Element
An HGS Company

HOW TO CREATE AN ENTERPRISE MOBILE STRATEGY

An Element Solutions White Paper

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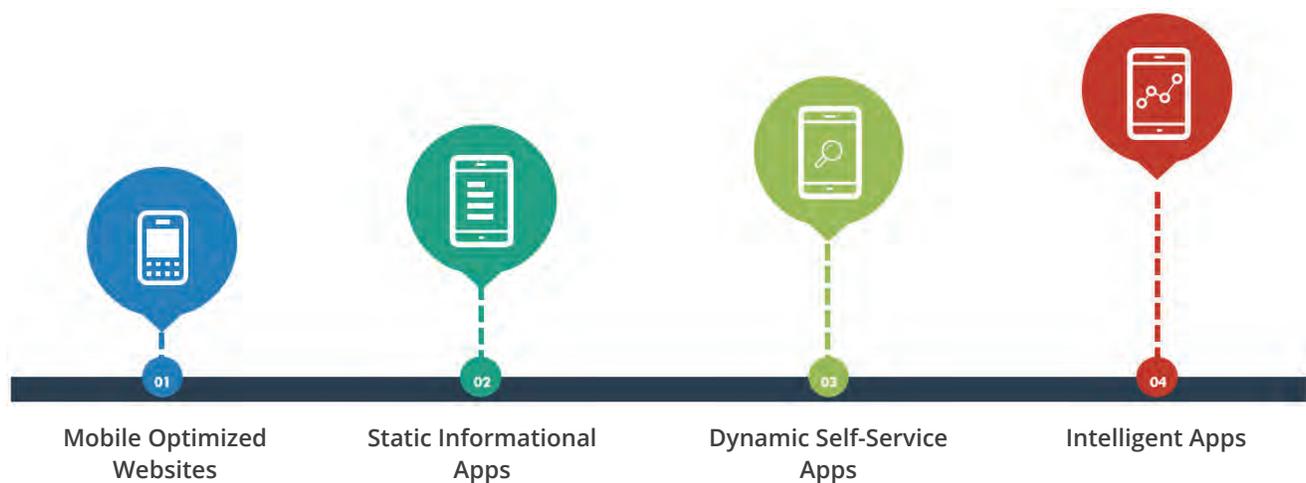Director, Mobile Practice

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OVERVIEW

With mobility now becoming an essential element of personal and corporate lives, companies are scrambling to identify a strategy that enables them to mobilize their corporate systems. Both customers and employees now demand modernization of backend operations so they can access and perform the functions on mobile devices instead of their desktop units.

Consequently, companies must now accept mobility as a fundamental aspect of their IT strategy, and implementing an enterprise mobility strategy is now the top priority for CIOs and CTOs seeking to embrace the new era.

Maturity in Enterprise Mobility

01	02	03	04
Mobile Optimized Websites	Static Informational Apps	Dynamic Self-Service Apps	Intelligent Apps

Enterprise mobility has evolved. Initially, as smartphones entered the marketplace, businesses modified their websites to facilitate viewing on those smaller screens. The introduction of Apple app store offered more opportunities for interaction by allowing consumers to download a company's apps. For the most part, though, these apps were simply reiterations of the website data and didn't give viewers any added options, and the sheer volume of them overwhelmed many consumers who retreated to the online website instead.

Dynamic self-service apps were next, which enabled customers to have more control over what they could do within the app. Businesses were quick to incorporate these features to their specific sector, and the services added proved to be a boon for consumers. Insurance company apps, for instance, permitted customers to immediately upload images and data about car accidents or other insurance-related concerns, to preserve the information and launch the claim.

