



Solution Guide

**Sybase Mobile Sales for SAP
CRM 1.2**

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Sybase Mobile Sales for SAP CRM Solution

The Sybase® Mobile Sales for SAP® CRM solution connects business data, for key SAP CRM processes, to mobile workers on Apple, BlackBerry, and Windows Mobile devices.

The *Sybase Mobile Sales for SAP CRM Solution Guide* is designed to help stakeholders and administrators understand this solution, from the back-end SAP systems to the functionality that appears on a mobile device. This guide provides:

- High-level overviews and diagrams of the solution landscape
- Descriptions of solution components with pointers to more detailed documentation
- The end-to-end installation flow that describes the high-level steps required to implement the solution

Targeted for SAP customers who want to extend their SAP CRM Sales application to a variety of mobile device types, this solution is a customizable, SAP-endorsed mobile CRM application that increases sales effectiveness and responsiveness, and improves overall sales decision-making.

- *Product Overview*

The Sybase Mobile Sales for SAP CRM (Mobile Sales) solution enables delivery of the SAP Business Suite to a wide array of mobile devices and platforms.

- *Solution Architecture*

The solution architecture encompasses all of the components from the SAP CRM back-end enterprise system to the heterogeneous mobile device types used by the mobile workforce.

- *Mobile Sales Device Application*

The Mobile Sales device application, either out-of-the-box or customized, provides the anywhere, anytime access to SAP® Customer Relationship Management software from smartphones connected to your enterprise systems via the Sybase Mobile Sales for SAP CRM solution.

- *End-to-End Solution Installation Flow*

Review the basic steps required for an end-to-end installation and configuration of the Sybase Mobile Sales for SAP CRM solution.

- *Documentation Roadmap for the Sybase Mobile Sales Solution*

Learn more about documentation for the Sybase Mobile Sales for SAP CRM solution.

The Sybase Mobile Sales for SAP CRM (Mobile Sales) solution enables delivery of the SAP Business Suite to a wide array of mobile devices and platforms.

Mobile Sales connects your SAP Customer Relationship Management (CRM) enterprise system to a variety of mobile devices used by your workforce. This solution enables critical business data to be simply and quickly extended to mobile workers on any device at any time, giving mobile device users full access to SAP CRM accounts, contacts, leads, opportunities, activities, and analytics.

Built on the proven mobile infrastructure of the Sybase Unwired Platform, the Mobile Sales solution provides SAP CRM customers with an "out-of-the-box" solution for mobilizing SAP applications while still providing the flexibility to customize and expand the solution to meet unique business needs.

As a solution, Sybase Mobile Sales for SAP CRM provides key business benefits:

- Improves sales effectiveness and responsiveness
- Provides immediate awareness of relevant customer information
- Improves overall sales decision-making due to access to timely data
- Increases ROI on your SAP CRM investment through easy and frequent use

And key IT benefits:

- Extends the reach of SAP sales applications
- Supports heterogeneous devices through a single, highly scalable mobile platform
- Enforces enterprise-class security
- Enables easy deployment, support, and management

Security

Data security is built into the Sybase Mobile Sales for SAP CRM solution at multiple levels.

Sybase Unwired Platform provides a single administration console, Sybase Control Center, which allows you to centrally manage, secure, and deploy data applications and devices.

Device user involvement is not required and you can maintain the authorization methods you already have in place.

- Data is secure at the enterprise level connecting to Sybase Unwired Server and through Relay Server, as well as at the device level. Relay Server allows servers and devices to connect without requiring changes to your existing corporate firewall configurations and policies.

- Encryption is built into the transport layer, which uses asynchronous and synchronous technologies, making all in-transit data secure. There is no need for separate VPN or SSL security.

Data Flow

Users can work online and offline, thus maximizing productivity.

The message queuing architecture of Mobile Sales allows the mobile workforce to be as productive offline as they are online.

The Mobile Sales application stores data in a queue on the device as work is completed while the device is offline. When the device goes back online, the messages are synchronized to the back end and processed accordingly.

Similarly, when a device goes online, any messages from the back end that have been queued while the device was offline are synchronized to the device and processed accordingly.

Customizing Mobile Sales

The Mobile Sales application can be customized to meet your business needs.

- **Customizations enabled via the Entity Set Definitions for Mobile Applications (ESDMA)** – Some aspects of the Mobile Sales application can be modified without programmatic changes that require a rebuild of the Mobile Sales application. The ESDMA generation process automatically captures the unique configuration of your SAP CRM environment and deploys these customizations when the ESDMA is deployed to Unwired Server.

Customization	Description
Updates to the Mobile CRM Configuration	Mobile-specific configurations made in the gateway to NetWeaver Mobile
Custom CRM fields	Custom fields added to your SAP CRM system

- **Customizations enabled through provisioning** – These customizations require a relink of the device.

Customization	Description
Mobile application configuration	Changes to disable backend objects or processes from the standard application, to the order of fields, or to hide unused fields

- **Customization with the Sybase Mobile Sales for SAP CRM Source Code** – More extensive customization requires programmatic changes and a rebuild of the Mobile Sales application. The *Sybase Mobile Sales for SAP CRM Source Code* provides the toolset for this type of customization.

