



# Technology Brief...

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## Salesforce.com Makes Mobile Lighter and Cloud-ier

Recently, Salesforce.com launched a free mobile application extension to its CRM solution called Mobile Lite. Available for the iPhone, BlackBerry and Windows Mobile devices, it provides a way for users of the Salesforce.com cloud-based applications to extend those applications to smartphone users. While not as powerful as the full Salesforce.com mobile client, which offers off-line capability, full push technology, integration with on-device applications (e.g., contacts, calendar), it nevertheless provides users with the ability to access dashboards, accounts, opportunities and other data available within Salesforce CRM. For an increasingly mobile empowered workforce, this tool provides a way for companies to offer more mobile access with virtually no additional infrastructure burden or cost as an extension to their existing commitment to cloud computing.

Salesforce's Mobile Lite strategy is a prime example of the emerging "new mobile reality". As more users become mobile and deploy an increasingly diverse set of smartphone devices, and as companies try to stay abreast of the needs of their workers, there is a growing realization that old style application deployments may not be the most cost effective or efficient way to go forward. Just as is the case for PC-based applications where companies have been moving towards greater deployment in the cloud and enabling app access through a "thin" client connection, so too many are exploring a thinner connection to apps for the smartphone. That is not to say that all companies will or should move to a totally thin approach, as many solutions on mobile devices require a fully developed and deployed application. We will continue to see thick client applications deployed to mobile devices, especially where sophisticated or customized solutions are needed. Nevertheless, the thin client approach has some major benefits for the app provider, the end user and the end user's organization.

First, thin apps, especially browser-based apps, enables the user while achieving a low impact on IT resources. Generally all that is necessary is for the user to go to a web site to automatically load the app. Next, accessing apps in the "cloud" offers a way to deploy to a wide array of devices without having to standardize on a "corporate device" for all users. As long as the device is capable of running the thin client, in a browser for example, it can have access to the app. Third it offers a secure means of connection, as generally no data remains on the device once the app is closed and therefore the potential for data loss is minimal. While some thin apps do maintain some data on the device, it is far less than would be expected for a thick client that populates a local database. Finally, cloud computing and thin clients present a formidable advantage in organizations that have "casual" users who could benefit from accessing corporate apps but who do so only occasionally

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or who only need limited functionality.

Thin clients are now an acceptable approach because wireless networks have dramatically improved over the past couple of years. Although still not perfect, most offer reliable and robust connections, making the thin computing approach viable for a large number of users. Further, push technology available on many platforms provides a seamless way for updating the data. However, those organizations that require more app complexity, utmost reliability or that must deal with intermittent wireless coverage will still require a thick client,

**Bottom Line:** Salesforce.com, through its cloud computing model, has now been further extended to mobile devices. We would expect a wide array of mobile apps to be deployed in this manner, although we do not expect the more powerful thick client apps to disappear anytime soon. Companies should examine whether or not a thin client app is available, especially those companies needing to support a wide variety of devices, that are worried about security/compliance issues, and/or that have a significant number of casual users.

## Corporate Email: What are Mobile Companies Running?

Most organizations start down the path to mobile application deployments by enabling mobile email onto smartphones. Indeed, many companies have found mobile email as the most easily deployed and end user desired mobility project they could deploy. Well defined and implemented packages from BlackBerry, Good, Sybase, Microsoft and others provide a complete solution for companies to install that eases deployment and minimizes technical resources necessary to set up and maintain the solutions.

To get a better understanding of the market, we conducted a study to discover which corporate email systems organizations were running that were to be "mobilized". We surveyed 271 organizations of various sizes and in various verticals to discover what email systems they supported. We assessed both the total market averages for various enterprise email solutions, as well as assessed if there were any major differences among vertical market segments. In many cases, organizations supported more than one email system. This was often a result of companies that have acquired or merged with other organizations, but still had to support a legacy solution that may not have been their chosen standard. Further, some multinational organizations have multiple systems in use because of differences in geographic and/or subsidiary independent selections.

What we discovered was that Microsoft Exchange represented the largest share of the corporate email market in those organizations surveyed. Overall, Exchange is supported by 78% of organizations. Lotus Notes is second at 28%, followed by Novel at 6% and "other" at 2% (see figure 1 below).