While these developments have enabled both businesses and their customers to enjoy easier and faster digital communications, the emerging technologies of artificial intelligence and the Internet of Things (IoT) promise mobile activity that has been unavailable until now.
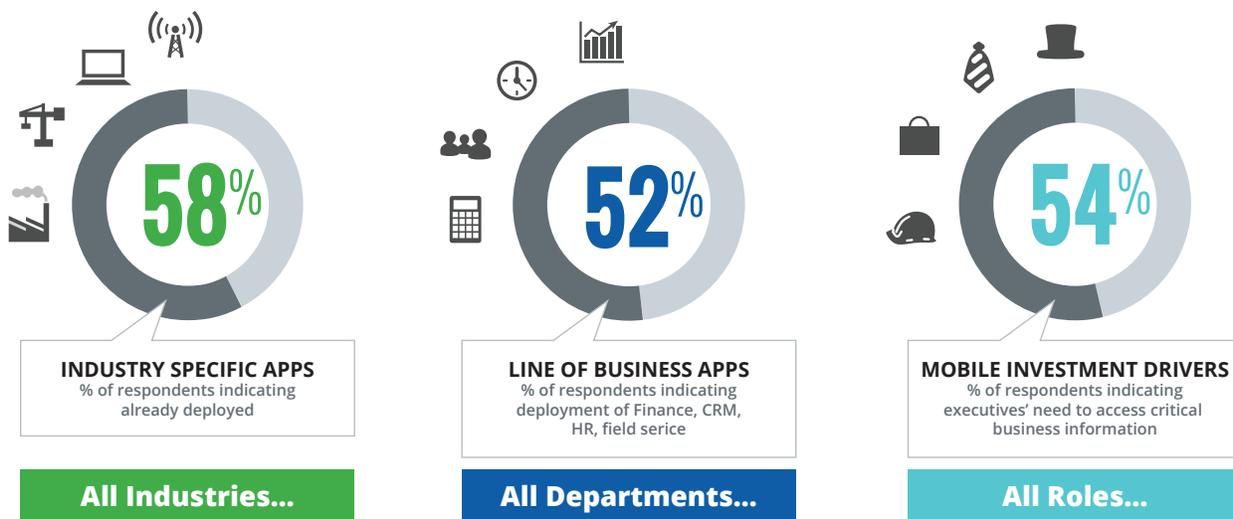
The rising "intelligent app" universe leverages these innovative technologies to provide users with context-driven recommendations. For example, apps such as Google Now and Siri already recommend to their users better transportation routes, based on current data such as traffic patterns or airline availability. Health apps now capture data from a variety of devices as varied as pacemakers and fitness bracelets and share it directly with health care providers.

Many companies are just now seeing the value these intelligent apps might offer to their enterprise and their customers.

Need for Mobilizing Enterprise Systems

While many companies have implemented internal digital systems for their operations, most of those are not mobile optimized yet. However, in many cases, restricting employee functioning to a desktop unit reduces the opportunity to maximize their efficiency. Ergo, many enterprises are now interested in mobilizing their operations systems to improve the productivity of their workers. The introduction of industry-specific apps and "line of business" apps can give both employees and consumers a quicker & an efficient access to the backend systems.

Recent survey highlights growing interest in accessing enterprise systems via mobile devices

58%

INDUSTRY SPECIFIC APPS
% of respondents indicating already deployed

All Industries...

52%

LINE OF BUSINESS APPS
% of respondents indicating deployment of Finance, CRM, HR, field serice

All Departments...

54%

MOBILE INVESTMENT DRIVERS
% of respondents indicating executives' need to access critical business information

All Roles...

Source: IDC Research

Why Create an Enterprise Mobile Strategy?

