

Mobile Technology to enhance IT consulting practice

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ABSTRACT

The advancement of Mobile technology in IT consulting is essentially important to implement mobile devices with associated technology to improve IT consulting advice and services by using different platforms. IT consulting is giving more focus to offer professional advice and guidance to customers with provide various consulting services for enterprise and recommend solution, or other clients with markets affect the way we work, live and play on mobile technology as well as the strategy in order to get better solution such as analyze and assess the viability of new product, evaluate devices compatibility of the product and suggest suitable platforms for implementation, the prove of concept of product to ensure the product features can be implemented,

technical and functional design and other services which the ways to achieve time to market and business objective. The professional Consultant will be required to conduct sessions with the customer over the phone, attend project meetings and provide status on progress of activities and deliverables, and other interaction via smartphone, desktop, tablet or other wireless devices. This paper focused on how mobile technology play the important role in terms of operation, customer relationship and types of business model which used by IT consultants to describe business process solution in any organization.

Keywords: Mobile Technology, IT consulting, Customer Relationships, Customer value, Market Priorities, mobile devices.

INTRODUCTION

Nowadays, Mobile technologies are moving ahead to advance and restructuring the technology background to offer a global connectivity where people can access information anytime and anywhere. It is a way to transform how customers, partners and employees interact with business areas. Not only that, the expectation is increasingly innovative and seamless on the device of the customer's choices. This uprising has transformed the process of business is conducted including Information Technology (IT) consulting organization to reconsider the benefits of mobile technology and inclusive IT strategies desire consulting practice. The progress of mobile technology need the professional person to help consulting services concern in cultivating, preserving as well as supporting technical feasibility,

PROJECT BACKGROUND

Mobile technologies have rapid changes in the way of live such as in work, travel, shop and health. The appearances of mobile computing devices (smart phones, tablets and other mobile devices) has only expand the evolutionary transformation how to use computers and tools to communicate and manage daily routine and relationships as well as giving much influence on the earth. For example, in healthcare, mobile devices such as smartphone as a smart tool to convey the information of healthy lifestyle and it capable for diagnostic remote monitoring for some of diseases. Not only that, Therefore, the important role of mobile technology also help various hospitals to reduce cost and improve quality of care for patients. The opportunities with mobile technology are much crucial for several institutions according to its function. In other words,

customer value and time to market priorities. The existing of mobile technology plays in enhancing IT consulting practices the way of changing customer interactions, processes and the business model to retain customer and heightened consulting performance. The enabling of mobile technology is more than giving access to any type of enterprise solution on smartphone or tablet but how to prove the experience of several opportunities by using technology consulting and mobile application development. This is because, mobile devices and mobile application functionality is the standard in mobile world. Therefore, the strategy how to keep up with changing user expectations and prioritize ongoing development in live environment which provide mobile consulting in order to realize innovation into mobile enterprise solution.

consulting company which used mobile technology to contribute their services to solve problems in the organization. It is a unique prospect to re-think the way businesses interact with customers, employees and partners and it offers a different value and always be connected by communications tool. It is an exclusive platform to shape understanding with people desired. The effective function of mobile technologies can give good result and advantages for company such as enhanced customer experience, efficiencies, flexibility, product and service innovation and access to new markets. With mobile technologies, it enable to motivate variation in how business is conducted, requiring companies to consider current mobile and IT strategy, this is illustrate top IT Strategy consulting firms' core competencies, strengths and weaknesses, while providing detailed

analysis across environmental areas and client industries, the IT consulting field concern on expert advice and assistance on the best use of information technology to achieve the business objectives in the organization. For instance, writing, modifying, testing and supporting software to fulfill the customer needs. Management consulting in practice is helping organizations to improve their performance, works mostly through the analysis of existing organizational problems and the development of plans for improvement. Organizations may manage the services of management consultants for a number of

reasons, including gaining external advice and access to the consultants' specialized expertise. There are various ways for consulting companies to get better understand how businesses succeed or fail in using digital technology in business performance. However, there are majority companies also must be struggle to gain transformational effects from new digital technologies, but also that a significant minority of companies have developed the management and technology skills to realize the potential of new technologies in order to achieve good advantage and goal for the organization.