Customization	Description
Mobile application branding	Changes to the look and feel of the application: images, strings, languages
Mobile application extension	Implementation of new business processes, e.g. CRM for Marketing or Services; modify business logic of existing application

See the technical whitepaper, *Sybase® Mobile Sales for SAP® CRM: Customization and Mobile Application Enhancements*, available at <http://www.sybase.com> for additional details.

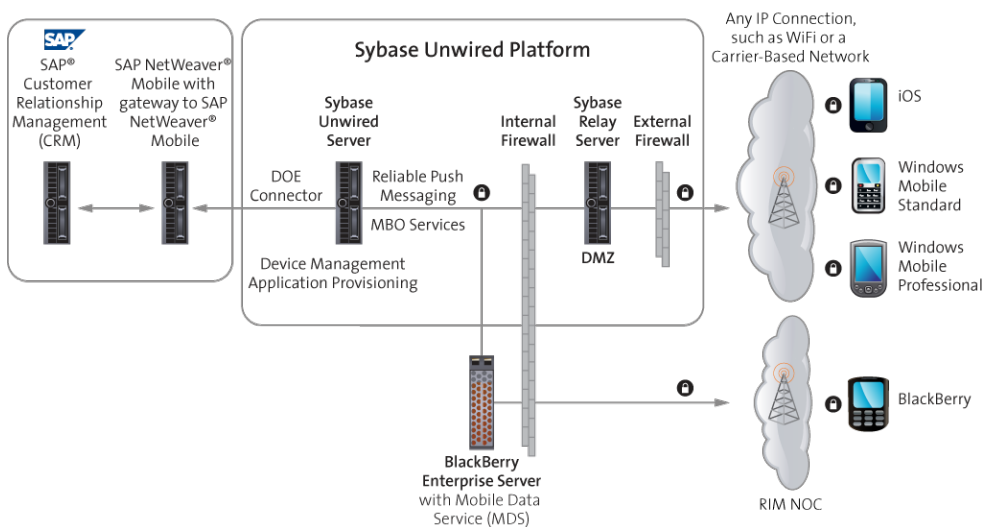
CHAPTER 3 Solution Architecture

The solution architecture encompasses all of the components from the SAP CRM back-end enterprise system to the heterogeneous mobile device types used by the mobile workforce.

The architecture diagram represents the data flow and key components of the Sybase Mobile Sales for SAP CRM solution.

- Multiple levels of data security are built into the solution, as represented by the padlock icons.
- The BlackBerry Enterprise Server is an optional component of the solution, required only if BlackBerry devices are targeted.
- SAP and Sybase components move data bi-directionally from the SAP back end to mobile devices and from mobile devices to the SAP back end.

Sybase Mobile Sales for SAP CRM Solution Architecture



The key components of the architecture include:

- SAP Landscape
 - SAP® Customer Relationship Management (CRM)
 - SAP NetWeaver® Mobile
 - gateway to SAP NetWeaver Mobile
- Sybase Landscape

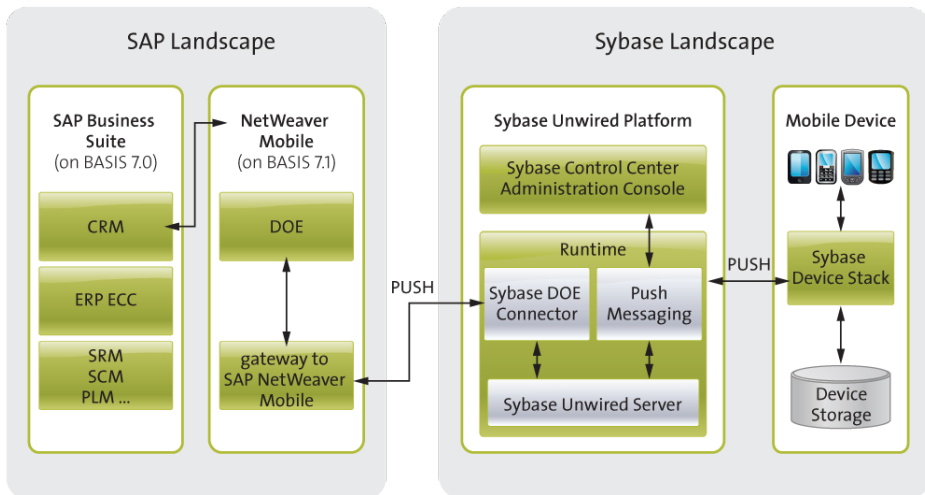
- Sybase DOE Connector (DOE-C)
- Sybase Unwired Platform
- Sybase Relay Server
- Sybase Mobile Sales for SAP CRM application, which runs on mobile devices
- (BlackBerry) BlackBerry Enterprise Server (BES)

The following sections provide additional detail about the components that make up the SAP and Sybase landscape for this end-to-end mobility solution.