Research indicates that investments in mobile technologies offer a significantly higher RoI value than investments in other areas. A study by VMWare reported that overall IT operational costs reduced by as much as 29 percent, and total management costs dropped by 20 percent after implementation of the mobile strategy.
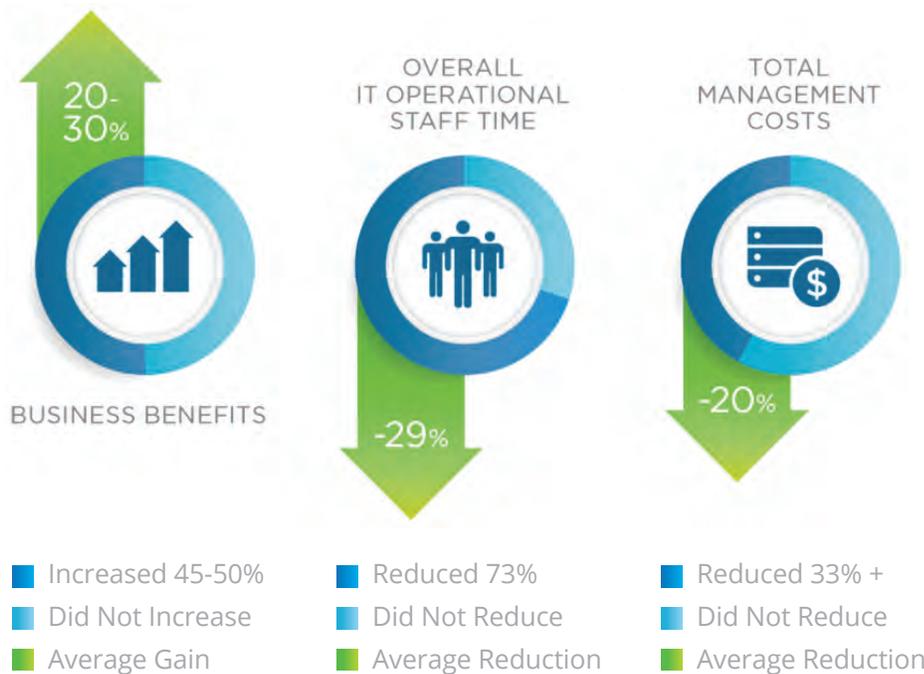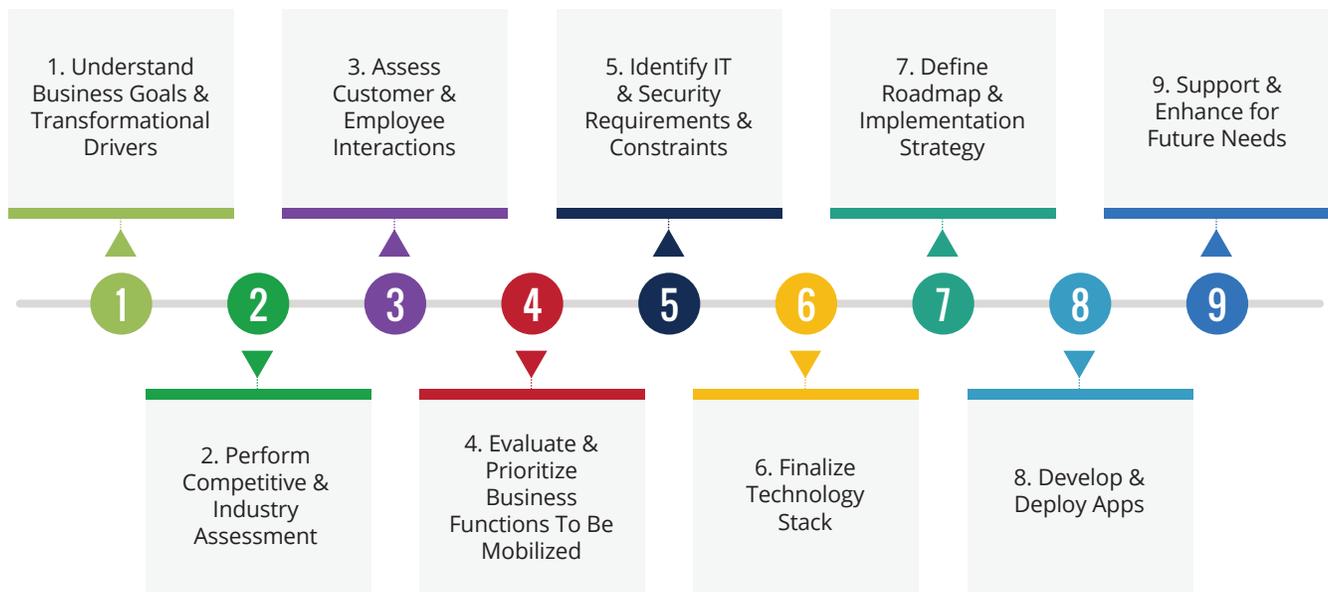

Enterprises with mature business mobility efforts deliver significant business value

Source: VMWare Research

DEFINING ENTERPRISE MOBILITY STRATEGY: STEP-BY-STEP GUIDE

So how do you go about creating an enterprise mobility strategy? The planning around the strategy requires buy-in and commitment from the C-Suite. It begins with focus on how the business goals & objectives could transpire into mobile solutions that helps improve business productivity & increase revenue.

Companies considering enterprise mobility strategy should contemplate these steps as they launch that initiative:

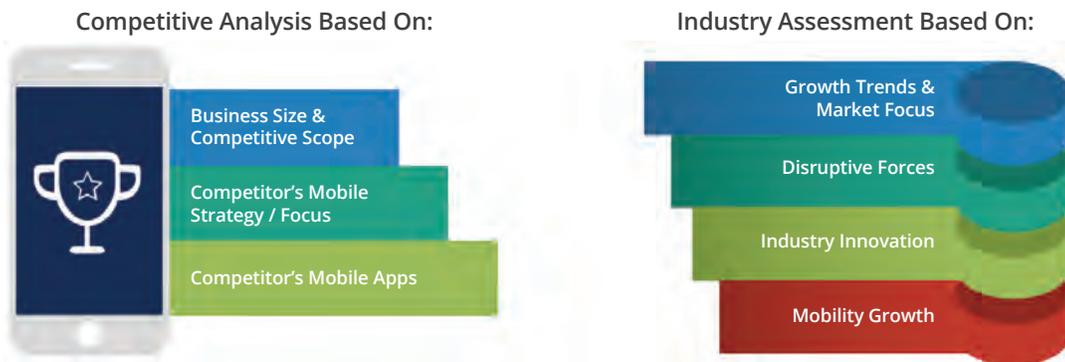| 1. Understand Business Goals & Transformational Drivers	3. Assess Customer & Employee Interactions	5. Identify IT & Security Requirements & Constraints	7. Define Roadmap & Implementation Strategy	9. Support & Enhance for Future Needs
1	**3**	**5**	**7**	**9**
2	**4**	**6**	**8**	
2. Perform Competitive & Industry Assessment	4. Evaluate & Prioritize Business Functions To Be Mobilized	6. Finalize Technology Stack	8. Develop & Deploy Apps	

