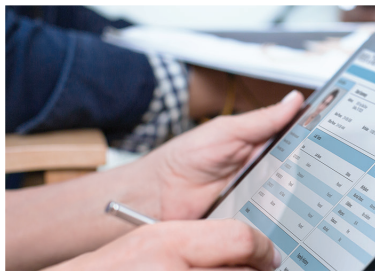




Mobile First: IT and Mobile Services to Deliver Business Success in an Always-On World



FROST & SULLIVAN

A Frost & Sullivan White Paper

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INTRODUCTION

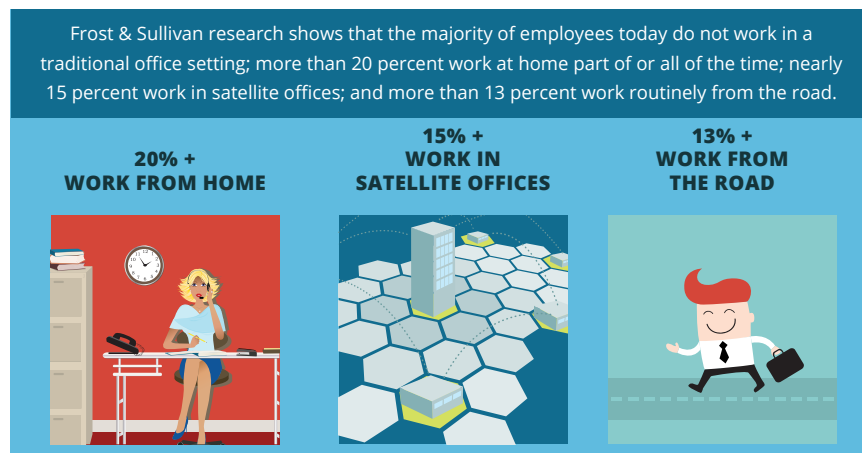
As the workplace becomes increasingly mobile, companies should use a “mobile first” approach for their IT support and management services. Giving employees access to enterprise apps and data on any device—be it a smart phone, tablet, laptop PC or wearable tech—allows them to be more productive from anywhere, anytime and on any network. But managing the resulting array of endpoints, apps and services can present a challenge for any IT department. Smart companies are partnering with experienced vendors to ensure their mobile users are fully supported, with services that encompass everything from tech support for devices and apps, to security and control, to provisioning, maintenance and upgrades.

In today’s always-on world, it’s critical to leverage Enterprise Mobility Management (EMM) solutions to achieve a competitive advantage. EMM software and services go beyond Mobile Device Management (MDM) to cover a full spectrum of mobile use cases in the enterprise today. Indeed, managers and executives should not treat mobility as a technology issue alone; rather, they should consider all aspects of mobility before embarking on a mobile program, including legal and human resources-related requirements, as well as line-of-business needs. The goal is to leverage existing infrastructure as much as possible, but also adopt new technologies to support the rapidly evolving requirements of the mobile workforce as needed.

This paper will outline the state of today’s mobile workplace; address the need for a mobile-first strategy when it comes to employee services and support; discuss the challenges companies face, including federation, single sign-on, integration and handling legacy systems; and offer recommendations for what to look for in an enterprise mobility management solutions provider.

STATE OF THE MOBILE WORKPLACE

There can be no doubt that the workplace is going mobile. Frost & Sullivan research shows that the majority of employees today do not work in a traditional office setting; more than 20% work at home part or all of the time; nearly 15% work in satellite offices; and more than 13% work routinely from the road.



It should come as no surprise, then, that so many employees are using mobile devices like smart phones, tablets and even wearables at work. Whether they bring in their own personal devices for use at the office (wherever that “office” may be), are issued enterprise software and connection rights on their personal devices, or are given employer-own technology to use on the job, these employees are changing the way work gets done. In the process, they are more productive and better able to quickly respond to changing market conditions.

Frost & Sullivan research reveals that among US businesses, 72% issue smart phones and 60% issue tablets to employees; 65% allow employees to connect their personal smart phones to the corporate network, and 55% allow that connectivity for personally owned tablets. More than half of companies have a formal BYOD policy in place, and three-quarters enforce it using network management tools. Mobile device management and endpoint security software are also in common use.

