

# China mobile business platforms and applications

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**UFIDA** 用友移动

# Agenda

China mobile business market

China mobile business trend in 3g times

Business developing strategy

Product and Service

UFIDA's strategy

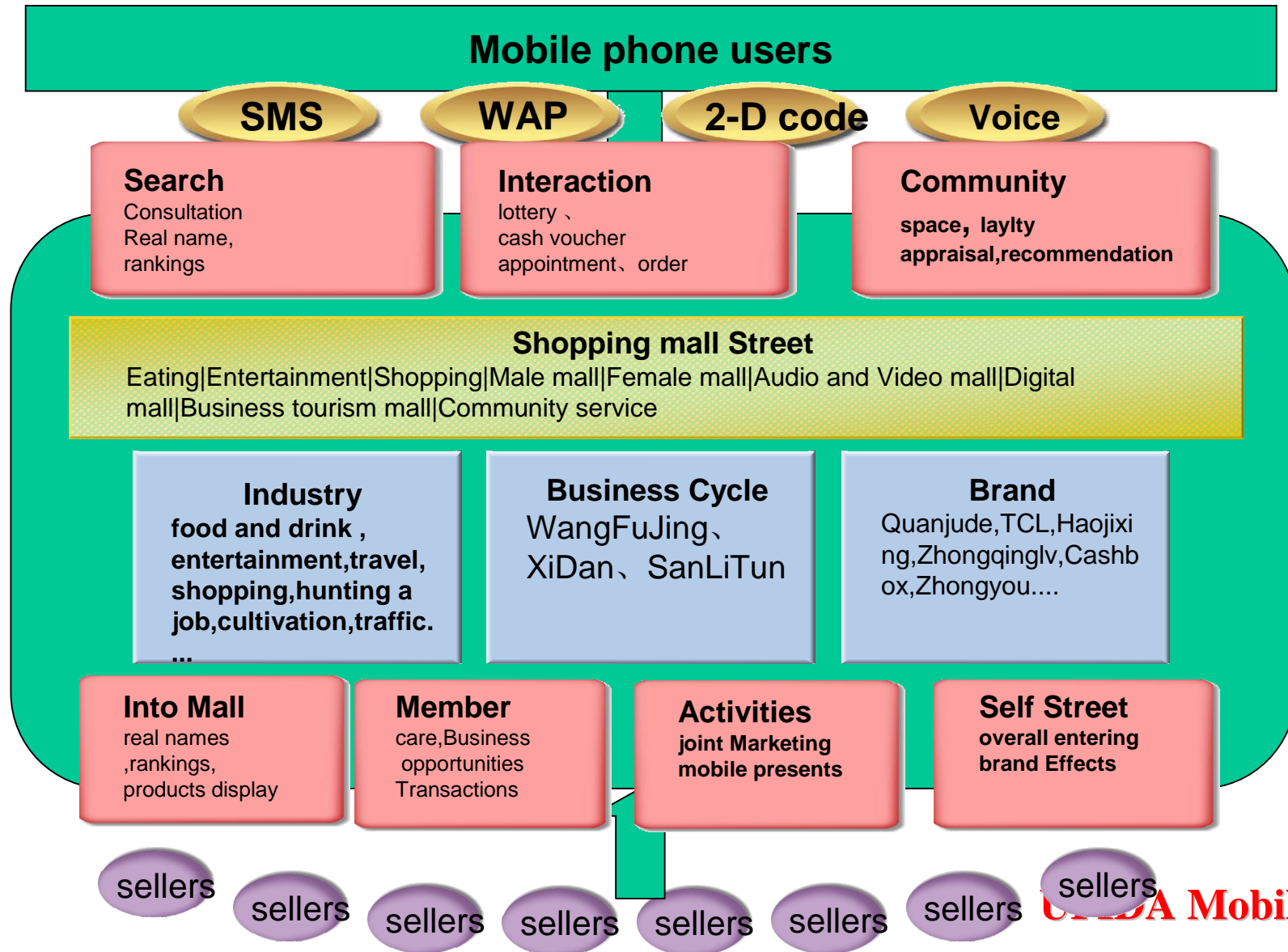
# China mobile business market

- ◆ a great commercial space of new created business will be created by 3G technology
- ◆ 0.5 billion mobile phone users means grand marker potential
- ◆ the information-based construction of Chinese enterprises prevail now, the need of management of mobile information increase rapidly.
- ◆ till 2009 the scale of Chinese mobile business application market will reach 30.05 billion(data source :CCW)

