



Contents

*The Smartphone Revolution:
Coming to SAPPHIRE NOW*

*Pundit Predictions:
Enterprise Mobility & the
Smartphone Explosion*

SAP Mobility: Prime Drivers

*In-memory Technology &
Enterprise Mobility*

*Putting Sybase in SAP
Mobility Context (Near-term)*

*SAP Mobility:
Open Sybase & Partner
Power*

*SAP Mobility & the
BI Long Tail*

*The Smartphone Explosion &
Next-Gen Mobility*

*SAP Mobility: Don't Go it
Alone*

OPTIMAL SAP ADVISOR REPORT: WHY SAP MOBILITY NOW?

[<DOWNLOAD FREE REPORT>](#)

Extending its applications to mobile devices is a top priority for SAP. Quickly realizing value from their SAP mobility initiatives is a top priority for SAP customers looking to empower employees, improve their company's agility and responsiveness, increase value derived from their SAP investment, and gain a sustainable competitive edge.

Through a series of thought leadership articles originally published in Optimal SAP Advisor, this report brings clarity, insight and pragmatism to the pressing, rapidly evolving question: Why SAP mobility now?

