The Roadmap to a Digital Enterprise through Mobility

How to craft a mobility strategy to maximize employee productivity, streamline operations, and build an efficient business.

Executive Summary

As mobile devices have seeped deeper into our organizations, we can see a paradigm shift in the way we operate. Mobile devices enable us to work flexibly from anywhere across boundaries. More and more people want to utilize mobility to get things done when they are away from work. And, this demand has led us to use enterprise mobility across industries and sectors.

We are witnessing an ever-growing mobile workforce. About 42.5% of the global workforce is expected to be mobile by 2022, according to a report published in the [Global Mobile Workforce Forecast Update 2016-2022](). The report highlights that globalization and mobile technology will continue to improve levels of mobility among consultants, executives, on-field professionals, and other mobile professionals.

It is clear from these trends that enterprise mobility is here to stay and seep deeper into our organizations. However, many enterprise mobility strategies fail because of a lack of foundation or poor long-term planning.

Therefore, this paper is a preliminary guidebook for business owners and executives wanting to explore and implement enterprise mobility to improve operations and be in a better position to manage the mobile workforce of tomorrow.

Understanding Enterprise Mobility

Simply put, enterprise mobility is how we allow employees to do their jobs from anywhere using a variety of mobile devices. For companies that operate from many distributed locations, enterprise mobility can be a rewarding prospect.

Thus, to make sure that people can efficiently work from anywhere, there are six key components to enterprise mobility-

- **Identity management** – When employees need to use several apps to complete their tasks, it makes sense to allow them to do so with one pair of username and password. You may need to make integration work if your solutions are custom-built. However, leading vendors such as VMWare and Microsoft already support a list of public apps that can be readily integrated with an identity management software.

- **Mobile applications and device management** – MAM/MDM solutions help users to control devices and apps across a variety of mobile platforms (Android, iOS, Windows). In a BYOD scenario, employees use professional and personal applications on a single device and may get concerned about their privacy. MAM and MDM solutions demarcate the boundaries of what is accessible to you as the job app owner.

- **Mobile hypervisors and containers** – Mobile virtualization supports BYOD within an enterprise. The employer can keep corporate data secure by enforcing policies that guide the use of mobile devices. Virtualization ensures the privacy of both parties- the enterprise and the workforce.

- **Virtual Desktop Infrastructure** – Server-based computing entails managing a desktop OS in a data center instead of a thin client, or a desktop, or a mobile device. The image of the OS is then delivered on-demand through a Remote Display Protocol, as the corporate data is safely housed in a data center. The overall operations make no difference to the user.

- **Access and Security rights management** – Specific policies are enforced on files to limit their access. Encryption, Identity, and Authorization are the three processes at the core of this component.

- **ML-based protection** – Machine Learning can be employed in enterprise mobility to detect and check anomalies in and potentially malicious activities. You can engage a security consultant to analyze the current level of security in your enterprise mobility and then craft a strategy to implement a system that would work for you.

Enterprise mobility consists of all these components and begins with a plan. Strategizing for mobility may seem like a tedious task for any organization until it is broken down into simple steps!

Steps to Create an Enterprise Mobility Strategy

There's so much more to implementing an enterprise mobility strategy than just carrying out a BYOD initiative. Companies need a comprehensively chalked out strategy to get 360-degree benefits of enterprise mobility.

Answer these questions in that order to create an effective mobility strategy-

- **What do you want to achieve?** - Just like any technology implementation, you need to list down organizational goals you want to achieve with enterprise mobility. Enterprise mobility can yield many benefits but only for the companies that have clearly list down what success in enterprise mobility means for them. It could be employee productivity, transformation, streamlined processes, and so on. Know what you are aiming to achieve with enterprise mobility so you can take the right steps to get there along the way.

- **What are your IT requirements?** - Next, you may want to look at what parts of your current infrastructure you will have to dispose of as you move operations to the cloud. This will also allow you to measure the cost of IT infrastructure you need to support mobility. Typically, you may want to consider the security, access policies, traffic routing, and connectivity aspects as you craft IT requirements. Hardware and software you need for enterprise mobility will often depend on these.

- **By when can you arrange the infrastructure?** - As you map out the technology infrastructure requirements, you will be able to predict a timeline to get them onboard. Bringing new infrastructure may entail looking at current contracts and carrying out tenders. However, you should, at this point, set a timeline for the completion of the process. This deadline can be realistic yet short, keeping in mind you don't want to devote excess time to planning.

- **How much do you need to invest?** - Build an initial budget to get a rough idea of the cost these infrastructure needs entail. This will help you identify any funding challenges and shortfalls early on in the process. You may also develop a business plan to specify exactly how you will achieve returns on your investment in enterprise mobility. You may want to include hard numbers and metrics in this step.

- **What are your policy requirements?** - Enterprise mobility security risks can be mitigated if understood and managed. Now that you want to open up your data and apps to the outside world, you need systems in place to eliminate the possibility of any misuse. Review the policy requirements and consider what needs to be implemented through technology and what can be left to the employees.

- **Do you need to refine and revise your budget?** - You policy requirements may have changed your IT infrastructure a bit. You may opt for tighter security and need more security equipment to enforce that, leading to an increase in the budget. Revise and refine your budget at this stage to avoid any surprises in the end.

- **Who are your potential vendors?** - Any enterprise mobility strategy requires you to partner with an IT solutions provider if your in-house IT is not well-equipped to take on the project, or, in some cases, you have no in-house IT team. Even if you have a proficient IT team, it is desirable for you to get fresh outside eyes on your operations and let experts work on your enterprise mobility strategy. If you want to integrate mobility with other parts of your IT ecosystem, select a vendor who can do that

efficiently. This partner should be able to offer end-to-end services right from design to deployment.