PROJECT OBJECTIVE

The influence of mobile technology or Information Technology (IT) in an enterprise with dramatically progressive and great which it can carry many opportunities to the organization. The role of technology is a crucial in order to support services especially for the advancement of IT consulting facilities. For example, technology is an essential part in any organization in terms of strategy, creativity to use with user design approach for any platform and technology application or implementation focused on working as a team by using via cloud, web, and mobile and wearable platforms allowing us to practice the right tools for the right job. In IT consulting objectives aims to develop services to clients based on specific, measurable, achievable, resource and time. Its objective in IT consultant should be emphasis as actions in work plan how the mutual understanding about trust and goal can be realize in the future. Therefore, Information & Data Strategy services may have one of the major impacts on business performance. What evidence for the business needs and where to get it from any critical

type of strategy. The objective of IT consulting associated IT is to help client form the foundation for actual decision for the first identifying the serious information needed to run and raise the business and also by increasing and executing a strategy, architecture and processes for obtaining, managing, governing and securing the information.

CUSTOMER RELATIONSHIPS

The customer relationship is describing how business interacts with customers using technology to gather the intelligence in order to improve support and services to customers. In other words, customer relationship in mobile technology is also about what you do with that information to better meet the needs of your existing customers and identify new customers and how the strategy to achieve the profit. The successful of consultant is based on the ability to apply the technical specialist to the client's unique situation. This is because without focusing on the relationship and developing trust and confidence that

enable the client to reveal the problem which enable consultant to help them to eliminate problems. Therefore, the important of relationship between consultant and client is the crucial factor to achieve target in consulting mission to achieve goal. Consultants can use their understanding value to strengthen performance and create competitive advantage in several ways. For example, a consultant can use his knowledge to tailor supplementary services, programs, and systems in its current market offerings

OPERATION

Mobile technology in IT consulting offers an extensive base in terms of network implementation like experience and industry knowledge through global professional's network. It's focus on helping client's network operations to increase productivity, reduce operating costs and, ultimately, achieve high performance. IT consulting communicate with clients in some industries around the world is using a wide range of network technologies to enhance good services for clients. IT consulting strategy focused on creating innovative and practical IT strategies to support business for clients. This strategy role can help clients to align their business and IT priorities explore business opportunities to provide by latest technology with greatest planning to achieve goals. For example, Data strategy services contribute a major impact in consulting for decision making process. The way of using variety of technologies automatically improving experiences by using types of mobile devices such as smartphone, tablet, video-teleconferencing, satellite, Internet Protocol (IP), core networking, and cloud computing. In effect, the consultant can help

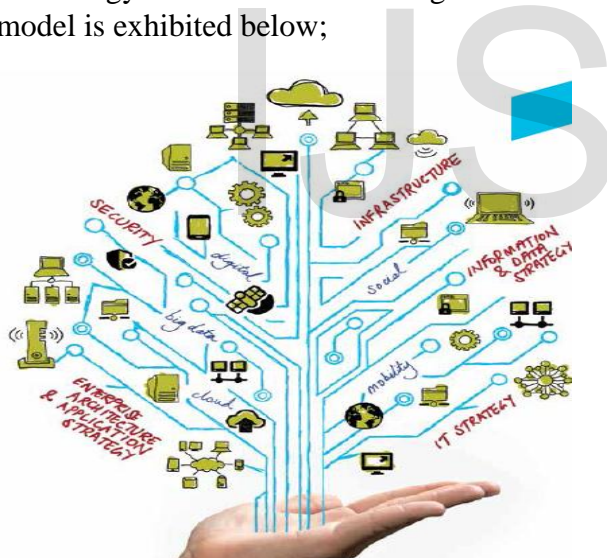
and to guide the development of new offerings. Integrating the whole knowledge that it has learned about essential value into its marketing efforts in consulting and sustaining with customer relationships by documenting its delivery of superior value over time as well as by discovering new ways to update and reinvigorate those relationships in any business consulting.

clients or organization to identify options in making the right investment decisions for any type of business conditions with specific innovation to fuel growth and create competitive advantage to identify appropriate technologies for enabling a variety of customer service options and improvements in effectiveness of services in consulting.

