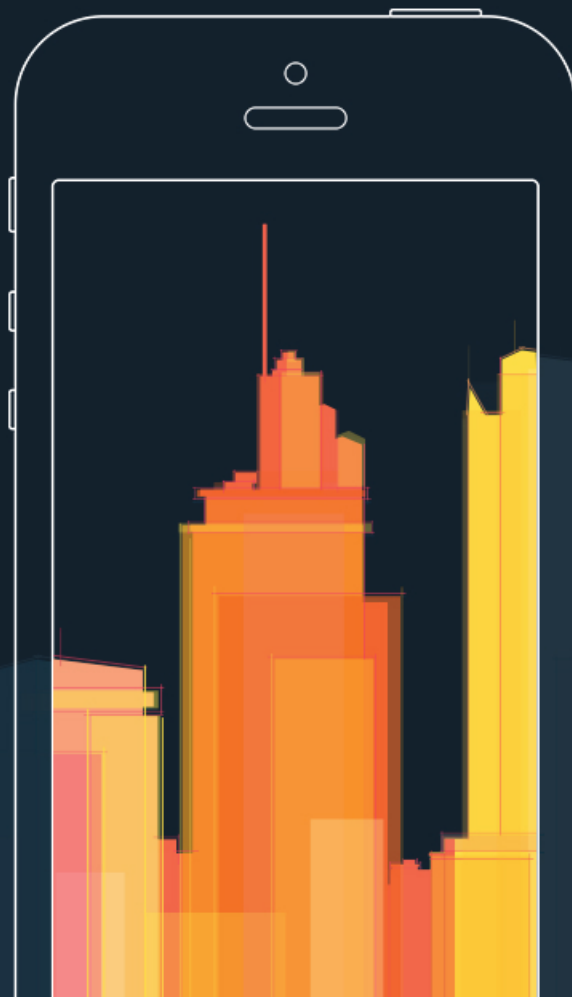**tkxel**.com
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YOUR ULTIMATE GUIDE TO

SUCCESS WITH MOBILE IN ENTERPRISE

YOUR ULTIMATE GUIDE TO SUCCESS WITH MOBILE IN ENTERPRISE.

Your guide on how mobile technology is revolutionizing the businesses.

ASHAR SAMDANI

Ashar Samdani is a marketer by profession but a product and technology enthusiast by heart. He is passionate about building products and helping businesses leverage technology to simplify complex processes. Highly focused towards customer success, he has guided multiple start-ups & companies on product development & execution strategies.

He loves making new professional acquaintances. Reach out if you want to talk marketing, technology, business or boxing.

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INTRODUCTION

If the past few decades have shown us any thing, it's that technology moves at a breakneck pace.

Not that long ago, being available for a call meant tethering yourself to the landline on your kitchen wall or office desk. Fast forward a few years, and the advent of email opened up a whole new communicative medium for businesses. Still, sending and receiving email meant being anchored to a desktop or a laptop with a wired Internet connection. The concept of mobile communication had just begun to develop, and few could fathom its possibilities.

Mobile quickly revolutionized the way we work, the way we interact with one another, and the way we live. The United States went from the introduction of the world's first true sProblemmartphone — the 2007 iPhone — to 70-percent market penetration in six years. Similarly, in 2010, when Apple debuted the iPad, most of the world hadn't even heard of a tablet. Now, Forrester predicts that by 2017, the world will have almost one billion tablets, and one in every five of those will be an enterprise device.

Without question, mobile technology has permeated the fabric of our society. The problem is, it happened so quickly, the business world couldn't keep up. Companies have found themselves in need of innovative technology solutions to completely novel problems. **That dilemma brings us to why we created this guide.**

WHY DID WE WRITE THIS?

We offer this guide as a resource to help you understand and deploy the enterprise mobility solutions modern businesses need to stay competitive.

Enterprise mobility refers to the seismic shift in work behavior that has moved more tasks, data, and employees out of the office. This guide can help you if you're looking to:

Introduce mobility in your organization

Employees who aren't office-bound need mobile devices and cloud-based services to do their jobs. Supporting them means creating a mobile infrastructure that is adaptable and reliable.