In more than a quarter of US organizations, smart phones are deployed to all employees; in another 56%, they are deployed to select employees based on job role or location. Similarly, tablets are deployed to all employees in 23% of US businesses, schools and government agencies, and among another 61%, they are given to employees based on job role or location. That pervasiveness puts them ahead of laptop computers.

Furthermore, smart phones are used daily more than any other device, followed by tablets—which also puts them ahead of laptop usage and well ahead of other company enterprise technology, such as IP phones, soft phones, video and Web conferencing, and social media.



Finally, in the same survey we asked IT decision-makers to tell us what their biggest challenges are and to rate the tools that help them address these issues. Tablets and smart phones help respondents make more effective IT deployments, deal with new regulatory issues, and automate and streamline business processes. The main reason companies *don't* deploy smart phones and tablets is cost, unlike most other technologies, where the biggest barrier to entry is the lack of value to the enterprise.

MOBILITY MANAGEMENT: CONNECTIVITY, SECURITY, CONTROL

Clearly, companies are using mobile devices to their advantage—to increase productivity, reduce enterprise costs, stay ahead of the curve, improve the customer experience, boost innovation, accelerate decision-making, and drive collaboration throughout the organization. But this change in usage requires that IT managers and other business leaders also change their approach to their mobile strategy: it's time to put mobile first.



With an ever-increasing number of organizations viewing mobile as a logical extension of their enterprise applications and data sets, it is critical for organizations to provide for proper device, content, and application control mechanisms to ensure successful mobile deployments. However, the rapid proliferation of third-party applications, growing use of cloud storage, and increasing device fragmentation is posing new challenges for IT. Today, companies must ensure airtight security across a wide range of apps and services, while delivering an excellent end-user experience. As a result, enterprise device management, enterprise application management, and enterprise content management have emerged as the main pillars of next-generation EMM.

“ Frost & Sullivan research shows that 37% of companies still have multiple products from multiple vendors in a siloed infrastructure, and another 34% have multiple products from multiple vendors that are more tightly integrated. But in two years, the number with tightly integrated deployments is expected to grow by almost 30%.

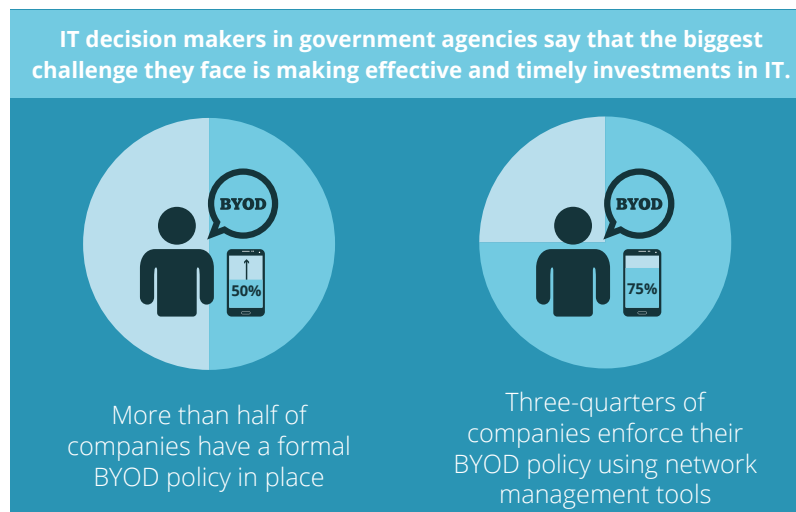
” Enterprise device management (also known as mobile device management) enables IT to give authorized users access to corporate applications and data on their smart phones and tablets. Some programs, such as email, are typically made available to every user in the organization, while others, such as a sales database, may be available only to a select few based on job roles. Enterprise Application Management (EAM), as the name implies, lets companies manage the application experience on their mobile devices. It includes the distribution of apps through an enterprise app catalog, controlling which apps can be downloaded from public app stores, and application usage monitoring. Enterprise Content Management (ECM) ensures that enterprise data is secure and protected from unauthorized usage. It includes the ability to interface with internal and external document management systems, and ensures that secure content creation and modification is enabled on mobile devices.

