MOBILITY: FROM NOVELTY TO COMMODITY

HOW TO MAXIMISE THE BUSINESS VALUE OF MOBILITY IN FIVE EASY STEPS
Mobility has stepped out of the consumerisation shadows to become a true enterprise IT solution. Ninety seven per cent of CIOs now consider mobility as either important or critical to their business.

It’s not just CIOs that recognise the value and potential of greater mobility. Users and business leaders are also looking to mobile apps and services to not only increase productivity and agility but also open up new revenue streams.

IT analyst Forrester believes that “2015 will be the year for brands to get mobile right” and predicts that the gap between leaders and laggards will increase as leaders use mobile to transform both the customer experience and their business.

Regardless of where your organisation is on the mobility maturity curve, ‘getting mobile right’ is not easy. As well as mobilising employees with new devices and apps, organisations need to modernise working practices and digitise business processes to unlock the full potential.

This guide will help you focus on the fundamentals – from defining a strategy and integrating apps to mitigating security risks and driving continuous improvement – to unlock the full potential of mobility.
Everyone wants to get in on the mobility act. Its sheer popularity, however, could be its downfall. With different IT and business stakeholders embarking on different initiatives, mobility has become disjointed instead of unified, reactive instead of proactive.

Nearly half of CIOs admit fragmentation is holding their mobile strategy back, resulting in inefficiencies and uncontrolled costs. While 30 per cent of organisations don’t even have a formal strategy.

With mobility playing a key role in wider business transformation initiatives, particularly around digitisation, establishing, and executing, a long-term strategy is essential.

To make the most of mobility, this strategy must go beyond the technical ‘how’ to address the business ‘why’. As Forrester states: “CIOs need to collaborate with business line managers to analyse and define actual business processes that can be enhanced through mobile workspace solutions.”

All too often organisations embark on mobility initiatives to solve a problem rather than create an opportunity. To make this shift, CIOs must go one step further, collaborating not just with business stakeholders but also the users of future mobility solutions. To truly understand what an employee needs to do his job, you have to go straight to the source.

A workstyle profiling exercise that considers not just work locations but also other key factors, such as risk exposure and value of transactions, will help ascertain a user’s mobility index and the apps and services they need to work more effectively.

Workstyles will also help ensure that mobility initiatives remain aligned to business goals and determine the day-to-day support requirements for different user groups.

With the enterprise mobility estate constantly growing with new devices, apps and services, CIOs must ensure their strategy addresses how these different resources will be managed effectively in the long-term.

**WHERE TO START**

- Work with business stakeholders and users to discover how they consume, create and collaborate across fixed and mobile devices
- Map different mobile devices, apps and ownership options to different user workstyles

**WHY IT MATTERS**

- Aligns mobility to business and users needs
- Reduces management costs and complexity
- Delivers a consistent and relevant user experience
The mobility message has become a mantra. Vendors, analysts and the press are all chanting from the same song sheet, warning of dire consequences if an organisation fails to embrace the mobile age.

Yes, mobility is important, but your peers are probably not as far as advanced as you think. More than 20 per cent of organisations are still scoping solutions while another 32 per cent are either at the pilot or early implementation stage.6

With mobility so high in the hype stakes, it’s easy to make the wrong decisions, resulting in increased costs, damaging security breaches and dissatisfied users.

Working with a single independent partner rather than direct with multiple vendors will bring greater clarity and pragmatism to mobility conversations. According to Forrester, “successful CIOs will choose strategic mobile workspace solutions providers over technology-focused vendors.”4

The need for a holistic solution rather than a patchwork of individual products will increase as mobility’s prevalence continues to grow.

This growth, both within the industry and the enterprise, poses its own challenges. As Forrester warns: “Picking the right service partner is particularly hard across Europe where specific user requirements and a fragmented and heterogeneous vendor landscape make the selection a complex task.”4

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2 DEMYSTIFY THE HYPE

WHERE TO START
- Look for a partner that sees mobility as part of the end user computing landscape not a standalone technology
- Ensure any emerging vendors have the scalability to support future growth in usage
- View mobility as a strategic platform that can drive growth and innovation not as another user end point that needs to be managed and controlled

WHY IT MATTERS
- Prevents vendor lock-in
- Safeguards mobility investments
- Accelerates innovation and integration
Our love affair with apps is in full swing. More than 60 per cent of organisations invested in mobile apps last year and the momentum is set to continue in 2015.

