



# Enterprise Mobility Planning: Why a Mobility Strategy Matters

Mobility is all about responsiveness, productivity and efficiency. But jumping into the sea of mobility without strapping on a life jacket won't help your company swim faster... or even stay afloat. You need to define your enterprise mobility strategy, which means stepping back and taking the time necessary to get it right, both for today and for tomorrow. After all, without a strategy, you may not only be wasting money and duplicating effort but also putting your corporate data, business customers and long-term business goals at risk.

## Alignment adjustment

If you don't consider your overall business goals as you develop a mobility strategy, you risk investing in mobile technology for mobility's sake alone. Your mobile environment doesn't exist in a vacuum. Employees who use mobile devices also need to use line-of-business apps, data stored on the corporate network, and numerous other tools to do their work. By aligning your mobility strategy with the rest of your business, you'll create happier employees and customers alike.

Also consider the flip side. If you're making other kinds of changes to your IT environment, remember to take mobility into account. For instance, can you extend your new customer relationship management (CRM) system to mobile users? If not, you aren't getting maximum value out of either your CRM or mobile investments, and you may be missing an opportunity to further key business goals.

## Thinking ahead

Smart decisions make it easier to adapt over time while keeping a lid on costs. Skyrocketing mobility costs is a common fear for CIOs, but careful planning will help keep your mobility spend safely earthbound.

It's tempting to race in and grab the latest and greatest devices, but taking the time to form a comprehensive strategy will result in long-term benefits. That planning may include some up-front costs – such as consulting fees if you choose to work with an outside mobility strategist – but a small investment now will yield large dividends later in the form of heightened employee productivity, streamlined management and the ability to take advantage of economies of scale.

## SUMMARY

### Industry

All industries

### Product

Mobile devices including computers, tablets and smartphones

### Region

All regions

### Typical Applications

Enterprise Mobility Strategy and Planning

### Customer Benefits

Prevent wasted money and duplicated effort

Safeguard your corporate data, customers and long-term business goals

## Map your path: How to establish the right strategy

Gone are the days when mobility involved simply choosing a standardized device. Today, you have to think about not just devices, but apps, data, storage, management (of devices, apps, content and telecom expenses), and support. Each plays an integral part of a successful mobility strategy.

### Take stock

Before you start to make purchasing decisions, you need a true understanding of your current state, including your application architecture and your business requirements. Without knowing what you have, you won't be able to make sound financial decisions about what you need. Analyze your infrastructure and processes and consider how you'd like to translate them into the mobile world. Think about your existing technology investments and those that could apply to your mobile strategy.

Of course, it's also important to evaluate your competition and what's going on in your industry in terms of enterprise mobility. Is a cool app from one of your competitors leaching away your market share? How can you capture the interest of their customers and make sure to keep your own? Knowing what other companies are doing – seeing what works and, perhaps more importantly, what doesn't work – can help shape your own mobility goals.

### Grassroots support

When it comes to establishing a mobility strategy, you can't go it alone. Soliciting buy-in from key stakeholders results in a larger pool of ideas, greater adoption and less frustration later. Get input from all angles by forming a cross-functional team to help determine what makes your business tick. Working together will also give you a stronger sense of the specific issues and opportunities that your mobile strategy should address. Have your team identify all the ways that different roles in your workforce currently use mobility, and explore other areas that are ripe for enhancement. Together, you'll get a complete view of how many ways mobility could play a positive role in your company's future.

### Divisive devices

It's a given that stakeholders will have strong opinions about which devices are right for them. And with new devices flooding the market every year, it can be a balancing act to stay current without breaking the bank. One of the most critical decisions that many companies have to make is which mobile platform to choose. Establishing a standardized platform helps other elements – such as apps and support – fall into place with minimal hassle. The bring-your-own-device (BYOD) model is growing in

popularity, and it can spare you some difficult decisions, but it also presents a whole series of considerations: How expensive will it be to support a BYOD program? How does our BYOD program affect our ability to provide custom apps? Should we use stipends to help users acquire their own devices and plans? Are we opening ourselves up to potential legal ramifications? Do we need additional security software to help mitigate risks?



