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(((MOBILITY On-The-GO)))

# the mobile road warrior

Why MSCSB believes mobility and productivity can go hand-in-hand.

**H**ow does one measure productivity? Is it by the number of hours spent in the office? For many in the past, this may be a workable model but in today's lightning-paced, information-powered world, the number of hours spent by an employee outside the work place does not necessarily mean he is not working, as he may be working while on-the-go.

Says Raja Ahmad Nizam, Mimos Smart Computing Sdn Bhd (MSCSB) senior manager for sales and marketing, good and productive employees in any organisation are people who are essentially well-informed and who are responsible about the need to perform their duties.

He explains: "In today's world, one can't do away with the fact that employees and workers tend to spend time away from the office in order to carry out their job functions. But this doesn't mean that they must be out of touch with the office.

"Communication by voice is one thing, but being able to communicate at a near real-time level, such as sharing up-to-the-minute reports and delivering data at your fingertips, ensures that the company is always in touch with its employees and resources. This means that employees can be a step ahead of the competition."

## INCREASINGLY MOBILE WORKFORCE

Ahmad Nizam says that as a result of the advancements made in technology today, organisations can now afford to have their employees go mobile and to move about on their own with a certain degree of autonomy and flexibility, while maintaining contact with the office at all times in case there is a need for any vital information exchange.

He adds that mobile workers are an organisation's biggest assets, as technology such as office virtualisation is mak-



Raja Ahmad Nizam, Mimos Smart Computing Sdn Bhd (MSCSB) senior manager for sales and marketing.



ing it easier to communicate with employees regardless of where they are.

"We strongly feel that this will be an important technological direction to pay attention to, now and in the immediate future," he says.

To enable employees to go mobile, companies need to provide the right tools to communicate seamlessly in the environment they're in, according to Ahmad Nizam.

"Voice and data communications are the most essential, with voice being for the obvious and tangible matters that need to be shared immediately with bosses so that they can make quick, efficient and well-informed business decisions," he says.

To enable all this to happen effectively, Ahmad Nizam says a company needs to provide a good infrastructure so that mobile workers can have access to the Internet via wireless devices and have supporting mediums such as the right software and company portals where they can access the information.

"What we at MSCSB have been doing is to ensure that connectivity is given the priority. After all, there's no point in having such wonderful applications if we can't get online and fully utilise any of their capabilities.

"As such, we here at MSCSB is enhancing and expediting the connectivity element making it easy for our mobile workers to ensure that they are able to connect quickly at all times and within as many varied environments as possible to allow a better experience when working away from the office," he says.

### SYNERGISTIC FUTURE

Ahmad Nizam reveals that MSCSB sees a synergistic future between 3G technology and notebook computers.

"There is a plethora of mobile products in the market, but we are trying to promote those that can give the most value to an organisation. We can't reveal too much at this stage but suffice to say, we are working towards introducing 3G notebooks with a difference. While 3G coverage is still expanding, our product will still be able to operate as long as there's mobile coverage, even in non 3G areas," he says.

Ahmad Nizam also acknowledges that while the idea and implementation of the mobile workforce is appealing and should be championed; there exist some barriers to its adoption.

He elaborates: "Whenever we come across such scenarios, there are two challenges. The first is that employee may not be used to being mobile and may choose not to be a mobile worker. Secondly, the onus is on the company to provide the right type of tools to the employee to ensure that he is able to perform his given tasks without too many restrictions.

"Because of this, there is a need for companies to invest in the right devices and tools to empower employees. Also, there is a need to ensure that the mobile workers are adequately trained and educated about being mobile workers, so that they will understand their roles, their tools and their environment they're working in. Once this has been taken care of, the employee will naturally adapt and perform in the field."