Questions to Ask About Mobility in Your Organization

1. How can you keep employees from unintentionally downloading malicious apps?
2. How will you deliver specialized technologies that meet specific line-of-business needs?
3. Which apps should you push to which users?
4. How can you manage the end-user experience in a multi-OS environment?
5. What will it take to deliver 24/7 support for mobile users around the world?
6. How will you handle maintenance, bug fixes and upgrades?

WHAT TO LOOK FOR IN A COMPLETE MOBILITY MANAGEMENT SOLUTION

Lots of vendors and service providers offer a piece of the mobility management puzzle. The challenge comes in finding a solutions provider that can unite a wide variety of enterprise technologies—across platforms, manufacturers and operating systems—to unlock new opportunities and create competitive advantage. IT decision-makers should look not just for a device manufacturer or software developer, but instead choose a strategic partner that understands the enterprise and will work with each customer to develop a unique set of services to meet their specific needs.



Key Mobility Management Requirements

- Solutions that solve real business challenges
- Increase productivity
- Focus on the end-user experience
- Third-party support for apps (e.g., development, testing, upgrade) and device management



A valuable mobility management solution must offer a complete suite of services, comprising support, management, value-added services, and enterprise mobile apps. Look for a service that includes the following critical components:

- **Flexible, open approach.** Given that you are likely juggling a variety of devices and applications from a variety of vendors—as well as homegrown software, a mix of personal devices, and a variety of business needs—it’s absolutely critical to avoid any kind of “vendor lock in.” Look for services that can support a multi-vendor infrastructure, including your existing networks, applications and systems, and that will continue to support any new development and devices, whether they come from your organization, the vendor’s own offerings, or a third party.
- **Robust partner ecosystem.** Enterprise mobility management requires a complex array of services, including technical support and service-desk capabilities; enterprise application developer training, development consultation, application migration, and file syncing and sharing; services to secure the enterprise with mobile health checks, mobile architecture, security review, mobile security assessment and mobile security policy assessment; support for device provisioning, maintenance and upgrades, maintenance releases of EMM platforms, migration to new EMM platforms and EMM upgrades; and extended repair and warranty options. No single vendor alone can deliver best-of-breed capabilities in all these areas; look for a provider that has direct partnerships with leading players in various key areas, and which can support tight integration among applications, devices, networks and traditional enterprise platforms.
- **Voice of the enterprise customer.** As you put mobility first, your services partner should put your business needs first. Look for a provider that offers a strong customer base, with an enterprise advisory board that doesn’t just offer suggestions, but actually influences product development and strategic focus. It’s also critical that your chosen provider has a strong focus on the enterprise, rather than consumers. Although many leading-edge technologies start out in the consumer marketplace, making the transition to the workplace isn’t easy. You need a services partner that understands business needs and can address them immediately.

- **Global reach.** One of the biggest drivers for embracing a mobile-first strategy is to support an increasingly global workforce. As more employees work and travel around the world, they need reliable mobile access and connectivity from literally anywhere. So when you're choosing a mobility management partner, it is very important to find one that has a footprint in every region of the globe. The business should have employees where you need them, invest in R&D in multiple facilities around the world, and be able to support your employees anytime, anywhere, on any software or device.

CONCLUSION

Today's business environment demands that managers and executives take a mobile-first approach to technology deployment, services and support. With more and more employees bringing their own smart phones and tablets to work—and a large number of companies issuing mobile devices to their workers as part of their standard technology deployment—IT decision-makers need to ensure their infrastructure is capable of servicing and supporting a disparate array of users, endpoints, networks, and devices.

The biggest benefits from using mobile computing in the enterprise come when employees access the information, applications and people they need, regardless of their device or location. This ensures your workers can take advantage of opportunities as soon as they arise, improve decision-making, boost productivity and empower the customer experience.

Nevertheless, as is usually the case with large-scale change, the newly mobile enterprise requires a shift in how IT managers approach their jobs, too. By putting mobile first, IT can take a leadership role in the development of strategic business initiatives, having a measurable positive impact on the company's bottom line. But many such organizations are unprepared for the challenges that come with making mobility a priority, including device deployment and ongoing management, network and connectivity support, application development and maintenance, and help-desk support. These companies can benefit from partnering with a provider with a long history in the enterprise technology space, a vast array of mobility management partners, and a deep understanding of identifying and supporting business needs, goals and outcomes.

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