiarity with Windows.
Manageability Adjustments	
Enable IT management of the device	• IT joins the device to AD DS while provisioning.[4] • Users with admin privileges can join the device to a domain through a readily accessible operating system setting. • Tools and processes used to manage PCs, such as Microsoft® System Center Configuration Manager or other management consoles, can be used for Windows 8 tablets. IT administrators can also use these tools and processes to update software.
Security Adjustments	
Ensure that the device is secure for enterprise use	• IT joins the device to AD DS while provisioning. • VPN clients, certificates, agents, anti-malware software, and other security-related components can be installed at once as part of the corporate image. • Corporate policy can be enforced through group and object management in AD DS. • Security software and processes already in place can be used for Windows 8 tablets.

The short time to readiness observed with Intel and Windows devices is often a simple matter of inertia: IT departments, managers, and users can quickly make such a device productive because the necessary tools, skillset, and infrastructure are already in place. The support infrastructure often includes endpoint deployment and management tools that simplify and accelerate the provisioning deployment of large numbers of devices. IT organizations can even use that infrastructure to deploy and manage mobile devices across multiple geographies—an important consideration for large businesses with a widely distributed sales force.

Organizations that do not have a comparable support infrastructure in place for alternative mobile solutions might experience delays and increased costs when provisioning, deploying, and managing more than a few devices.

Apple® iPad® Tuning Required

As with Windows PCs or any other device, an iPad can be made ready for business with adjustments in the areas of productivity, manageability, and security. However, that tuning can take longer with iPads and can require more involvement from IT than a Windows 8 mobile device.

Table 3. Adjustments required to make an Apple® iPad® device a productive business tool

Productivity Adjustments	
Tuning Needed	How It Is Done in an Apple® iPad® Environment

Install core applications	• Users can install apps from the Apple App store for themselves, or the organization can make approved apps available in a private corporate app store.
	• IT administrators have several options to centrally distribute enterprise software, including the following:
	  • Apple® Configurator
	  • A secure web server that users access wirelessly
	  • A compatible mobile device management (MDM) system

Prepare device to access corporate resources	• Users can download and install a corporate configuration profile, which configures key settings on the iPad. • IT can manage and configure corporate policies and settings with a compatible MDM system. • iPad includes a built-in VPN client that supports standards-based VPN connections. Settings can be configured by the user or by centralized IT management tools, such as a configuration profile sent to the user or by a compatible MDM system.
User preferences	• During their normal course of work, users can tune bookmarks and other preferences settings, but might have to relearn how to do so on iOS®.

Even though it is possible to install core business applications on iPads, IT organizations and LOB managers could encounter difficulties during the process:

- There are fewer business applications for iPads than for Windows 8. Most of the apps in the Apple® App Store℠ are consumer oriented.
- Compatibility of iOS business applications with Windows is often limited to basic functionality, such as reviewing and minor editing. It might not be possible to fully meet business needs by using available apps for iOS.
- Custom or in-house apps are often written for Windows, so porting them to iOS will involve time and cost. Furthermore, businesses often do not want to deploy potentially sensitive, proprietary apps through the Apple App Store. This means they will need to develop a corporate app store, which could entail additional costs and delay.
- Organizations might choose to enable application access through a secure web site that can be accessed from any device. However, this option also requires additional development effort and is not practical for applications that require advanced functionality.

Organizations might also encounter difficulties when provisioning iPads or Android devices to access corporate resources. When deploying these devices in an enterprise environment, IT administrators typically give them access to corporate e-mail, calendaring, and contacts, and perhaps one or two business-specific apps. This type of access is relatively easy to grant because of capabilities built into the Android and iOS operating systems.

However, because mobile devices don't expose file systems directly, it can be more difficult and less secure to grant access to other corporate resources, such as shared drives and printers. In addition, organizations often find that e-mail, calendar, and contacts get users only half way to the finish line. It is sometimes that one critical business app which, unsupported on the iPad or Android device, renders the device unsatisfactory as a productive business tool. For marketing department users, that critical business app might be Microsoft Office. Karen and Kumar discovered that the lack of Office support on iPad was more than a minor inconvenience remedied by a workaround. It was an obstacle that affected everyone with whom Kumar needed to collaborate. This is why it is important for LOB managers to consider all of the job functions sales and marketing users need to perform and how their choice of mobile device can affect those functions.

Table 4. Tuning required to make Apple® iPad® devices secure and manageable in an enterprise environment

Manageability Adjustments	
Tuning Needed	How It Is Done in an Apple® iPad® Environment
Enable IT management of the device	• IT can manage iPads with compatible MDM software.
Security Adjustments	
Tuning Needed	How It Is Done in an Apple® iPad® Environment
Ensure that the device is secure for enterprise use	• Through a configuration profile or MDM software, IT must prepare VPN settings, certificates, agents, anti-malware software, and other corporate security-related components for iPad use.

While many businesses use iPads successfully, others find that they require too much manual tuning to be ready for a business environment. Much of the tuning required for Windows 8 tablets can be accomplished automatically or with existing tools. However, the same adjustments on iPads will either need to be done manually or with an MDM system. If your organization's IT department does not have an MDM solution that supports iPads, or if it lacks the skillset required to create and manage iOS configuration profiles, then it will take longer to tune iPads for your users than to tune Windows 8 mobile devices.

What about Virtual Desktops?

Many organizations use virtual desktops to securely provide an application set and data to remote employees. While virtual desktops can run on Apple® iPad® and Google™ Android™ devices, users often complain of performance lag. Additionally, the iPad is designed to display one app at a time, so switching between apps and a virtual desktop can make for an awkward and inefficient user experience.

These realities mean that LOB managers who want to put iPads or Android tablets in the hands of their employees are likely to encounter resistance from IT—and that resistance is often enough to undermine a department's deployment initiative.

Conclusion

Businesses looking for convenient, secure solutions for sales and marketing users will find that mobile users on devices powered by Intel architecture and running Windows 8 offer a clear, familiar path to productivity. While iPads and Android devices can offer some of the convenience and mobility users require, mobile devices powered by Intel architecture and Windows 8 can:

- Seamlessly support job functions that sales and marketing users perform daily, such as generating content and interacting with CRM software
- Easily integrate with existing software, workflows, and IT infrastructure backend
- Be quickly ready for business out of the box

These capabilities can help turn potential users that might be frustrated with ill-suited tools into satisfied, productive employees.

[1] "Mark" and his statements are based on actual interviews with a field sales rep. Details have been changed to protect confidentiality.

[2] "Sascha" and her statements are based on an actual interview with IT staff at "Mark's" company.

[3] Table 1 is intended as a starting point for things to consider, not a comprehensive comparison of CRM functionality.

[4] IT organizations could use additional tools to manage devices, including infrastructure management solutions such as Microsoft® System Center or endpoint management software from a variety of vendors. This paper lists membership in AD DS because it is the first essential step in managing a Windows® device and provides a great deal of manageability without additional software.