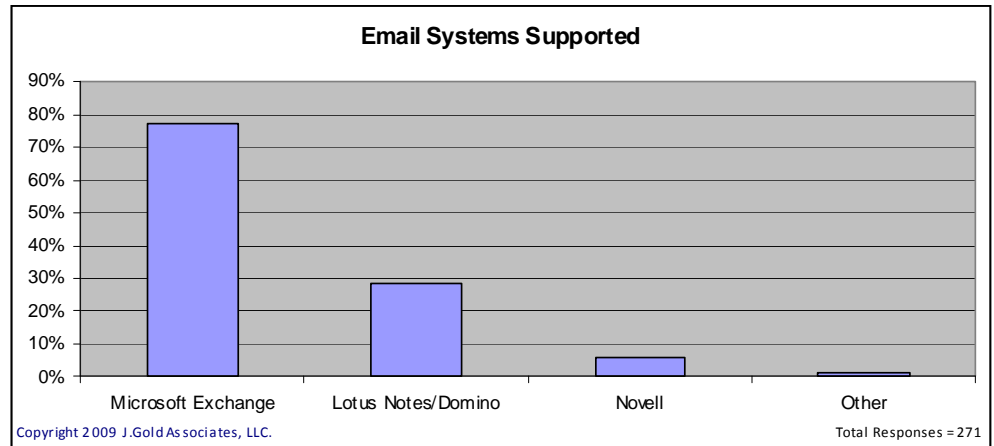
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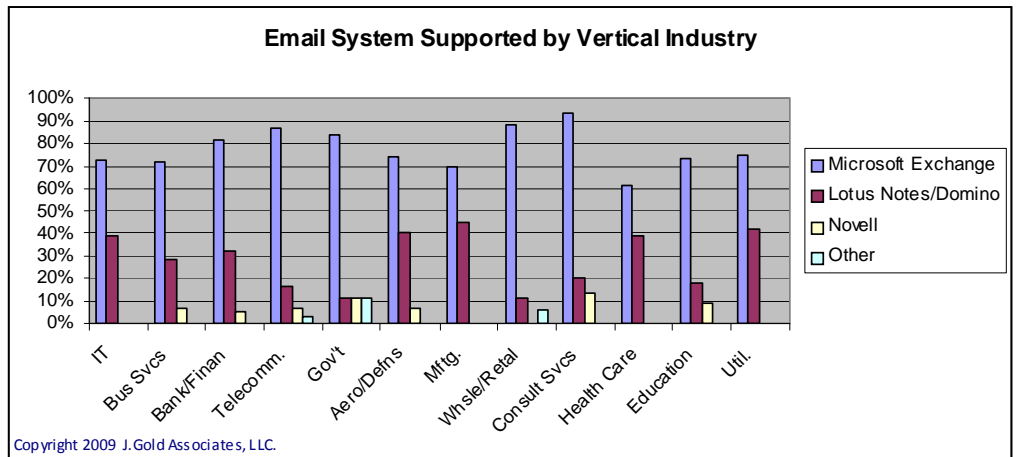
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Figure 1:



We also assessed if there were significant differences among companies in different industries. When broken out into selected verticals, the numbers change somewhat, but not dramatically (see figure 2). Exchange still represents the largest share of the market, but Notes has significant presence in Manufacturing, Utilities, Aerospace/Defense and Healthcare.

Figure 2:



**Bottom Line:** Within the mobile enterprise, Microsoft Exchange dominates the corporate email space on average, although Notes does have a significant share of key vertical industry segments where it has mounted a credible challenge to Exchange. It is unlikely, however, that Notes will be able to overtake the compelling market share advantage that Exchange currently has, even in those industries where it has done well.

## Keeping Notebooks Past Their Prime Costs More Than It Saves

*Excerpted from a recent research report, "Keeping Notebooks Past Their Prime: A Study of Failures and Costs".*

We undertook a study to determine the cost of keeping a notebook computer in service beyond the generally recommended 3 year lifecycle for a business-class machine. This was prompted by the tendency of many companies to extend the

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lifetime of their notebook computers in an attempt to avoid capital equipment purchases in these challenging times. To accomplish this study, we created a cost model that analyzes the costs contributed to failures of notebook computers throughout their lifecycle. It assumes three deployment scenarios: a notebook deployed for 3 years under an extended 3 year warranty, a notebook deployed for 3 years with only 1 year of warranty coverage, and a notebook deployed for an extended lifecycle of 5 years. The model provides a comprehensive analysis of the true costs associated with business notebook failures that reflect upon the actual usage of the deployed devices, including variations in failure rates over the life cycle, costs of repairs both in and out of warranty, IT tasks and labor rates, end user effects, etc. From this data, per device cost associated with machine failures in each year of service has been calculated, and a total cost per device has been determined.

Our intent was to identify the true costs associated with failures of notebook computers deployed in the enterprise. Further we wanted to determine whether extending the life of a notebook for an additional 2 years as many companies are now considering made economic sense. We discovered that the added costs of keeping a machine for 5 years instead of 3 years actually exceeded the cost of purchasing a new notebook after year 3.

Our findings concluded that keeping a notebook computer in service in years 4 and 5 will cost an organization an additional \$960 per device deployed, which is equivalent to the typical cost of a new notebook. Further, outdated equipment will cost the organization \$9600 in lost end user productivity. Some additional key findings include:

- The cost to repair a failed notebook while under warranty is \$970
- The cost to repair a failed notebook not under warranty is \$1425
- The per machine "Failure Tax" for each notebook deployed in the organization is \$126 in the first year and increases dramatically throughout the life of the machine, but will change based on variations in machine failure rates from different manufacturers and/or models.

*The complete research report and its cost model is available for purchase from J.Gold Associates, LLC.*



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## Recent Research Reports

*Contact us if you would like to obtain any of the following research:*

### Major Market Studies

- Enterprise Mobile Applications: A Study of Strategies and Adoption Trends (Complete Report)
- Mobile Business Applications: A Study of Strategies and Adoption Trends (Executive Summary)

### Technology Reports

- Solid State Drives in Notebooks: Cost Advantage or Cost Liability?
- Keeping Notebooks Past Their Prime: A Study of Failures and Costs
- Survival of the Fittest: Will Windows Mobile Go Extinct?