

# Essay on wal-mart executives purchase mobile cord software

[Business](#), [Company](#)



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Mobile cord provides businesses/ organizations with software that facilitates email delivery, voice mail, as well as messaging. The software helps in facilitating communication with employees on any Windows and RIM devices. Mobile Cord leads to increased productivity of a firm. It becomes easy to manage an enterprise using multiple devices and channels of communication, which are connected to our company's mobile devices. The software enables IT departments to address the issue of company's mobile employees due to easy delivery of emails, instant messaging, as well as voice mail facilitation. The IT department is also able to manage several devices, interfaced together, with communication channels and software packages.

The continuing growth of mobile devices backed with the bulk information that flows into and from an enterprise, has necessitated the usage of

MobileCord. This is because the communication channels need to be fast enough to avoid delays and other inconveniences. International Data Corporation projects that handheld shipments will increase to 20 million, by the year 3013, from the current 15million. The same corporation expects the number of annually sent emails to rise to 10 million from 6 million.

MobileCord limited company has a strong research and development team that has come up with Mobile Cord. The product is already being produced. The product will be offered across the world to Information Technology, Manufacturing and Financial sectors. This follows a thorough consultation by the R&D team. Mobile Cord Company has already established strong partnerships with Information Technology services, as well as providers of wireless services. In April 2013, the company plans to launch Mobile Cord II that will support devices such as PDA for sending SMS and WAP. Our business model is being executed through the continuous revenue growth and low expenses. Revenue comes mainly from licence fee and monthly subscription. Currently, this company has no debt and is not intending to take any credit.

## **Introduction and Statement of the problem**

Mobile Cord is software that enables IT departments to address the issue of company's mobile employees due to easy delivery of emails, instant messaging, as well as voice mail facilitation. The software was released in the market in the year 2011, and the first shipment took place the same year in the month of May. Since then, our product has continued being released in modules that help in interfacing with modern communication systems.

Mobile cord II will be released in the year 2013, and it will be more update. We keep on updating our products to keep running in the market. Our software enables the IT department to manage several devices, interfaced together, with communication channels and software packages (Ming-Tong, 2004).

The rapid internet growth and the growth of corporate networks have made employees to have a lot of information through emails, corporate applications, as well as web browser. Parallel to internet growth is the growth of wireless infrastructure and increased use of mobile devices. In spite of this exponential technological growth of internet and wireless services, users often get cut off from the communication channels, which they can access while at the enterprise. There is, therefore, a need to create mobile delivery that is unified in communication channels of various organizations. The main issue here is that IT departments need to deliver business communication over several devices. There is also an increase in the number of mobile devices in business organizations, and, finally, mobile employees need to communicate effectively while in the office.

## **Background data**

Mobile devices are rapidly increasing within enterprises. International Data Corporation (IDC), projects that handheld shipments will increase to 20 million, by the year 2013, from the current 15 million. The same corporation expects the number of annually sent emails to rise to 10 million from 6 million. However, Palm OS has dominated growth, but platforms, which include RIM devices, are making their way into the market. Other platforms

include windows. Usually, interfacing of these devices is different with communication channels such as instant messaging. In addition to that, employees carry their personal devices to the work place. Security of company information is very important and has become a matter of concern. Our company's solution enables Information Technology departments to manage mobile devices in a manner that is well organized.

The strong R&D has enabled Mobile Cord Company to invent Mobile Cord software, a product that is already available in the market. The product will be sold to Information Technology, Manufacturing and Financial sectors following a thorough consultation by the R&D team. Mobile Cord Company has already established strong partnerships with many firms, among them Information Technology services, and providers of wireless services. In April 2013, the company plans to launch yet another product that will support devices such as PDA for sending SMS and WAP. Our business model is being executed through the continuous revenue growth and low expenses (Davis, 1996).

Mobile employees have continued to increase rapidly. This has in turn led to increased demand for effective communication channels within business enterprises. IDC approximates that mobile professionals will increase to 15 million by the year 2013 from the current 13 million. This increase will affect amount of information flowing in and from a firm's communication channels. In addition to that, the same corporation estimates that the number of annually sent emails will rise to 10 million from 6 million by the year 2013. Communication through emails has become the only effective and fast

means of communication in business organizations. Therefore, access to emails through mobile gadgets is now a priority in any enterprise.

Information Technology departments are also under pressure to supply and manage communication channels that are mobile, but over multiple targets. This follows increased use of mobile services, increased number of mobile employees, and increased information in the communication channels.

