



Ford Drives Business Decisions with AvantGo Solutions

Organization:

Ford Motor Company

Industry:

Automotive

Type of Application:

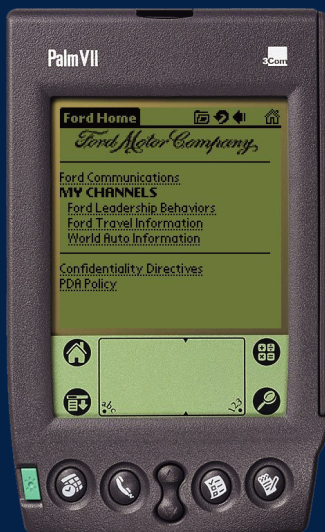
Knowledge Management

AvantGo Solution:

M-Business Server

Benefits Summary:

- Real-time information
- Time-to-market advantage
- No training required



Ford Motor Company is the world's second largest automaker, with employees in 200 markets on six continents. Ford is more than a global corporation. It is a world of people nearly 400,000 strong, connecting with customers every day. Over the past century, Ford has introduced eight of the world's most recognizable automotive brands and has come to be seen as a leader and innovator in the automotive industry. To maintain its competitive advantage, it is critical for Ford to provide its employees with up-to-the-minute information using technology that helps the company empower decision-making at the point of activity.

The Challenge

As part of Ford's effort to create a more connected workforce, the company sought a technology solution that would extend the company's intranet and applications to mobile devices. Ford wanted to give its employees greater access to information, as well as create an easy way for executives around the world to wirelessly access business metrics- any time, anywhere- using personal digital assistants (PDAs). For Ford, it was also important to implement a mobile solution that was flexible and scalable enough to support current, as well as future projects.

Ford chose AvantGo M-Business Server because it takes advantage of the company's existing information technology investment, provides time-to-market advantages and reduces the total cost of ownership of managing and deploying mobile devices throughout the corporation.

A solution for building and deploying applications to mobile devices, AvantGo M-Business Server extends Internet, intranet and extranet applications to handheld devices, as well as Internet enabled phones.

The AvantGo Solution

At Ford, AvantGo software provides both timely and topical updates to mobile devices from the corporate intranet without requiring the company to invest in additional development resources or write any additional code.

"Our business is more competitive than ever. With AvantGo technology, we are able to respond more quickly in this rapidly changing

"We are deploying AvantGo M-Business Server because it is a solution that gives us a time-to market competitive advantage by putting critical business information right at our fingertips."

Jim Yost, Vice President and CIO, Ford Motor Company

marketplace because we can give our executives around the world access to supplier information, sales figures and other key business metrics on their mobile devices," said Jim Yost, Vice President and CIO, Ford Motor Company.

In addition to critical business information, employees can set up private channels, either for themselves or for defined user groups. For individuals accessing group channels, information is automatically sent to the mobile devices of all of the users in a particular group. Today, mobile users in any of Ford's Windows NT domains can connect to AvantGo M-Business Server and self subscribe to receive predefined channels.

"Using the AvantGo solution, we are able to make important information available in a more portable format and employees are finding it very useful," said Tom Kerr, supervisor of Handheld Computing.

For Ford, which maintains key metrics and data electronically, information is now accessible on a handheld, enabling employees to be aware of things at an early stage, which can be beneficial in conversations and at meetings.

AvantGo solutions allow Ford to effectively deliver key corporate data to mobile devices, putting business intelligence directly into employees' hands, when and where they need it most.

Benefits

Real-time information

Using AvantGo M-Business Server, Ford maintains a competitive advantage by providing employees with access to important corporate information—online, offline or push connectivity modes on their mobile devices.

Time-to-market advantage

Ford is taking advantage of its existing technology investment and using AvantGo M-Business Server to extend HTML-based data directly to mobile devices without having to learn any new or proprietary development languages.

No training required

Ford does not spend time or money training end-users because AvantGo's software includes an intuitive Web-based interface for the mobile device.



AvantGo, Inc.
25881 Industrial Blvd.
Hayward, CA 94545
www.avantgo.com

Copyright © 2001 AvantGo, Inc. All Rights Reserved.

AvantGo, AvantGo Mobile Engine, AvantGo Mobile Sales, and the AvantGo logo are either registered trademarks or trademarks of AvantGo in the United States and/or other countries. All other trademarks are the property of their respective owners. The information provided is accurate as of the date of printing.

Printed in U.S.A.

AMI-HPA01 8/01