- **Is your strategy win-worthy?** - You may want to carry out a test deployment or Proof of Concept before diving right into the implementation of your enterprise mobility strategy. Try out mobility with a prototype and assess its impact on various departments and locations. Ensure that the cost and benefits are fine-tuned with your expectations and compare the results with your predictions.

Now that you have analyzed and gone back and forth on the strategy, here are the next final steps-

- **Roll out the strategy** – If your strategy requires any new use of software systems that your users may not be familiar with, you may need to carry out a hardware/software training for your employees. But, that is a rare scenario given today's users acquaintance with mobile apps. You may want to implement mobility in phases to avoid any disruption in operations. Prioritize the rollout considering the aspects of your business that may benefit the most out of mobility.

- **Revise and tweak it often** – Mobility services are advancing at lightning speed. The longer you stick with the first implementation, the harder it gets for you to make updates. Therefore, it is crucial to keep looking for loopholes and tweak your mobility systems to suit your current needs at all times.

Enterprise mobility may disrupt your operations for some time if you are not vigilant. For a smooth transition into the mobility space, know the challenges enterprise mobility may pose and how to deal with them.

Challenges to Enterprise Mobility and How to Handle Them

The difference between easy and simple helps understand implementing enterprise mobility. While the process of strategizing and implementing can be laid out in simple steps, they are not so easy to follow. Mobility apps need to be highly usable and engaging for your employees to want to use them.

Well, most of them fall short of these expectations. A report by Clear Bridge Mobile reveals that about 80% of enterprise mobile applications are abandoned after their first use. A trend that helps us believe there are challenges down this road.

Here are the key challenges companies face in implementing enterprise mobility-

- **Managing mobile devices** – BYOD is no more a future trend. As most organizations today allow their employees to work on their personal mobile devices. BYOD is a reality. But, mobile devices fall short of the security and compliance requirements they need to pass to be reliable for use in an enterprise. And thus, IT departments find it difficult to manage devices that operate within an organization's network. So to say, mobile device management (MDM) happens to be the first step companies take toward enterprise mobility. In the process, proper MDM solutions are installed and used in an organization to encourage BYOD in a workplace. However, due to the fast pace at which new mobile devices hit the market and operating systems get updated, enterprises have a hard time keeping their MDM in tune with these changes. Organizations feel the need to continually update MDM systems, which gets challenging. Another hurdle for enterprises is to balance security and convenience for their employees. The workforce of today needs a seamless process to access apps and data while the organization leans in toward a secure infrastructure.

- **Mobile security** – Introducing the adequate security measures to enterprise mobility is the topmost priority for organizations. As a first step, appropriate authentication needs to be in place and separate user identities must be managed in a secure environment. Then, the enterprise apps must hold data as securely as they can to prevent leakages. However, these security measures should be implemented in a way that they don't affect employee productivity and ease of use of apps.

- **Mobile user experience** – If enterprise mobility apps fall anything short of engaging, employees don't bother with them. In order to maximize the usability of the apps and hence employee productivity, these apps must be made to provide a seamless experience on mobile devices. To

achieve this, an enterprise may need to re-architecture existing systems to provide a useful interface on mobile or implement new apps that are responsive on mobile devices. In order to achieve this, organizations may feel inclined toward gathering feedback from their employees about what matters to them in a mobile app experience and what doesn't.

- **Implementing mobile apps** – Organizations are next tasked with finding the right platforms and tools to build these apps that will suit the taste and need of their employees. If an organization is not fully equipped with the resources or the knowledge, they may find it easier to look for an IT partner to build their mobile apps. Several decisions need to be made at this point- whether to work in-house or outsource development, exploring a BYOD approach, whether apps should be custom-built, hybrid, cloud-based, native apps, etc.

- **Forward-thinking strategy** – Defining an enterprise mobility strategy still remains a challenge for organizations. Enterprise mobility should be approached with an open-mind and future-orientation. The right enterprise mobility strategy considers your business goals and lays down a roadmap to lead up to them. While creating a strategy is a task in itself, what's more important is that employees and stakeholders buy-in to that strategy. For a business that is constantly evolving, it takes the vision of the directors and executives to steer enterprise mobility in a direction that will be useful in the long run.

In case a company finds itself with insufficient resources or incompetent infrastructure, or find it hard to create a winning enterprise mobility strategy, it is always advisable to outsource the project to a proficient team. Most companies only realize midway they are short on talent and then have to onboard a team and start afresh.

To avoid wasting resources, time, and effort, analyze your goals, your needs, and how you can achieve them practically.

About Nex Mobility

For enterprises that can use some help strategizing enterprise mobility, Nex Mobility is an easy option. Apart from standalone app development services, we also offer consultation for digital transformation to any organization looking to leverage technology to improve processes, operations, and improve business.

Having helped scores of businesses utilize latest technologies to kick in **enterprise mobility solutions**, we understand business needs and work in accordance. Our proficient team has no difficulty looking into your operations and pointing out the areas that need mobility for higher efficiency. After analyzing your business, we work hard to create a roadmap for enterprise mobility you can follow.

If you decide to go all in with us, we implement your enterprise mobility solutions with a perfect blend of UI and features. We develop easy to use and navigate apps that help you maximize engagement and drive traffic.

Enterprise mobility is for your employees, and thus we conduct comprehensive surveys to understand their priorities, challenges, and needs in a better way. As enterprise mobility space changes with lightning speed, we are here to help you utilize it to your benefit.

Mobile devices are the future of tomorrow and so is evident from the pace at which wearable devices are seeping into work uniforms. Use a proficient team of designers and developers ready to take on enterprise mobility and turn it into success for your business.

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