Build a case to stakeholders proving the efficacy of mobile

Knowing what mobile can do for your organization and exactly how it will do it makes your case far more persuasive. Whether you're looking to get executives or workers on board, our guide can help.

Future-proof an existing mobile infrastructure

Imagine a modern mobile network consisting of first-gen BlackBerry smartphones and email only. That infrastructure wouldn't survive in today's app-driven, device-saturated mobile world. Find out how to build an infrastructure that can accommodate the future, not hinder it.

Maximize the return on your investment in mobile

Learning how to future-proof your network by maximizing its agility also means maximizing the return on your investment in a mobile infrastructure.

FOR WHOM DID WE WRITE THIS GUIDE?

If your employees perform work tasks on smartphones, tablets, and other mobile devices, your business can benefit from this guide. The roles and businesses this guide may benefit include:

Executives

Those in the C-suite typically have a say in the nature and extent of a company's mobile infrastructure. This guide can help execs see the value and productivity

Employees and managers

Managers like a productive employee, and employees appreciate anything that makes their workload easier to tackle. One study of federal employees by Telework Exchange found that mobile devices added nine hours of productivity per week.

In-house IT

Enterprise mobile comes with a Pandora's Box of security issues. For instance, should you let employees use their own devices? What about mobile malware? Communication interception risks? These issues are by no means insurmountable, and this guide can help IT teams sort them out.

Startups and other growing companies

Those on the brink of going mobile are often experiencing growth faster than they can keep up. The strategies in this guide will help you deploy mobile solutions that you won't outgrow.

HOW WILL THIS GUIDE HELP?

Our guide has distilled enterprise mobility into four, easy-to-read chapters.

Chapter One

Explores the state of mobility in business and lists the ten elements of a winning mobile strategy.

Chapter Two

Explores the types of enterprise mobility solutions, such as mobile commerce and desktop replacement, and discusses how they relate to your company's needs.

Chapter Three

We discuss potential roadblocks, such as legal issues, skills shortages, and security risks.

Chapter Four

Brings everything together, explaining how to deploy enterprise mobility with TkXel

By the guide's end, you'll:

- *Be ready to develop an agile, future-proof mobile environment*
- *Know how to deploy a mobile infrastructure that boosts productivity, reduces costs, and improves responsiveness to customers*
- *Understand how the various elements of mobile in enterprise work synergistically to create a landscape that serves your company, your workers, and your customers.*

THE ESSENTIALS OF MOBILE FOR ENTERPRISE AND MOBILITY PLANNING

TOPICS

Overview of Enterprise Mobile

Creating an Enterprise Mobility Strategy

Overview of Enterprise Mobile

To put it simply, mobile is a really big deal. And every year, it becomes a larger cornerstone of modern life. Consider the words of David Murphy, founder and editor of Mobile Marketing Daily: "The future of mobile is the future of online. It is how people access online content now." Mr. Murphy isn't alone in that belief. Eric Schmidt, Executive Chairman of Google, echoed Galligan's sentiments:

"Mobile is the future, and there's no such thing as communication overload."

Long before "mobile" and "the future" became synonymous, mobile enterprise management was as simple as supporting a single mobile application, such as email, on one kind of standard,company-issued device — typically a BlackBerry. In-house IT had no trouble managing these bare-bones infrastructures, but that model is light years away from the mobile landscape of today.

Now, Gartner reports that mobile strategy is the number-two priority of CIOs, second only to business analytics. Mobile has become so important, in fact, that a **2012 Forrester research** report suggested that the creation of a chief mobility officer (CMO) is a key factor for success in enterprise mobile strategy.

Enterprise mobile — which includes content, apps, and devices — suddenly went from barely a blip on executives' radar to a pressing concern. According to the 2014 Kinvey State of Enterprise Mobility Survey, 51 percent of CIOs say a mobile strategy is important to their business, and **46 percent** say it is critical. Below, we've summarized a few key takeaways on the state of mobile in enterprise.