BUSINESS MODEL

The culture of business nowadays has changed to become a digital business which interaction is much faster by using digital networks such as smartphone, Tablets, cloud, Tele-conferencing and others. One of company which exchange is IT consulting. The exchanging of technology consulting had a compact role and more concern on task in terms of business process and blurring of standard IT consulting model. The advancement of digital technologies are excessive for communicating with customers and other outside parties which business looked more digitized, streamlined and simplified. In enterprise, business model is crucial factor to create because it can help company in improving business which focus

on a target model, company process and provide road map for implementation. The aims of business model created is to complete and making effective in business transformation. In IT consulting needs to redevelop processes which somehow to compete in a global and virtual market. The unpredictable situation and uncertain economies in the enterprise will impact revenue for company performance. Therefore, the strategy and technology central are needed in order to enhance understanding in facing complexity in IT services for client business that effective model can impact success in the business. The occurrences of transformation in mobile technology also not simply to ignored because of the competition among mobile technology itself. The consulting business model is exhibited below;



(Lauderback, 2012)

- How technology influencing and shaping Organizations in a perceptive way

When a company in enterprise faces some of the challenges in the organization. The company can be discouraging and require in providing the major of technology waves such as by using cloud, mobile and other technology infrastructure which can support the business operation smoothly in the market area. In addition, social and analytics are the platform to change the company do business operation in industry and also to simplify the design and enhance the efficiency and effectiveness of legacy technologies in enterprise complexities. Moreover, the deep difficulties in the company faced will be solved with providing the sophisticating technologies (IT) which become integral how company design, produce things, create and manage transactions and also collaborate internally and externally with customers and suppliers. Therefore, the role of technology in the enterprise like a back born of company to be sustained in terms of the whole operation to increase revenue and business performance. In addition, how IT can help the enterprises successfully develop to cultivate and implement their strategies and creatively applying new technologies as well as streamlining their existing IT infrastructure in order to assist businesses on clear pathway to progress. Not only that, the attaching power of technology innovation to receive value in legacy environment, collaborative with clients business and IT leadership by using five(5) services. Those services such as

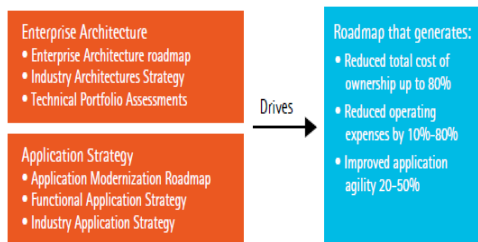


Through those five (5) services, the consulting business especially for leader easy to execute in terms of technology agenda which can provision business strategy, attaching the power of technology improvement in obtaining values and how IT assist the business. As a result, the strategy of combining those approached, it much helping clients in industry become more agile, quickly and support them to enhance and achieve high client’s performances.

(Lauderback, Accenture Technology, 2012, p. 1)

• **Enterprise Architecture & Application Strategy**

The enterprise and technology services enable to create the actionable roadmap which it can guide the operation and revitalize of company’s application and technology site. Besides, the way of key element to overhaul for a single business system or describing for an entire IT solution and service architecture. In addition, by providing industry specific roadmaps which influence and assist business grow and accomplish cost effective for IT. Those key elements do including an enterprise architecture planning, governance, operating models, industry-specific architectures and custom and framework-based enterprise architecture development.