SAP - Sybase Mobile Sales Solution Landscape

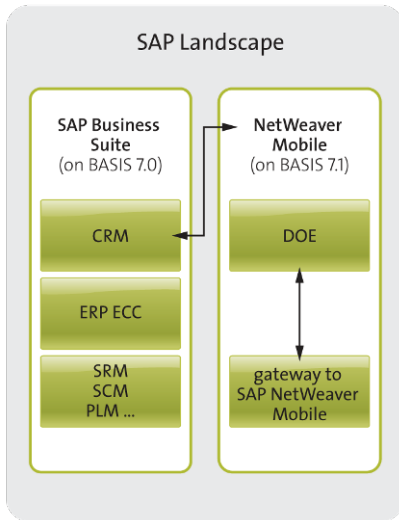
The end-to-end solution comprises components of the SAP landscape and the Sybase landscape as shown in the following diagram.

The primary point of data flow between the two landscapes occurs between the gateway to SAP NetWeaver Mobile and the Sybase DOE Connector. The gateway facilitates the push message traffic to and from the Sybase DOE Connector.



SAP Landscape

SAP infrastructure landscape for Mobile Sales typically consists of SAP CRM, SAP NetWeaver Mobile, and gateway to SAP NetWeaver Mobile.



- Primary SAP CRM and NetWeaver Mobile communication between the servers is bi-directional. SAP CRM and NetWeaver Mobile are installed on separate servers because of BASIS version requirements.
- NetWeaver Mobile manages communication between the CRM back-end system and gateway to SAP NetWeaver Mobile.
- The gateway to SAP NetWeaver Mobile acts as the point of communication on the SAP infrastructure side between the SAP infrastructure and the Sybase infrastructure. The gateway facilitates the push message traffic to and from the Sybase DOE Connector.

SAP Customer Relationship Management

Organizations implement SAP CRM to identify, develop, and retain their best customers and maximize the effectiveness of every customer interaction, whether it is sales, service, or marketing. Additionally, SAP CRM helps reduce cost and increase decision-making ability.

In the typical SAP CRM implementation, administrators and users interact with this valuable business data and processes from inside the corporate network. This interaction requires a secure connection.

With Mobile Sales, you now can extend the value of your SAP CRM investment to your mobile workforce. The mobile workforce has the same access to valuable business data over a secure connection.

SAP NetWeaver Mobile

SAP NetWeaver Mobile is the initial point connection from SAP CRM. This SAP middleware component provides for data consolidation and data distribution services.

SAP NetWeaver Mobile comprises Data Orchestration Engine (DOE) and a mobile client interface on the DOE that allows you to integrate any client technology with SAP NetWeaver Mobile. This enables any client technology to leverage middleware capabilities such as data distribution, data integrity, device management, and scalability.

DOE is message-oriented middleware, that is capable of staging data from various back-end systems, and distributing this data to different receivers based on preferences. It provides the technical foundation for responsibility determination, integrity, and synchronization and multiple version handling.

DOE capabilities specifically provide:

- **Data consolidation** – loading data from the back-end system into a staging area and loading rules separately from distribution rules.
- **Data distribution** – managing a large, staged rollout with complex distribution rules configured for specific users or user groups.
- **Data push** – pushing data from the back-end system to other solution components, so that the data is ultimately received by mobile devices.

Gateway to SAP NetWeaver Mobile

The gateway to SAP NetWeaver Mobile is a network point that acts as an entrance to the SAP CRM enterprise system from Sybase Unwired Platform or to Sybase Unwired Platform from the SAP CRM enterprise system.

Built on top of the DOE, the gateway provides a standard and open adaptive interface to the DOE. The ESDMA (Entity Set Definitions for Mobile Applications) tool, which is part of the gateway, performs activities such as modeling and configuration.

The modeling capability of the ESDMA tool creates an entity set definition on top of the standard objects exposed by the DOE such as data objects and distribution models. The configuration capability of ESDMA controls the runtime behavior of the system.

The gateway provides:

- The ESDMA Editor design-time environment for developing data models (data objects) that can be reused to build applications. The Editor facilitates:
 - Generation of WSDLs with services for create, read, update, and delete (CRUD) operations
 - Downloading these WSDLs via the ESDMA Browser as a CRM ESDMA bundle
- Runtime features that include:
 - Mobile-friendly search

- Read and write Web service-compliant interfaces
- Data push Web service event interfaces

Entity Set Definitions for Mobile Applications

The SAP CRM ESDMA bundle is generated by the gateway to SAP NetWeaver Mobile and contains the WSDLs for CRM data models and DOE runtime specifications.