With such an abundance of app activity, it’s important to ensure that every deployment comes with a tangible business case. Will it drive revenue? Will it increase customer engagement? Will it improve staff productivity?

Integrating new apps with traditional platforms can be a major challenge when deploying mobile solutions in an enterprise setting.

It’s therefore advisable to start small with targeted pilots before embarking on larger enterprise-wide deployments. This phased approach will also give organisations the opportunity to evaluate the return on investment before committing more resources and budget to an app that may not have met expectations.

As well as investing in the ‘new’, CIOs need to enable the ‘old’. Traditional enterprise systems still have an important role to play in the contemporary workplace but they need to be fit for purpose; and that means they need to be fit for tablets and smartphones. The growing demand for enterprise systems to be mobile-enabled means many vendors will have already crossed the mobility chasm, creating reusable plug-ins, APIs and widgets for existing software.

To simplify the shift from client to mobile device, system functionality should be adapted incrementally, starting with those features most relevant to both the user and the business.

With the advent of 4G promising an upsurge in potential app use cases for both staff and customers, ensuring relevance will become increasingly important. App sprawl will quickly undermine the benefits of mobility, resulting in higher operational costs, greater management complexity and bigger security risks.

Although mobility strategies need to encourage both innovation and adoption, CIOs must be able to separate demand from desire to deliver real business value.

**WHERE TO START**

- Set up a formal process for stakeholders to submit a request for a new app outlining the expected business outcome
- Exploit existing vendor APIs and plug-ins to simplify system integration and adaptation
- Establish a measurement framework for evaluating the ROI delivered by in-house and third party apps

**WHY IT MATTERS**

- Extends the shelf-life of expensive back-end IT systems
- Enables users to work faster and smarter
- Unlocks new routes to market
As enterprise mobility expands beyond basic email and contacts features, the security stakes are getting higher. It’s therefore not surprising that security is the most frequently cited challenge associated with enterprise mobility.

Providing remote access to core business systems and data demands a multi-tiered approach that can protect against a range of risks – from device theft to the use of unsecured wireless networks. This tiered approach needs to provide protection at the user, device and data layer. Mobile Device Management solutions are not enough; organisations also need to consider application controls, secure mobile gateways and multi-factor authentication.

Although protecting enterprise data is a priority, so too is protecting the user experience. Any new security measures should be assessed not only on their technical merits but also on their impact on usability.

Effective mobile security is not just about deploying new tools and defences; it’s also about educating users – especially if they are part of the BYOD, CYOD or COPE community where business and personal use intermingle.

Last year, nearly 70 per cent of employees used a personal device to access corporate data. Yet only 30 per cent of organisations operate a formal BYOD or CYOD programme, and that means no formal security policy either.

Although personal devices often fall outside of enterprise security controls, any data breaches they cause are very much an enterprise responsibility and can lead to significant financial penalties.

To safeguard data integrity, today’s security policies and processes must be adapted to address mobility in all its guises. And that includes mobile apps and services in the cloud.

Although only a third of organisations invested in cloud-based mobility solutions in the last 12 -18 months, many more users will be taking matters in to their own hands. With 90 per cent of cloud services failing to meet security requirements, this shadow usage heightens the enterprise mobility risks.
Mobility is not a one-time activity; it’s a journey. Yet many organisations are still embarking on mobility projects rather than programmes.

“In a rush to move on to the next critical project, I&O organisations too often skimp on continuous improvement and change management efforts. That’s a mistake, especially with workforce enablement, which touches every employee,” warns Forrester.5

Involving users and business stakeholders in continuous improvement and change management can help keep mobility initiatives on track and unlock the next optimisation opportunity.

By setting up feedback mechanisms, users can flag issues and share ideas that will not only help increase adoption but also improve business value.

For organisations that have already embraced the app age, encouraging users to rate apps will provide a rolling measure of success as mobility programmes evolve.

Initially, many mobility programmes are simply focused on enabling users to transfer current business processes and working practices to new devices in new locations. But mobility has a lot more to offer; it can also drive broader transformation efforts at both the core and edge of the organisation.

By compelling organisations to rethink their business processes and working practices, mobility can play a fundamental role in digitisation, and become the catalyst for driving greater engagement, competitive advantage and efficiency.