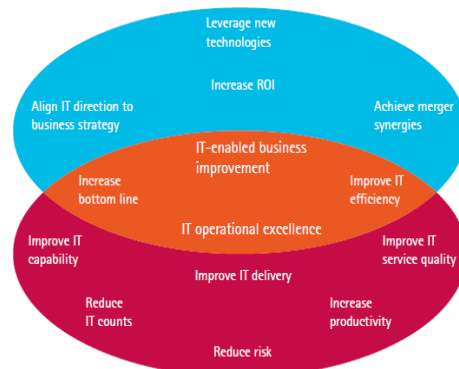


(Lauderback, Accenture Technology consulting and Clearing the Path for Business Growth, 2012)

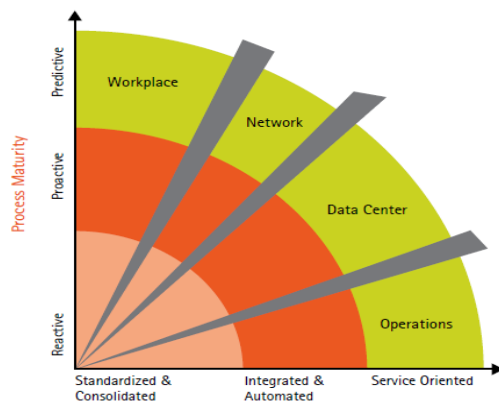
- IT strategy as a crucial tool to set the wholes agenda to support the implementation of the business strategy

The IT strategy more concerned on two (2) key areas such as producing innovative and applied IT strategies to support the business, describing and executing the changes required to the IT organization and processes to perform the strategy. In addition, it’s help clients align their enterprise and IT significances, explore business opportunities by providing technology innovation and create plan and asset basis for the offered IT capabilities. The overall agenda for IT to support of business strategy is exhibited below;

(Lauderback, Accenture Technology, 2012, p. 2)



- Infrastructure Consulting



(Lauderback, Accenture Technology, 2012, p. 2)

solution such as analyze and assess the viability of new product, assess devices compatibility of the product and suggest suitable platforms for implementation, the verify of concept product to ensure the product features can be implemented, technical and functional design to achieve target in market and business objective. (huawei, 2012)

3. Consulting is a unique social and human phenomenon which implement in widely practiced such as a professional practice, the application of talents, expertise, experiences, and other attributes to help the client solve problems and improve the client's condition. (Bellman, 2002; Block, 2000, 2001; Cope, 2003; Holtz, 2000; Schein, 2002; Weiss, 2004)

LITERATURE REVIEW

1. Mobile technologies are reshaping the technology site with smart devices connectivity in modern era. The essential factor from mobility consulting is to offer a global connectivity where people can access information anytime and anywhere. It is a way to transform how customers, partners and employees interact with business areas and expectation to enhance innovative and seamless on the device of customer's choices. (Cole, 2013)
2. IT consulting is concerned to offer professional advice and guidance for customers with provide various consulting services in enterprise or other clients with numerous types of markets affect the way we work, live and play on mobile technology as well as the strategy to get better
4. As the world is in the midst of the transformation phase of information technology, HealthCare used the power of mobile technologies to deliver better health solution in the world. The role of mobile phone has many benefits and become powerful pieces of equipment such as critical information can be delivered quickly and easily. In addition, it can reduce redundant of information to consult with doctors and nurses. Therefore, Smartphone or other devices in healthcare is implementing very crucial part to solve problem and it's become mobile devices which used to monitor vital signs and body functions or as videoconferencing equipment, facilitating remote consultations. (Odland, 2012)

CONCLUSION

Mobile technology plays an important role for many aspects in our life. The advancement of technology encourage most of companies in industry take the opportunities to enhance their performances and to achieve their goals in the organization.

IT consulting with associated technology involved to provide and develop their services using mobile technology with some strategies in order to improve performance and increase their target to give good services and giving better satisfaction to clients in the organization.

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