### Download Honeywell's BYOD policy template for:

- *A comprehensive list of key elements to include in your policy*
- *Tips on stronger security for your mobile enterprise*
- *Guidance on how a BYOD policy can save you time and money*
- *Ways to realize the full potential of your BYOD environment*

If you opt for a corporate, non-BYOD approach, you'll need to determine the right platform and recognize which devices straddle the fine line between cost-effective use of company resources and user acceptability. After all, if employees don't like the devices you choose, they won't use them, which would be a waste of time, energy and budget. Putting into employees' hands devices that tie into your existing infrastructure, run necessary apps and heighten productivity will have a major influence on adoption.

### An app a day

More and more, software companies are investing in mobile versions of their enterprise apps, but that doesn't necessarily mean those apps are right for you. Having native compatibility between desktop and mobile devices seems logical, but you have to make sure that those mobile apps meet your company's needs. It may be that other off-the-shelf apps make more sense, or you may want to develop your own.

- In a recent survey of IT executives, 68% reported that their organizations are looking to offer applications for mobile devices focused on productivity over the next 24 months.
- In the same survey, 84% of IT executives state that having an enterprise app store that delivers internal apps is somewhat or highly important.

Would it work best to use the cloud to serve up your apps? Do you plan to virtualize them? Do you want to provide for a range of platforms? Knowing the answers to these questions will help you formulate a mobile app strategy that will serve you well both now and in the future.

### Protect the crown jewels

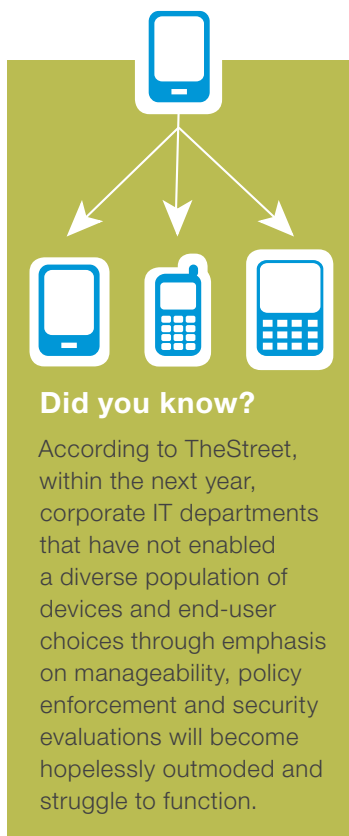
If desktop security breaches make you breathe into a bag, imagine the risks involved in putting corporate data on devices that employees take on business trips, out to lunch and even on vacations. Safeguarding those devices – and the data that's stored on them – should be among your highest priorities.

Here's the good news:

Devices and mobile software apps now include more security features than ever before, so it's easier

to lock down devices, wipe them if they get lost or stolen, and establish appropriate checkpoints to secure access to corporate data. Mobility management solutions (including mobile device management, mobile application management and mobile content management tools) offer additional layers of security, so you can tailor settings and access to your users, devices and apps based on the sensitivity of your data. Plus, the industry is adapting with comprehensive security solutions like Samsung Knox, recently made available to all users on any Samsung device.

- *In a recent survey of IT executives, 88% claim to be very or somewhat concerned about the level of security on a mobile device.*
- *Of the IT executives who have a fully developed enterprise mobility strategy and have implemented it companywide, 76% state that data security was the biggest barrier to implementation.*

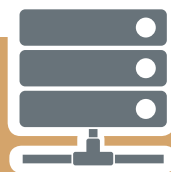


### It's policy

Policy can be a dirty word in the IT realm, but putting the right policies in place can be critical to successful enterprise mobility. They can make a difference in ease of use, cost, IT control, security ... the list goes on. Make sure you're clear on your policy goals because it's easy to lose sight of the fact that you are trying to protect content, and find yourself concentrating on cost savings instead.

- *Decide on relevant acceptable-use policies to determine which apps are approved and which are blacklisted.*
- *Make certain that sensitive data is properly encrypted and available only to those who should have it.*
- *Do everything you can to ensure that your devices don't provide an open door to your corporate data.*

The more you lock down your devices, apps and content, the less freedom your employees have. While slowing down employees too much can have a negative effect on their productivity, making them think before barreling ahead in an insecure direction can be worth a small hassle. But try to avoid presenting policy hurdles that are too big, because they tend to result in users who work around – rather than within – your setup. Be as transparent about your policies as



### Did you know?

In a recent survey of IT executives:

- 82% of respondents agree or strongly agree that enterprise mobility will be an important part of their IT strategy in the next 18–24 months.
- 45% of respondents have no enterprise mobility strategy.

possible. Employees need to know what's fair game and what's off limits, and they also should be aware of the company's rights and responsibilities (and their own) if a device is compromised.

