

Balancing business needs
with user expectations to deliver

The New Mobile Experience



What does mobility mean to you?



Is mobility simply about being able to take your laptop or tablet into meetings and having access to email, business applications and data? Or is it about being able to work smarter with the smartphone or tablet you bought yourself – being able to “Bring Your Own Device” (BYOD) to wherever you need to work? Today, the answer for most organisations and people who work on the move is clear: **mobility means business.**

Doctors, engineers, sales executives, students; everyone has become used to taking their personal and social lives with them wherever they go. And, with the massive adoption of tablet computers and smartphones, people are already bringing their personal mobile devices into the workplace whether or not a formal corporate mobility strategy is in place. So there can be no doubt that **mobility is happening.**

In most organisations, it is the CEO who is the most passionate and influential advocate of the new mobile experience. It's the CEO who most often kick-starts the development of a mobility strategy by turning up with a new tablet, summoning the head of IT and requesting a connection to the corporate network.

A 2011 survey¹ found that, in small to medium enterprises, top executives accounted for 65% of tablet users. The surge in boardroom interest in mobility reflects more than an enthusiasm for the latest executive toy. The passion for mobility stems from the recognition that enabling the workforce to have anytime, anywhere access to business applications and productivity tools via smart mobile devices makes sound business sense.

Executives recognise that the mobility experience is capable of delivering an array of commercial benefits, including improvements in workforce business efficiency, productivity, collaboration and innovation. And that range of benefits will continue to grow as the number of consumer, industry or profession-specific mobile applications available increases.

Mobility allows people to work within the moment; sharing ideas, accessing critical information and connecting with colleagues. And unlike the experience of many traditional IT systems, the accessibility and functionality afforded to the new mobile user doesn't demand hours of training or IT support. In fact, the move to mobile working is as simple for the current generation of IT users as updating their status on LinkedIn or Facebook.

The realisation of the significant benefits that mobility can deliver depends entirely upon the organisation's ability to balance business needs with user expectations. And that challenge is being compounded constantly by the release of the latest consumer mobile device, tablet or cloud-based application.

¹ Survey: Techaisle , U.S. SMB iPad/Tablet Usage, Adoption and Trends 2011

Mobility means challenges



Delivering mobility requires more than simply handing-out new smartphones and tablet computers to a grateful workforce. It requires a comprehensive and inclusive approach, from the definition of the business use case and appropriate corporate policies to delivering and supporting the new applications mobile users need to do their jobs.

Mobility also means expanding the speed and capacity of the Wi-Fi network so that it is able to both support the surge in the use of new mobile devices and deliver the rich mobile experience users have come to expect. And, above all, it must be secure.

The most significant challenge for the CIO and the IT department will be to balance the needs of the business with what users have come to expect from the mobile experience.

Allowing users to bring their own device into the workplace may present regulatory issues and business risks. There is also the workload and cost involved in having the IT department provide support for any operating system on any device.

Expanding the use of corporate owned devices (COD) may appear to offer a more controlled step towards mobility enablement. However, users may feel they are being forced into carrying a secondary device because the mobility experience they get from their work device is designed to suit the needs and policies of the IT department and not theirs. And, once they connect to the wireless network they may find applications that worked perfectly well on their desktop have become clunky or virtually unusable on their touch-screen tablet or smartphone.

The overriding challenge that binds all the others together is security. How will the organisation deliver complete corporate security and a satisfactory user experience? Resolving security issues could mean cutting back on many of the things that make using their mobile device something users enjoy and are inclined to do.

Mobility enablement looks set to become the CIOs biggest priority and challenge. However, mobility is happening with or without the consent of the boardroom or the enablement of the IT department. For this reason, the demands of both the business and the business consumer will need to be balanced and aligned more today than at any other time in the history of IT.

The CIO will need to educate the entire organisation on what is possible, practical, manageable and affordable. It will be the CIO's responsibility to ensure that the organisation's aspirations for mobility are realised without exposing the business to unacceptable risks. And, at the same time, it will be the CIO and IT department's objective to enrich rather than diminish the user's total mobile experience.

To make this happen, business executives, IT staff and the user community will need to work together. Cross-organisational collaboration is the only way that a comprehensive, secure and successful mobility enablement strategy can be developed and delivered, safely and satisfactorily.