CIOs expect big things from mobile

76 percent want to boost productivity and reduce costs, 64 percent want to generate revenue, and 12 percent want to disrupt the marketplace.

Companies are frustrated with app development

CIOs surveyed reported that app development is slow, expensive, and fragmented. Part of the problem may be who's at the helm — 75 percent of app development is led by functions (e.g., marketing) and product lines rather than enterprise IT professionals.

- *One in three companies lacks a mobile strategy*

- *Most CIOs (69 percent) cite a lack of tools and skills as the reason behind their lagging mobile strategy or absence thereof.*

Fully 62 percent of CIOs cite the impossibly fast pace of change as a reason their mobile strategy is falling behind.

Creating an Enterprise Mobility Strategy

When it comes to enterprise mobility strategy, remember that you're playing the long game. You don't want to rush in and churn out solutions that are a poor long-term match. A good mobile strategy is a sustainable mobile strategy. And, with how quickly the mobile world develops, sustainable means adaptable.

In the past, companies scrambling to keep pace with mobile's growth would use the "ready, aim, fire" method for mobile technology deployment. The idea was to deploy first, think later. That approach will stifle your ROI and leave you perpetually playing catch-up.

A smart, sustainable mobile strategy will help you transform and grow your business.

Instead of deploying technologies without a clue how they fit into your organizational mission. To help you get started, we've summarized the key steps involved in developing a winning mobile strategy.

Evaluate what you have and what you want

Before you invest any money in mobile, you need to understand where your organization is at the moment, including your requirements, business goals, and applications architecture. Take a look at your processes and existing infrastructure and think about how you might leverage them in the mobile world. When you have clear goals in mind, ask yourself what applications and devices will help you reach them?

Assemble a cross-functional team to reconcile IT considerations with corporate requirements

If you'll remember our stats from earlier, a mobile strategy created in a vacuum or functional silo isdoomed to fail. A sound strategy requires input from all major stakeholders.

Have your enterprise mobility solutions provider assess your business goals for scalability, adaptability, and manageability. Identify additional opportunities by having different teams discuss how your workforce and customers use mobility to interface with your company.

Set a timeline and a budget

Before the development phase, have a rough budget ironed out as well as a detailed deployment timeline. One of the many benefits of using TkXel is that we walk you through these initial steps of the strategizing process in our discovery workshop. The workshop ensures that you and your development partner are on the same page. We'll discuss the workshop process in more detail when we discuss deployment in Chapter Four.

Think about devices

When you're deciding what devices to include in your mobile strategy, you essentially have two choices: **BYOD** (bring your own device) or a **standard-issue device**. With BYOD, you won't have to provide the device or issue new company-wide devices every time your standard-issue technology becomes obsolete. On the other hand, BYOD presents unique security and standardization issues. With a standard-issue device, however, you simplify installation and support by dealing with only one platform.

Enabling your employees to work and communicate wherever they are is a blessing to your organization.

Don't overlook security

Enabling your employees to work and communicate wherever they are is a blessing to your organization, but it also exposes you to security threats you've never had to worry about before. You now have sensitive corporate information following employees

everywhere, such as the gym, on airplanes, and at restaurants. For this reason, any sustainable mobile strategy requires an end-to-end security strategy — think of them like peanut butter and jelly.

Fortunately, modern mobile devices and apps have more advanced security features than ever before. Multi-factor authentication, remote wipe, and document restrictions are just a few strategies you might consider.

Plan to support the cause

Just like cars need regular maintenance, mobile strategies need adequate tech support. Sustaining a mobile infrastructure, especially if you go the BYOD route, can quickly overwhelm your IT department. Few organizations have the tech skills and manpower requisite to deal with enterprise-wide issues on multiple devices and platforms.

This is why so many companies decide to outsource enterprise mobile management to a dedicated company. So instead of incurring the usually exorbitant cost of hiring more full-time, in-house IT staff, let an expert third-party handle your support functions.

TYPES OF ENTERPRISE MOBILITY SOLUTIONS

2

TOPICS

Mobile Commerce

Mobile Productivity

Field Force Management/Enablement

Mobile Connectivity

Desktop Replacement

Enterprise mobility solutions aren't like the new fangled gadget you get just to say you have it.