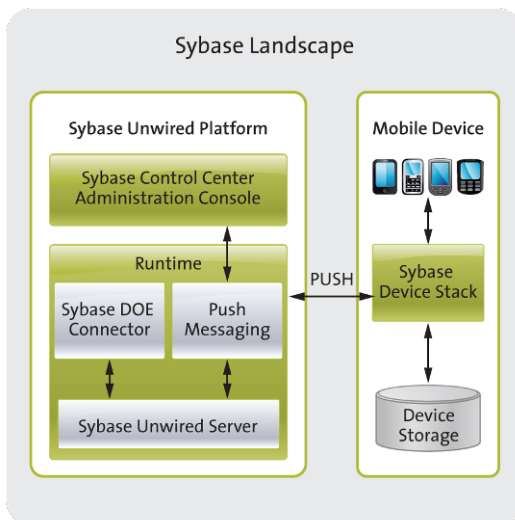
The ESDMA generation and deployment process captures the unique configuration of your SAP CRM environment for use in the Sybase Unwired Platform landscape. This enables messages to be processed based on your unique SAP CRM implementation. For example, if you add custom fields to your SAP CRM system, these fields are captured in the ESDMA and are made available for messages moving between the CRM back-end system and the mobile devices.

The ESDMA generation process creates a zipped bundle that contains an XML document and WSDLs that defines necessary metadata for the Sybase SAP DOE Connector. The SAP CRM ESDMA zip file is generated using the ESDMA Editor and downloaded using the ESDMA Browser.

The Mobile Sales installer deploys the ESDMA to Sybase Unwired Server, or you can use the Sybase SAP DOE Connector command line utility.

Sybase Landscape

Sybase infrastructure landscape typically consists of Sybase Unwired Platform, which includes Sybase Control Center, Unwired Server, and the Sybase DOE Connector, as well as the device stack and device storage that make up the Mobile Sales application.



Sybase DOE Connector

The Sybase DOE Connector (DOE-C) connects the gateway to SAP NetWeaver Mobile to Sybase Unwired Platform, providing the abstraction and optimization layer between the SAP DOE and Unwired Server.

The DOE-C interacts with the DOE on behalf of the mobile devices, converting their Sybase Unwired Platform message-based synchronization requests into DOE messages. All device interaction with the DOE is performed through the DOE-C.

The DOE-C provides:

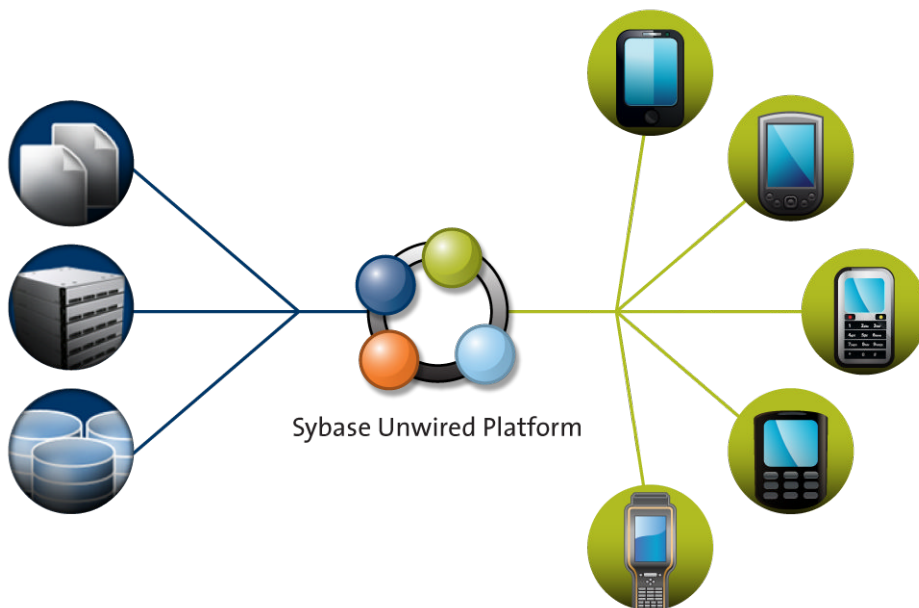
- ESDMA import capabilities to generate necessary inbound and outbound interfaces to facilitate movement of messages between the gateway and Sybase Unwired Platform.
- Data transformation management required for DOE interaction by:
 - Activating a listener based on Web service-eventing
 - Serving incoming synchronous and asynchronous requests from devices via the Sybase Unwired Platform runtime infrastructure.
 - Implementing guaranteed delivery for acknowledgment (ACK) and negative acknowledgment (NACK) messages; message counters are maintained within the Sybase infrastructure per logical device. Positive ACK messages are sent to the sending system to notify it that the original message was received and successfully processed. NACK messages notify the sending system of messages that were received out of sequence.
 - Automating the subscribe and unsubscribe functions based on client software activation.
 - Routing incoming messages based on ESDMA and target application rules.

Sybase Unwired Platform

Sybase Unwired Platform is the mobile enterprise application platform that provides the most effective, reliable data access to the SAP CRM system from a variety of mobile devices.

Sybase Unwired Platform, through the DOE-C, receives push messages from SAP and guarantees delivery to mobile devices. Using Sybase Unwired Platform as the hub connecting the back-end SAP CRM system to mobile devices provides:

- A common set of management and security tools for all devices. The administrative console, Sybase Control Center, allows you to centrally manage, secure, and deploy the Mobile Sales application and mobile devices without involving end users. It also allows you to maintain the authorization methods you already have in place.
- The ability to respond quickly to new device types and changes in the back-end SAP CRM system.
- The ability to create more reusable code components, which reduce the cost of custom application development, application updates, and application scaling. While Mobile Sales is an "out-of-the-box" SAP CRM application, you can choose to customize it.