Mobility means strategy



The mobility experience has to deliver the positive changes in working processes, productivity and service standards that the organisation is seeking to achieve. At the same time the mobility experience must be satisfying and rewarding to users.

The mobility strategy will in many cases become the catalyst for business transformation. To achieve this the development of a mobility strategy will need to be a top down, bottom up, all inclusive process that includes multiple layers of the business and all the key stakeholders.

A mobility strategy will typically encompass six core components:

- Business Use Case
- Policy and Governance
- Network Experience
- Device Experience
- Application Experience
- Support Experience



Mobility business use case

Any changes to the ways in which an organisation or its users will work should be driven by a clear understanding of the outcome that those changes will deliver.

Mobility use cases vary from business to business and industry to industry. An outcome-driven business use case will result in a more coherent, compelling and productive mobility experience strategy. One common driver is improvements in productivity which are realised in many ways.

Reducing down-time while workers are out of the office offers obvious benefits. Extending access to email, data and personal productivity tools will enable workers to be productive when they would otherwise be incommunicado. The massive growth in mobile email services during the last decade has proved the value and appeal of having email on the move.

Business case drivers for mobility often come directly from the user community. Whether it is to enable clinicians to deliver more informed treatment at the patient's bedside or to maximise revenue by putting actionable customer intelligence in the hands of field sales executives, the persuasive drivers for change will be those that deliver measurable improvements in performance and results.

All stakeholders; senior executives, departmental heads and front-line staff should be able to recognise and suggest where and how mobility will improve the business. Their needs and expectations can prove invaluable in helping the CIO define and deliver a compelling and productive mobility experience strategy. It will also help ensure that the mobility use case drivers are aligned to tangible and quantifiable business outcomes.

Mobility policy and governance

Security assurance is the overriding concern when organisations are developing a mobility policy.

As with the definition of the business use case, stakeholders from all departments should contribute to the definition and agreement of the mobility policy.

The IT department will need to engage with the entire business; human resources, finance, legal counsel and employee representatives such as unions or work councils. And they will have to engage with the business wherever it operates. In some sectors and geographies, regulation will dictate elements of the mobility policy.

Broad engagement will help define a mobility policy that delivers significant business benefits without introducing unacceptable business risks.

An organisation may decide to adopt a Bring Your Own Device (BYOD) policy for its employees, allowing them to buy whatever device they choose. Should an employee's device be lost or stolen, policy will dictate whether the device must be locked-down and wiped clean of all corporate and, possibly, personal data.

Alternatively, it may be decided that a safer option would be to distribute corporately owned devices (COD) which will be supported by the IT department. Policy will then determine whether users are permitted to download personal applications onto their corporate tablet, and whether they will be allowed to mix personal and business applications on the corporate device. Ultimately a balanced policy must be defined and adopted that provides users with the mobility experience they expect, and the business with the security posture it needs.

Ultimately enablement of a new mobile experience must be founded on the definition and agreement of corporate mobility policies that are reasonable, acceptable and enforceable.



Network experience



Enabling new mobile experiences requires a new scalable and secure network that is able to cope with a rapidly expanding number of mobile devices, services and security threats.

The network plays a pivotal role in enabling the new mobility experience. Just a few years ago, simply being able to find a decent mobile signal or access a reliable Wi-Fi network was considered a result. Today, communications networks are considered by many to be just another utility, like gas and electricity.

The wireless network is the first point of contact for the range of authorised and unauthorised mobile devices that are brought into the organisation. As such, the network is the first point of security control where the usage policies are enforced.

Authorised devices can be recognised and permitted access to corporate services and data within the provisions of the usage policy. Non-recognised devices can be either denied access or given controlled access to guest services. These may be limited to basic internet access.

However, for employees, the mobility experience has become rich and immersive. They expect mobile devices to be able to offer most, if not all, the services they have access to via a traditional desktop or laptop computer.

To deliver a relevant mobility experience the corporate network must be capable of servicing and supporting traditional data applications as well as rich voice and video services. For example, a mobile user may need to access a corporate ERP application while participating in a high-definition video conference, using a Wi-Fi network that is simultaneously being used by hundreds of users.