Information Technology departments are, as a result, expected to facilitate reliable means of communication. Servicing users of mobile devices is one of the tasking and challenging activities, which must be encountered by Information Technology departments. Organizations require a solution that is comprehensive so as to be in a position to manage the communication channels that are available to mobile users. In the various customer accounts, which we have come across, Information Technology departments deal with wireless devices in a manner that is not organized. In some instances, IT departments end up unable to handle certain problems due to lack of solutions. That is the reason as to why Mobile Cord Company has come up with a solution that will make firms record increased productivity, following their application (LaPlante, 1992).

Currently, Mobile Cord Company is marketing its products through direct sale with the client enterprises, with the help of their Information Technology departments. This strategy is referred to as 'direct sales'. We have a development strategy which includes making partnerships with other firms through system integration. We are also forming partnerships with manufacturers, wireless providers, among others. So far our products have

been purchased by several industries, among them Mallaber consulting and Gerdin Systems. We aim at being the leading company in offering mobile solutions to users, so as to facilitate their communication wherever they may be located. Our strategies include, mainly, focusing on segmentation of the market, pursuing partnerships for business development, expanding our direct sales force, remaining innovative through research and development, and, finally, fostering revenue streams that are recurring.

## **Solution**

Mobile Cord as a product provides a solution to Information Technology (IT) departments in any enterprise. This solution will enable the departments to facilitate organization communication through fast delivery of emails, messages, as well as voice mails to employees who mainly use devices that are handheld such as RIM devices, not forgetting Palm and CE. The product gives enterprises two major benefits. The first benefit is the fact that the software leads to increased employee productivity by having complete communication while still in the enterprise. The other benefit is that Mobile Cord facilitates management of unified communication channels to the users.

## **Increased productivity**

Our product, Mobile Cord, ensures that the users remain connected to their organization communication channels, regardless where they are. The product ensures easier communication via emails and SMSs on their devices, which are mobile. When the mobile user is away from office, all he needs is a snapshot to know whoever is contacting them and the information being

passed on to them. The software can easily interface with the system of email so as to deliver an email on any mobile device without having access to continuous connection, which is required for web mails. Voicemails, as well as instant messages are also easily conveyed. This makes it possible to remain connected; hence manageable coordination while still away from office (Hartmann, 1993).

### **Easy to manage**

Mobile Cord software enables Information Technology departments to manage unified communication channels that are used by mobile employees, and other stakeholders. This has led to increased growth of IT responsibilities in today's enterprises. Initially, the IT department had the responsibility of software, hardware, as well as network management. Things have, however, changed and the IT department has been given the responsibility of handling mobile solutions. This is a complex task since each user, or each department is loyal to a mobile device, as well as some functions. Mobile Cord product ensures that Information Technology staff offers a uniform solution to mobile users. The solution does not depend on a mobile device, but it is a unified solution. Furthermore, our product can easily interface between the mobile device and the communication channel, which is either an email, Short Message Service, or a voice mail. The software gets implemented in a matter of days and not months; hence a benefit and a solution (Price & Meyers, 2006).



## Recommendation

We recommend that you purchase our product and you will not regret. You will be able to enjoy our services at a little licence fee and subscriptionfee, which are both affordable. Your business enterprise will be able to increase productivity following the benefits of Mobile Cord. First, the software leads to increased employee productivity by having complete communication while still in the enterprise. Secondly, Mobile Cord facilitates management of unified communication channels to the users. Please contact us on the address given below.

Mobile Cord Limited Company,

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Tokyo, Japan.

Fax: (607) 200-8520

Phone: 146-8630230

Mobile Cord Company offers professional services to its clients in order to facilitate communication between the organization and the mobile employees. We also have an efficient and effective customer care department that assists both existing and new clients. Training is also offered by the company to Information Technology staff. It is also offered to the end users. Clients are able to receive and operate continuous channels of communication while at the work place. We understand how important mobile communication is to business enterprises.

## Conclusion

Mobile Cord II software helps in facilitating communication with employees on any Windows and RIM devices. The software facilitates email delivery, voice mail, as well as messaging. The continuing growth of mobile devices backed with the bulk information that flows into and from an enterprise, has necessitated the usage of Mobile Cord. This is because the communication channels need to be fast enough to avoid delays and other inconveniences. Mobile Cord, through its strong research and development team, has come up with Mobile Cord II, a product that is already being produced.

The product will be offered across the world to Information Technology, Manufacturing and Financial sectors. Mobile Cord Company is currently marketing its products through direct sales. The company has a development strategy which includes making partnerships with other firms. The company's strategies include market segmentation, forming partnerships to foster business development, expanding direct sales force, remaining innovative through R&D, and, fostering revenue streams that are recurring. This company offers services that are professional to the clients, and it has a customer care department where potential and existing clients get assistance.

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