Every mobility solution arises from a mission-critical business need. Each of the solutions we'll discuss in this chapter is designed to help your organization achieve one or several of the following business goals:

$

Reduce Operating Costs

Increase Employee Productivity

Disrupt the Market

Engage Customers wherever they are

Create new Revenue Paths

While all the solutions we'll cover in this chapter get lumped under the umbrella of enterprise mobility, each solution is unique in what it can do for your business. Each solution also requires unique delivery and support to realize its potential. Whether you want to equip your sales force with tablet-based POS systems or attract new customers with a useful app, the following mobile solutions will get you there.
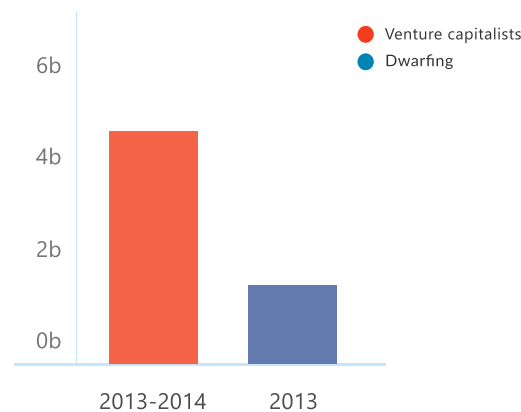
Mobile Commerce

Remember when e-commerce took off in the late nineties with pioneers like Amazon.com leading the way? Now, a popularity explosion at least equal in size to the e-commerce craze is happening with m-commerce, or mobile commerce. M-commerce is simply the purchase and sale of products and services through Internet-enabled mobile devices.

Also known as "next gen" e-commerce, m-commerce offers the irresistible appeal of being able to buy just about anything from just about anywhere. **Consider these statistics:**

mobile device to shop online in the past month
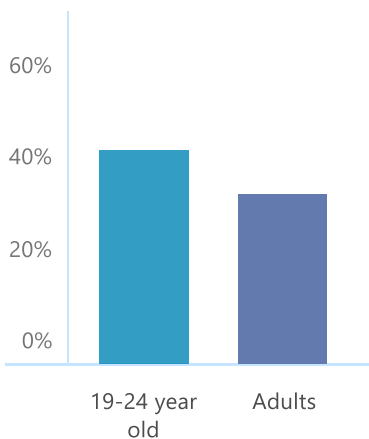
mobile device to shop online in the past month (Global Index)

On Thanksgiving 2014, **52.11** percent of web traffic and **32.33** percent of sales came from mobile devices. Those numbers are a 22 and 25 percent increase respectively over 2013's numbers.

Those numbers speak for themselves — an m-commerce application is imperative to your company's future. Mobile commerce solutions will allow your customers to browse and buy from you through an app, which is another trend you don't want to miss out on. In 2014, shopping within applications grew by 174 percent, compared to an increase of only 76 percent for app use in general, according to **Yahoo's Flurry Analytics**.

What your final m-commerce application will look like will depend on how much customization you want and how complex you want it to be. The important thing with m-commerce solutions, as with all mobile technology, is that you choose an adaptable platform that can evolve with devices and changing trends in commerce.

Mobile Productivity

Allowing your workers to perform their tasks from anywhere around the clock can do wonders for productivity. Imagine one of your teams is putting together a proposal.

Allowing your workers to perform their tasks from anywhere around the clock can do wonders for productivity.

Several members of the team are on the road, but everyone needs to review the document before it's sent to your client. Rather than having to wait for the traveling team members to boot up their laptops and find an Internet connection, a mobile workforce can immediately review and collaborate on the document through their smartphones.

Sitting on a plane, in a taxi cab, or between meetings, your employees can do what they need to do more quickly and conveniently. Efficiency and flexibility are the goals of mobile productivity solutions. But what exactly do productivity solutions look like? They can take a number of forms, such as:

- *Mobile intranet capability*
- *Company news and updates delivered to devices*
- *Ability to collaborate on documents remotely*
- *Access to enterprise applications on mobile*

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