The mobile experience will require a new network infrastructure that can support a large number of people, using a broad range of devices, accessing content that demands real-time, high performance bandwidth. And it must be the central point of security and control.



Device experience

Delivering new mobile experiences means transitioning the desktop experience to a new smartphone, tablet computer and laptop experience.

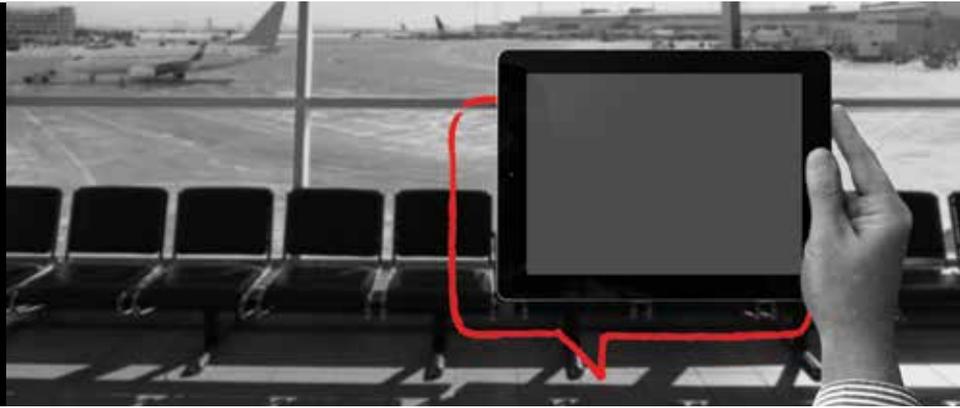
Mobile and tablet device manufacturers spend hundreds of millions of dollars on research and development to make the experience of using their technology as rewarding and engaging as possible. This experience is one of the main factors driving consumer device selection. The characteristics of the mobile devices that organisations allow or provide, and the way they are managed and supported, will determine the success of a mobility strategy.

The user's device experience will serve to reduce the demand for training and support, accelerate improvements in productivity, and transform the way they are willing and prepared to work. For example, a doctor issued with a corporate tablet for use at a patient bedside is likely to expect and accept more stringent device controls than, say, a sales person who uses their own device to schedule meetings in their calendar. Similarly, a CEO who has access to highly sensitive corporate information will expect or even demand that their device be wiped clean if it is lost or stolen.

Device experience is about what individual users expect and are prepared to accept from the device they have in their hand, regardless of who actually owns it.



Application experience



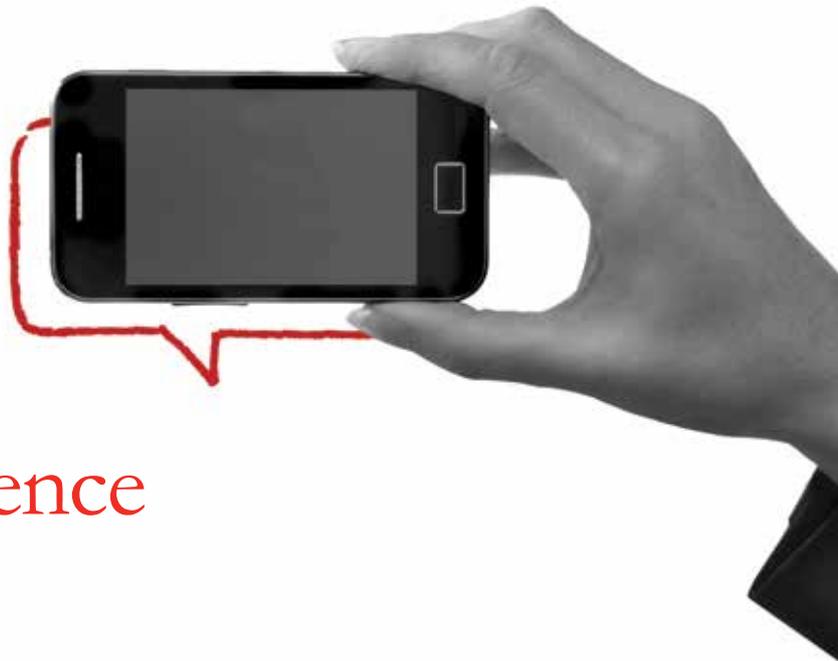
Transforming current corporate IT environments into new mobile experiences will mean transforming the way people access and use corporate applications and data.