**WHERE TO START**

- Evaluate how users and customers engage with your organisation and look at how mobility solutions could address common pain points
- Establish focus groups to continually review new mobility opportunities across the organisation
- Set up a framework for tracking new technology and vendor developments; the mobility landscape is changing rapidly and solutions will need to be routinely updated

**WHY IT MATTERS**

- Facilitates business transformation and growth
- Maximises return on investment
- Enriches the customer and user experience
Mobility is destined to become part of ‘business as usual’ in the workplace. We’ll respond to customer queries on our smartphone. We’ll share forecasts on our tablet. And we’ll check project progress via an app.

For this mobile-enabled, mobile-enriched era to achieve its full potential, organisations need to ensure that everyone benefits – from the CIO and the customer to the user and the business leader.

And that means mobility solutions can’t just be a novelty. They need to be scalable and reliable; affordable and usable. They need to be a commodity.

“COMPUTACENTER BRINGS AN END-TO-END SERVICE CAPABILITY, HELPING CUSTOMERS FROM STRATEGY DESIGN ALL THE WAY TO MANAGED MOBILE SERVICES.”

DAN BIELER, FORRESTER

COMPUTACENTER’S MOBILITY CREDENTIALS

- Computacenter has more than 30 years’ experience of workplace IT
- We have developed unique readiness assessments and rapid migration methodologies to simplify the mobility journey
- We support more than 2.8 million workplace devices, including laptops, tablets and smartphones
- Our Customer Experience Centre enables organisations to test new mobility solutions in a risk-free, non-production environment
- Our services and skills span the entire workplace IT lifecycle – from procurement and deployment to transformation and management
- We have relationships and accreditations with more than 200 IT vendors
To maximise productivity and enhance customer engagement, Computacenter’s employees need the flexibility to work seamlessly across multiple locations.

Although many staff were already using mobile devices as part of their daily routine, Computacenter wanted to take a more strategic approach that would maximise flexibility and minimise risk.

“We needed an anytime, anywhere, any device, mobile solution that could support our strategy as it evolved,” explains Stephen Pitt, Head of Group IS Projects at Computacenter. “We also wanted a solution that could integrate with our application portfolio and enable users to share files across our existing content management system.”

Computacenter developed its own technical blueprints, reference architectures and configuration guides to define, design and deploy a flexible Enterprise Mobility Management solution.

“We have created an encrypted ‘bubble’ that is separated from the rest of a user’s device. Through this we can deliver corporate data securely, regardless of the device and any other applications being used,” adds Stephen.

With seamless access to information and apps on mobile devices, Computacenter’s employees can work faster and smarter. As well as increasing productivity and decreasing costs, Computacenter will be able to continue to exploit mobile apps and services to enrich the user experience and enable the business.

“This was not an IT project, it was a business enablement programme. We have balanced delivering an excellent user experience with data protection and IT controls.”

PIERRE HALL, DIRECTOR OF SOLUTIONS AND WORKPLACE, COMPUTACENTER
MOBILITY WILL DELIVER ITS FULL BENEFITS ONLY IF THE BUSINESS USERS AND THE IT ORGANISATION COLLABORATE MORE CLOSELY TO DEVELOP RELEVANT AND BUSINESS PROCESS SPECIFIC SOLUTIONS. THIS REQUIRES THE CIO TO DEVELOP NOT ONLY A HOLISTIC MOBILE STRATEGY, BUT ALSO A COMPREHENSIVE END-TO-END INFRASTRUCTURE THAT SUPPORTS THE MOBILE MIND SHIFT.\textsuperscript{11}

DAN BIELER, FORRESTER
FURTHER INFORMATION

To find out more about how Computacenter can help with your enterprise mobility strategy, please get in touch.

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SOURCES

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6. Global State of Enterprise Mobility 2014/2015, Enterprise Mobility Exchange
7. Executive Mobility Survey, Apperian
10. Cloud Adoption and Risk Report, Q3 2014, Skyhigh
Computacenter is a leading independent provider of IT infrastructure services and solutions. From desktop to datacenter, we help our customers minimise the cost and maximise the value of IT to their businesses. We can advise organisations on IT strategy, implement the most appropriate technology, optimise its performance, and manage elements of our customers’ infrastructure on their behalf.

Computacenter operates in the UK, Germany, France and the Benelux countries, as well as providing transnational services across the globe.