The following sections describe key Sybase Unwired Platform components in more detail.

Core Features

Unwired Platform addresses the complex issues present in mobilizing applications to heterogeneous devices and networks.

Sybase Unwired Platform features that address these challenges in the Sybase Mobile Sales for SAP CRM solution include:

- Reliable communication between devices and the server runtime to support guaranteed delivery of data and transactions, without imposing any developer or management requirements.
- Integrated support for messaging-based and replication-based synchronization paradigms for varying network and application requirements.
- Integrated end-to-end security, using Secure Sockets Layer (SSL) and Transport Layer Security (TLS), for both over-the-air and data at rest.
- System security using common security providers including LDAP, Active Directory, and the operating system.

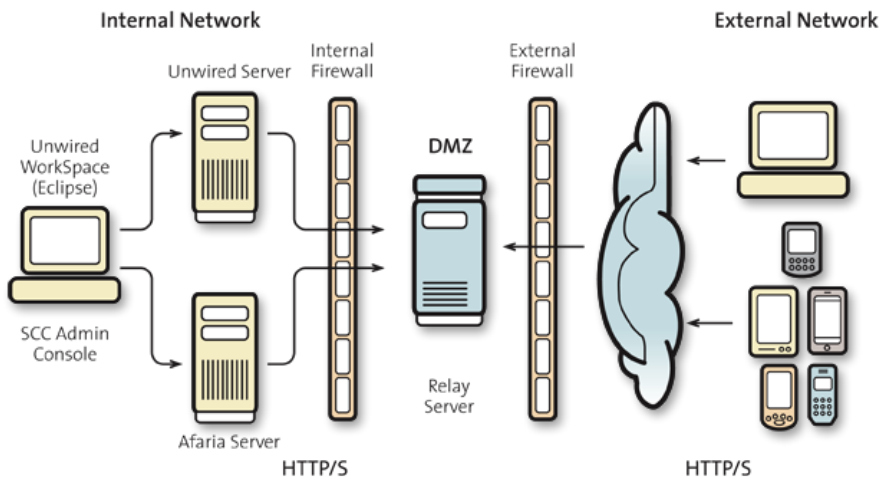
Additional Sybase Unwired Platform features enable you to customize your Mobile Sales application:

- Reusable, and elegant mobile business objects that capture device application data and transaction requirements.

- Full development support for Eclipse development communities, and uniform development paradigm across all device platforms.
- Consistent APIs that support network-aware communication between the server and device.
- Freedom from the underlying complexity of back-end systems protocols and interaction details.
- Seamless development of applications across heterogeneous device platforms.

Unwired Platform Components

The Unwired Platform configuration includes several major components.



Unwired Server

Unwired Server is an essential component of Unwired Platform, supporting data delivery to device applications by propagating transactions to back-end systems.

Unwired Server also supports optimized access to back-end systems, messaging, security services, and monitoring and development activities.

Server-side APIs support advanced requirements of complex data handling, transaction execution, security customization, exception handling, and systems management customization, all of which are intrinsic to complex corporate mobile application deployment environments.

Afaria Server

Unwired Server is complemented by the device management and application deployment functionality of Afaria®.

Afaria Server is fully integrated with Unwired Server to support end-to-end management and security of devices, and over-the-air and push-based deployment of device applications.

System Management Tools

Unwired Platform uses a Web-based administrative console to manage and administer Unwired Servers running across the corporate network.

The systems management functionality covers server configuration, command and control, device registration, multitenancy management, monitoring, device security, device management, and application deployment.

The systems management framework can integrate with Simple Network Management Protocol (SNMP) management tools to monitor specific server events. You can use administration APIs to automate and extend administration, management, and monitoring features.

Relay Server

A relay server supports load balancing and across-the-firewall deployment without opening any internal firewall ports for enterprise mobilization.

A relay server accepts and forwards requests from remote clients to Unwired Platform components. A relay server is implemented as a pair of Web extensions that run in a Web server.

Relay server supports two Web servers: IIS on Windows, and Apache on Linux. A relay server can be configured to use either HTTP or HTTPS.

BlackBerry Enterprise Server

The BlackBerry enterprise administrator installs and configures the BlackBerry Enterprise Server (BES).

The BES software and service connects to messaging and collaboration software on the enterprise network and securely redirects messages between servers and mobile devices.

Communication from Sybase Unwired Platform to the BlackBerry devices is coordinated through the BES and the RIM Network Operating Center (NOC).

The Mobile Sales device application, either out-of-the-box or customized, provides the anywhere, anytime access to SAP® Customer Relationship Management software from smartphones connected to your enterprise systems via the Sybase Mobile Sales for SAP CRM solution.

An administrator can install and provision the out-of-the-box application for immediate use by your mobile workers, or for evaluation of features and functionality as a means of determining customization requirements.