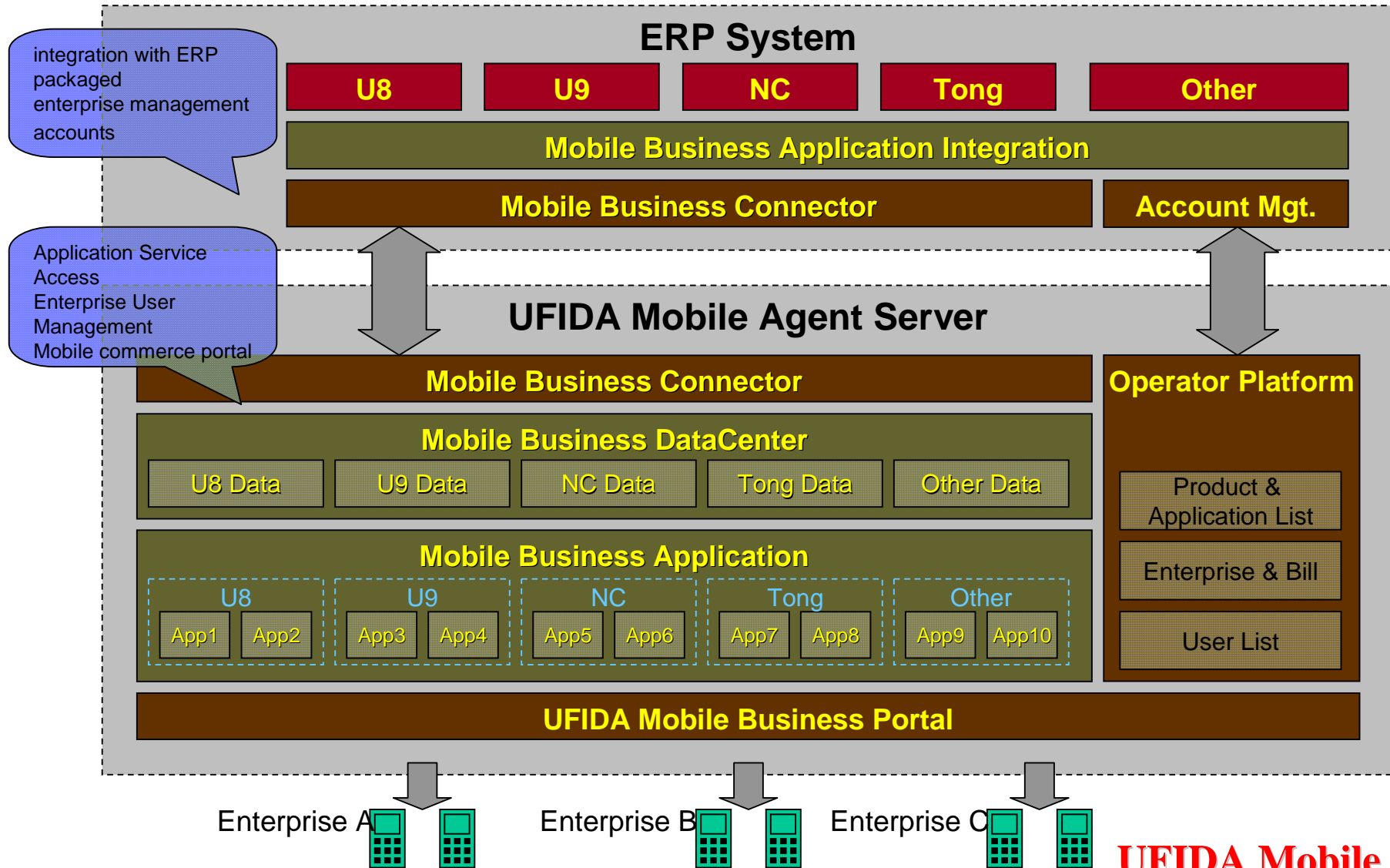
# China mobile business trend in 3g times

- ◆ the mobile phone-based virtual life community will become a new popular investment spot
- ◆ the advantage of the 5th media will promote the development of mobile phone advertises and accurate sell promotion
- ◆ mobile searching as well as it's related technology will become a key industry of mobile business
- ◆ mobile phone game will develop quickly, and more enterprise sells and marketing elements will be added.
- ◆ enterprise application will become a hot topic in mobile e-commerce field
- ◆ position and navigation based on mobile phone will quickly developed.
- ◆ 2D-Code which simplify wap will fast popularized
- ◆ mobile security will become a hot topic.
- ◆ mobile-phone operator will change traditional information service strategy.

# Mobile Mall:concept picture



# M-ERP's frame



# Business Model for M-ERP

用友移动管理终端

伊利集团移动商务平台  
市场部：傅强

Service	M-Order	M-OA	M-Sale	M-HR	M-SFA	M-BI	合计
Price (per)	80	50	100	100	100	200	
138****0202	V	V					¥ 130
139****1234	V	V					¥ 130
131****3123		V	V		V		¥ 250
135****4323		V		V			¥ 150
138****3323		V				V	¥ 250
137****4322		V	V		V	V	¥ 450
<b>Total</b>	<b>¥ 160</b>	<b>¥ 300</b>	<b>¥ 200</b>	<b>¥ 100</b>	<b>¥ 200</b>	<b>¥ 400</b>	<b>¥ 1360</b>

3条未读 发消息  
19:50—市场部会议  
16:00—总经理汇报  
(更多...)

- 动财务
- 动客户
- 动销售
- 动决策
- 的账户
- 退出

伊利集团移动商务平台  
市场部：傅强

**移动销售**

- +订单录入
- +订单状态
- +价格查询
- +特价申请
- +统计查询

返回

# UFIDA mobile business strategy frame