As of April 2012, there were more than 600,000 certified applications on Apple's online store. Google's Android Market Place had more than 450,000. Many of these applications are games or social tools, but a growing number of leading vendors now produce and publish native mobile applications. These include ERP, CRM, Business Analytics, Unified Communications, Video Conferencing and Social Collaboration, all of which have been migrated from traditional mouse-driven desktops to mobile touch-screens.

These new native mobile applications are becoming the new norm and they allow organisations to serve customers and citizens, treat patients, greet passengers and teach students in ways that are more effective and cost-efficient.

Many of the new applications will be accessed directly from the cloud, with organisations paying for them as they use them, or allocating application allowances to their users. Greater adoption of Virtual Desktop technology is enabling users to work with their traditional desktop applications anywhere they choose.

Mobile users must have access to the data and applications that enable them to perform their work effectively.



Support experience

Supporting the new mobile experience will require a mix of support resources to users who are using IT systems from anywhere and at anytime.

Whilst the core systems that will support the new mobile experience will remain much the same, there will be a step change in the way users are supported. One potential long term benefit of putting consumer-style devices into the hands of corporate employees is that most are quite used to supporting themselves.

Many industry analysts predict that, while enabling mobility will increase the demand for support resources in the short term, in the long term mobile users will require less support than their desktop counterparts.

IT departments today select and support a limited set of corporate desktop or laptop devices. It may be appropriate, therefore, to apply the same approach to smartphones or tablet computers. For example, opting to support only mobile devices that run on a particular operating system. However, forcing workers who are familiar with their Samsung, Apple, Nokia or Google device to use an unfamiliar device is likely to have a negative impact on their propensity to use them.

As the demand for new mobile application and data services increases, IT departments could find themselves deluged with requests for new services. As a result, some organisations will opt to have mobility delivered by a third-party managed services provider. In this instance, a trusted partner would accept responsibility for enabling, managing, supporting and securing the network. They may even supply the mobile devices as part of the packaged service. It is also anticipated that trusted cloud providers will be contracted to deliver a growing range of corporately sanctioned application services directly onto users' mobile devices.

How IT departments choose to support the new mobile experience will depend greatly on the level of capability and services defined in the business use case. Whatever the device strategy, policy decisions or network environment, the total mobile experience, and the performance benefits it delivers, will depend greatly upon having a support experience that truly stands up.

Conclusion

Two conclusions are inescapable: mobility is happening, and mobility has the potential to deliver significant benefits to both the organisation and its users. However, as with any organisational change, realisation of the new mobile experience will not be without its challenges.

To meet these challenges, the business use case must be outcome-driven. Corporate mobility policies will need to be defined that are reasonable, acceptable, secure and enforceable. And the development of the mobility strategy must be cooperative and inclusive. Only then will the implementation deliver a compelling and productive mobility experience for all stakeholders.

There will be technology challenges too. The mobile experience will require an enhanced network infrastructure that is able to support many more people, using a broad range of devices, working with increasingly rich content. New applications will need to be developed that perform as elegantly and effectively on touch-screen devices as they do on the desktop. And a support infrastructure will need to be in place that is able to manage and adapt to new operating systems, devices and user demands.

There is one thing that will prove invaluable to any organisation planning to deliver the new mobile experience, and that is experience itself. Every challenge that will be encountered has been overcome before by expert mobility providers. Experience proves that it pays to choose a trusted partner to be your guide on any journey into new territory. The new mobility experience is no exception.



Logicalis Mobility Experience makes mobility happen in the right way for organisations and their people, through a truly integrated experience between business and technology.

The Logicalis Mobility Experience Framework, along with its experienced consultants, enables organisations to design and implement a BYOD and mobility strategy best suited to individual requirements.

Logicalis has a clearly defined process which guides customers through the technical, security and policy decisions which need to be considered. These are:

- Mobile Use Case – identify business and employee outcomes
- Policy – define the rules that make mobility beneficial and secure
- Network – right-size capacity to ensure a secure, rich mobile experience
- Device – make sure your users can make the most of their devices
- Applications – evolve, transition or transform your mobile application and data environment
- Services – support a new mobile workforce with new cloud and managed services

What can we do for
your organisation?

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