With Mobile Sales, mobile workers have full access to the specific SAP CRM data: accounts, contacts, leads, opportunities, activities, and analytics. Much of the functionality of the native device integrates with Mobile Sales. Mobile workers can connect to the SAP server, or work offline, when an Internet connection is not available.

Device users can use Mobile Sales to:

- Manage accounts and contacts – quickly access all information necessary to manage sales accounts from a single, comprehensive view. Capture and track critical information about prospects, customers, and partners.
- Manage leads and opportunities – track and qualify leads. New leads and opportunities appear instantly as they are assigned in the SAP CRM system.
- Manage sales activities – quickly access, create, and modify planned activities within the Mobile Sales application or the native calendar.
- View all information necessary to manage sales accounts.
- View and monitor the status and progress of interactions.
- Access real-time reports – review charts and key reports to prioritize actions to achieve sales objectives in the most efficient manner.
- (BlackBerry only) View all new activities, leads, and opportunities in the BlackBerry message list.
- (Windows Mobile only) Inspect sales documents – access current information to gain a comprehensive view of customers prior to a visit and to accurately position new products and offerings.

Mobile Sales Home Screen

The Mobile Sales Home screens shows Mobile Sales SAP CRM functionality at device users' fingertips.

The Home screen gives device users access to important messages (notifications) from the SAP CRM system, activities identified for the day, and home screen icons to move easily to SAP CRM tasks.

- Regardless of the device type, the Home screen, and other Mobile Sales screens, have a similar look and feel.
- Device users can set the locale appropriate to their location and language.
- The Mobile Sales administrator can determine which facets, or home screen icons, appear.
- As the device user works, data status icons show the device user whether the new object or change has been accepted by the SAP system.

The following shows a comparison of the home screens on iPhone, BlackBerry and Windows Mobile devices.



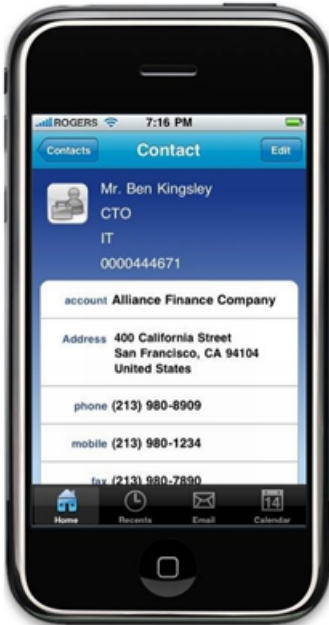
Contacts, Accounts, Activities, Leads, and Opportunities

Contacts, Accounts, Activities, Leads, and Opportunities are managed similarly, thus making the Mobile Sales application intuitive to use.

Device users can manage contacts:

- Search, modify, and view contacts, as well as activities, leads, opportunities, and relationships associated with a contact.
- Update contact information.
- Create a new contact.
- Quickly communicate with a contact: send a text or e-mail message, or place a call to the account main or mobile number, all from the contact fact sheet.

Device users can easily navigate to a contact fact sheet that provides detailed information.



Opportunities and Leads display to the device user, allowing the user to scroll through, conduct a search for a particular item, and review status.



Analytics

Device users can review charts and key reports, based on real-time information, to prioritize actions to achieve sales objectives in the most efficient manner.

Device users must have network connectivity to view reports. The reports display the most current Mobile Sales data based on the default report criteria specified on the device for each report.

Mobile Sales includes several report types:

- Pipeline Analysis
- Top Opportunities
- Top Risk Opportunities
- Top Sales Order (Windows Mobile)

The following shows the Pipeline Analysis report on an iPhone.



The following shows another version of pipeline analysis based on sales volume. Note that the device user can switch to an alternate rendering of the data by tapping one of the icons to the right of the current image.



Device Type Functionality Comparison

Review Mobile Sales functionality available across device type targets.

Use the following table to compare Mobile Sales functionality available across devices.

Functionality	iOS	BlackBerry	Windows Mobile
Business Partner Management (Accounts and Contacts)	Create, Read, Update	Create, Read, Update	Create, Read, Update
Lead Management	Create, Read, Update (with line items)	Create, Read, Update (without line items)	Create, Read, Update (with line items)
Activity Management	Create, Read, Update	Create, Read, Update	Create, Read, Update
Opportunity Management	Create, Read, Update (with line items)	Create, Read, Update (without line items)	Create, Read, Update (with line items)

Functionality	iOS	BlackBerry	Windows Mobile
Sales Orders with line items	Read	-	Read
Native Application Integration (Calendar, Contacts, Maps, Phone)	<ul style="list-style-type: none"> • Add Mobile Sales contacts to native contacts • Add all native contacts to the Mobile Sales contacts list 	<ul style="list-style-type: none"> • Add Mobile Sales contacts to native contacts • Add Mobile Sales appointment activities to the native calendar 	<ul style="list-style-type: none"> • Save a Mobile Sales contact as a native contact • Save a native contact as a Mobile Sales contact • Save Mobile Sales appointment or meeting activities to the native calendar • Log a native calendar entry as a Mobile Sales activity
Reports	Create, Read, Update	Create, Read, Update	Create, Read, Update
Customization and Enhancements	Complete	Complete	Complete

End-to-End Solution Installation Flow

Review the basic steps required for an end-to-end installation and configuration of the Sybase Mobile Sales for SAP CRM solution.