### Be supportive

Adding a mobile infrastructure – especially if you have a BYOD program, with its myriad of device types and platforms – can overload a help desk, and IT staff can be ill-equipped to deal with mobility issues. Be aware of your support structure and bandwidth

constraints, and make sure that you have enough of the right kind of expertise sitting at your help desk. And, because the whole idea of mobility is to be able to work from anywhere at any time, you'll truly need 24x7 support.

You may decide that training your current help-desk staff makes sense, and you may even need to add a few heads to the group. (Remember, it's not uncommon for employees to have more than one mobile device, so the uptick in support demands may be even steeper than you anticipate.) Many companies decide that their mobile environments require a dedicated leader, board or team beyond the help desk, and some opt to turn over support entirely, relying instead on expert outsourced partners for more consistent costs and service.

### Keep tabs

Once you've done the heavy lifting and have your mobile environment up and running smoothly, make sure it stays that way. Lots of organizations overlook the importance of monitoring; including monitoring services in your initial strategy ensures that your mobile environment will keep working for you. Make sure you properly handle posture monitoring so that you know how many of your devices are quarantined, part of a BYOD program, and so on.

Just as the car that was state of the art a decade ago no longer turns heads, advancements in mobile technology make today's must-have features old news pretty quickly. If you continuously monitor your device and app usage, you'll have insights into which investments are paying off and which are no longer necessary. At the same time, by keeping an eye out for new technologies, you can take advantage of efficiencies across your mobile enterprise. To really get the most out of your mobile environment, also monitor security and costs – many companies use telecom expense management (TEM) software to track and manage wireless assets.



### Did you know?

Only 8% of respondents in a recent survey of IT executives have a fully developed enterprise mobility strategy and have implemented it companywide.

### Track mobility trends: What to watch for as you move forward

Speaking of trends and taking advantage of them, here are a few things to keep in mind as you embark on your mobility journey:

**Relevant apps.** It used to be the devices that got all the attention, but apps now play a greater role in strategic decision making. The global mobile app market is expected

to be worth US\$25 billion by 2015, and a recent Aberdeen Survey stated that enterprise mobile apps can increase employee productivity by 45 percent. But tracking all those apps can be frustrating, which is why some companies help employees manage relevant enterprise apps through their own private enterprise app stores.

**Keeping up with devices.** For plenty of employees, having a smartphone isn't enough. They also want the option to use a laptop, a tablet or even a multimedia player. As some device types converge (iPad mini, anyone?) and others emerge, companies need to be aware of the changing device landscape

**The move to HTML5.** Although native apps usually provide a greater experience than web apps, web apps using HTML5 are closing the gap and have the benefit of running on multiple mobile platforms. Because some apps are best-suited for native environments and others work better as web apps, many companies are considering hybrid apps as a compromise that meets the needs of both developers and users.

**Cloud and virtualization.** A growing number of companies are turning to cloud-based mobile apps and virtualized apps to more securely store data. The cloud provides added incentives, including accessibility to data from multiple devices, low costs and increased performance speed.



### Did you know?

According to Trinity Digital Marketing, over 300,000 mobile apps have been developed in the past three years. Mobile apps have been downloaded 10.9 billion times.

**BYO...** According to a survey by analyst house Ovum, 56.8 percent of employees use personal devices, apps and other technology elements at work, essentially bringing in their own devices and apps... behind their IT departments' backs. Faced with this reality, many companies are embracing BYOD as more than just a passing fad and even going beyond it to include other personal resources.

**Social media.** Twitter and its counterparts aren't just for teenagers anymore. Companies use social media to improve collaboration among employees, build a cohesive brand and celebrate business wins.

**Business intelligence (BI).** Using mobile devices for visualization and analysis is becoming increasingly common as software developers bring big data to small screens, using the cloud to store the information required to deliver BI insights.

With strategic planning and a forward-looking attitude toward mobility, you'll be able to properly navigate the seas of mobility.

## SOURCES

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- *Mobile Apps Increase Enterprise Performance and Productivity Advantages, Top Three Mobile App Strategies Gain Momentum*
- *The Rise of Mobile*
- *Ovum: BYOD is Here to Stay*
- *15 Tech Trends to Emerge by 2014*

### For more information:

[www.honeywell.com/enterprisemobility](http://www.honeywell.com/enterprisemobility)

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