This end-to-end installation flow identifies key steps to implementing the Mobile Sales solution in an enterprise. The process comprises five main steps.

1. *SAP Landscape and Version Verification*

Verify that the SAP landscape has the required components and versions installed, including SAP CRM, SAP NetWeaver Mobile, and the gateway to SAP NetWeaver Mobile.

2. *Sybase Landscape Installation*

Install Sybase landscape components, including Sybase Unwired Platform and Sybase SAP DOE Connector.

3. *Device Files and ESDMA Installation*

Install device files to a server location and deploy the ESDMA package to Unwired Server.

4. *Device Provisioning*

Provision the Mobile Sales application to make the device application available to registered devices.

5. *Device Installation*

How device users install Mobile Sales on their mobile device depends on how the enterprise provisions the application.

SAP Landscape and Version Verification

Verify that the SAP landscape has the required components and versions installed, including SAP CRM, SAP NetWeaver Mobile, and the gateway to SAP NetWeaver Mobile.

Table 1. SAP Compatibility Matrix

SAP Product	Supported Versions
SAP® Customer Relationship Management (CRM)	2007 SP06 and later 7.0 SP05 and later
SAP NetWeaver® Mobile	7.1 SP11 and later

SAP Product	Supported Versions
gateway to SAP NetWeaver® Mobile	1.1 SP04 and later
Entity Set Definitions for Mobile Applications (ESDMA)	MAS_SMARTPHONE_SALES_V00; version VG001

Sybase Landscape Installation

Install Sybase landscape components, including Sybase Unwired Platform and Sybase SAP DOE Connector.

Sybase Unwired Platform, through the Sybase SAP DOE Connector, receives push messages from SAP and guarantees delivery to mobile devices. In addition, Sybase Unwired Platform provides the Sybase Control Center administrative console.

1. Install Sybase Unwired Platform.
See the Installation Task Flows in the *Sybase Unwired Platform Installation Guide*.
2. Install Sybase SAP DOE Connector.
See the Installation Task Flows in the *Sybase SAP DOE Connector Installation Guide*.

Device Files and ESDMA Installation

Install device files to a server location and deploy the ESDMA package to Unwired Server.

Run the Mobile Sales installer, on the same machine where Sybase Unwired Platform and DOE Connector are already installed, to:

- Place the device files for BlackBerry and Windows Mobile devices in the Sybase directory structure.
Device files for Apple mobile devices are provisioned via App Store or iTunes. Therefore, device files for Apple mobile devices are not available with the Mobile Sales for SAP CRM installer.
- Deploy the SAP CRM ESDMA package to Sybase Unwired Server.

See the *Sybase Mobile Sales for SAP CRM Installation Guide* for detailed instructions for these steps.

Device Provisioning

Provision the Mobile Sales application to make the device application available to registered devices.

Sybase Unwired Platform administrators:

- Register target devices with Sybase Control Center, the administrative console.
- Verify that device users have an SAP account and can log in to the account.
- Provision the device files based on the device type targeted.

Device Type Target	Provisioning Method
BlackBerry devices	Make the Mobile Sales application available to users via: <ul style="list-style-type: none"> • Over-the-air (OTA): BES • OTA: notification with URL • Desktop Manager As device users sync with the provisioning source, Mobile Sales application is automatically installed.
Apple mobile devices	For personal installations of Mobile Sales, users download and install Mobile Sales from iTunes or App Store. For larger, enterprise-level deployments, you can configure and use Apple Push Notifications Service (APNS) or the Afaia provisioning process.
Windows Mobile devices	Make the CAB files for the Mobile Sales application available to users. For personal or developer installations, stage the files in a Web or ActiveSync-accessible location. For larger, enterprise-wide installations, use the Afaia provisioning process. Device users receive notification from the administrator with the URL and device installation instructions, which they can run at their convenience.

Details of the provisioning process are in the *Sybase Mobile Sales for SAP CRM Deployment Guide*.

Device Installation

How device users install Mobile Sales on their mobile device depends on how the enterprise provisions the application.

Examples of how devices users complete the installation include:

- An Apple device user receives a notification and goes to App Store or iTunes to download and install the Mobile Sales application.

- A BlackBerry device user may not take any action at all; Mobile Sales is automatically installed if it was provisioned over-the-air from the BlackBerry enterprise Server.
- BlackBerry or Windows Mobile device users may use a desktop synchronization method, such as BlackBerry Desktop Manager or ActiveSync, to download and install Mobile Sales.

After the application is installed to the device, users launch Mobile Sales and log in to SAP CRM to synchronize with the SAP CRM back-end system and begin working.

The *Sybase Mobile Sales for SAP CRM Users Guide*, a separate guide for each device platform, provides user-oriented instructions for installation and operation of the Mobile Sales application.

Documentation Roadmap for the Sybase Mobile Sales Solution

Learn more about documentation for the Sybase Mobile Sales for SAP CRM solution.

Table 2. Sybase Mobile Sales for SAP CRM Documentation

Document	Description
<i>Sybase Mobile Sales for SAP CRM Installation Guide</i>	<p>Describes how to install or upgrade Sybase Mobile Sales for SAP CRM. Read the <i>Sybase Mobile Sales for SAP CRM Release Bulletin</i> for late-breaking information and corrections.</p> <p>Audience: IT installation team, training team, system administrators involved in planning, and any user installing the system.</p> <p>Use: during the planning and installation phase.</p>
<i>Sybase Mobile Sales for SAP CRM Release Bulletin</i>	<p>Provides the most current information about known issues, and updates.</p> <p>Audience: IT installation team, training team, system administrators involved in planning, and any user who needs up-to-date information.</p> <p>Use: during the planning and installation phase, and throughout the product life cycle.</p>
<i>Sybase Mobile Sales for SAP CRM Solution Guide</i>	<p>Provides an overview of the end-to-end solution, architecture, and key components.</p> <p>Audience: all users.</p> <p>Use: during the planning and installation phase, and throughout the product life cycle.</p>
<i>Sybase Mobile Sales for SAP CRM Troubleshooting Guide</i>	<p>Provides information for troubleshooting, solving, or reporting problems.</p> <p>Audience: system administrators who need to troubleshoot Mobile Sales application issues on various devices, Sybase Unwired Platform issues, Sybase SAP DOE Connector issues, and high-level SAP CRM issues.</p> <p>Use: during entire product life cycle.</p>

Document	Description
<i>Sybase Mobile Sales for SAP CRM Deployment Guide</i>	<p>Provides detailed information about provisioning the Mobile Sales mobile device application.</p> <p>Audience: Sybase Unwired Platform system administrator who needs to provision the Mobile Sales application to multiple devices in the enterprise.</p> <p>Use: once the Mobile Sales application is configured and ready for the field.</p>
<i>Sybase Mobile Sales for SAP CRM Device Users Guide</i>	<p>Describes device user tasks for installing, setting up and using the Mobile Sales application to access SAP CRM.</p> <p>A separate user guide is available for each device platform that Mobile Sales supports.</p> <p>Audience: mobile device users.</p> <p>Use: when using the application on a device.</p>

The following Sybase Unwired Platform documentation is applicable for the Sybase Mobile Sales for SAP CRM solution. The complete set of Sybase Unwired Platform documentation is available at <http://sybooks.sybase.com/nav/summary.do?prod=1289>.

Table 3. Sybase Unwired Platform Documentation

Document	Description
<i>Sybase Unwired Platform Installation Guide</i>	<p>Describes how to install or upgrade Sybase Unwired Platform. Check the <i>Sybase Unwired Platform Release Bulletin</i> for additional information and corrections.</p> <p>Audience: IT installation team, training team, system administrators involved in planning, and any user installing the system.</p> <p>Use: during the planning and installation phase.</p>
<i>Sybase Unwired Platform Release Bulletin</i>	<p>Provides information about known issues, and updates. The document is updated periodically.</p> <p>Audience: IT installation team, training team, system administrators involved in planning, and any user who needs up-to-date information.</p> <p>Use: during the planning and installation phase, and throughout the product life cycle.</p>

Document	Description
<i>System Administration</i>	<p>Describes how to plan, configure, manage, and monitor Sybase Unwired Platform. Use with the <i>Sybase Control Center for Sybase Unwired Platform</i> online documentation.</p> <p>Audience: installation team, test team, system administrators responsible for managing and monitoring Sybase Unwired Platform, and for provisioning device clients.</p> <p>Use: during the installation phase, implementation phase, and for ongoing operation, maintenance, and administration of Sybase Unwired Platform.</p>
<i>Sybase Control Center for Sybase Unwired Platform</i>	<p>Describes how to use the Sybase Control Center administration console to configure, manage and monitor Sybase Unwired Platform. The online documentation is available when you launch the console (Start > Sybase > Sybase Control Center, and select the question mark symbol in the top right quadrant of the screen).</p> <p>Audience: system administrators responsible for managing and monitoring Sybase Unwired Platform, and system administrators responsible for provisioning device clients.</p> <p>Use: for ongoing operation, administration, and maintenance of the system.</p>
<i>Troubleshooting</i>	<p>Provides information for troubleshooting, solving, or reporting problems.</p> <p>Audience: IT staff responsible for keeping Sybase Unwired Platform running, developers, and system administrators.</p> <p>Use: during installation and implementation, development and deployment, and ongoing maintenance.</p>

Table 4. Sybase SAP DOE Connector Documentation

Document	Description
<i>Sybase SAP DOE Connector Installation Guide</i>	<p>Describes how to install or upgrade Sybase DOE Connector. Check the <i>Sybase DOE Connector Release Bulletin</i> for additional information and corrections.</p> <p>Audience: IT installation team, training team, system administrators involved in planning, and any user installing the system.</p> <p>Use: during the planning and installation phase.</p>

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