Step 1: Understanding Goals & Drivers

The first step in developing a plan is to evaluate corporate vision, business goals & objectives and how they would drive the mobility goals for the organization. Additionally, the innovation goals & transformational drivers of the organization should influence the mobility objectives.

Innovation
Goals

Corporate Vision

Business Goals
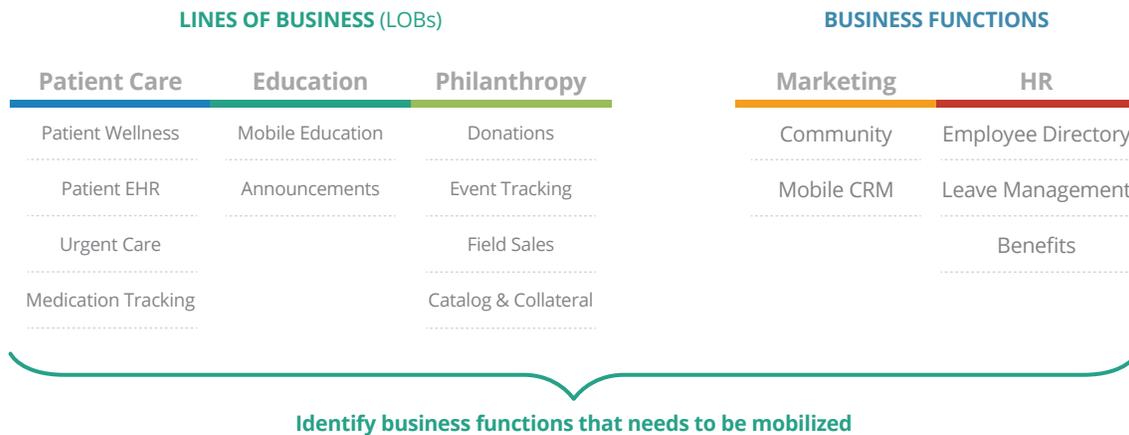& Objectives

Transformational
Drivers

Mobile
Strategy

Step 2: Perform Competitive & Industry Assessment

Assessing both the competition and the industry will provide data about potential opportunities. Data collected about competitor activities can suggest how businesses are improving customer service through mobility. Additionally, performing an industry (including other industries) assessment will help identify new innovative opportunities to define creative solutions.

Competitive Analysis Based On:

Business Size & Competitive Scope

Competitor's Mobile Strategy / Focus

Competitor's Mobile Apps

Industry Assessment Based On:

Growth Trends & Market Focus

Disruptive Forces

Industry Innovation

Mobility Growth

Step 3: Identify Use Cases for Mobilization

Now is the time to identify & analyze various use cases across the core lines of businesses as well as across functional areas that could potentially be mobilized. For instance, a healthcare organization may have multiple use cases that might be improved through mobilization. Similarly, you can identify the use cases that are specific to your business that could potentially be mobilized. Having targeted mobility discussions with various departments within your organization can uncover new solution ideas.

LINES OF BUSINESS (LOBs)				BUSINESS FUNCTIONS	
Patient Care	**Education**	**Philanthropy**		**Marketing**	**HR**
Patient Wellness	Mobile Education	Donations		Community	Employee Directory
Patient EHR	Announcements	Event Tracking		Mobile CRM	Leave Management
Urgent Care		Field Sales			Benefits
Medication Tracking		Catalog & Collateral			

Identify business functions that needs to be mobilized

Step 4: Evaluate & Prioritize the Use Cases

Mobilizing each opportunity will have a distinct impact on the company; balancing its potential benefit with the cost of developing and implementing the corresponding app will suggest where it lies in the priority list. Some use cases will help the entire organization immediately while others will facilitate improved service only for a particular department. Identifying those quick-wins can help show early success for the mobile initiatives.
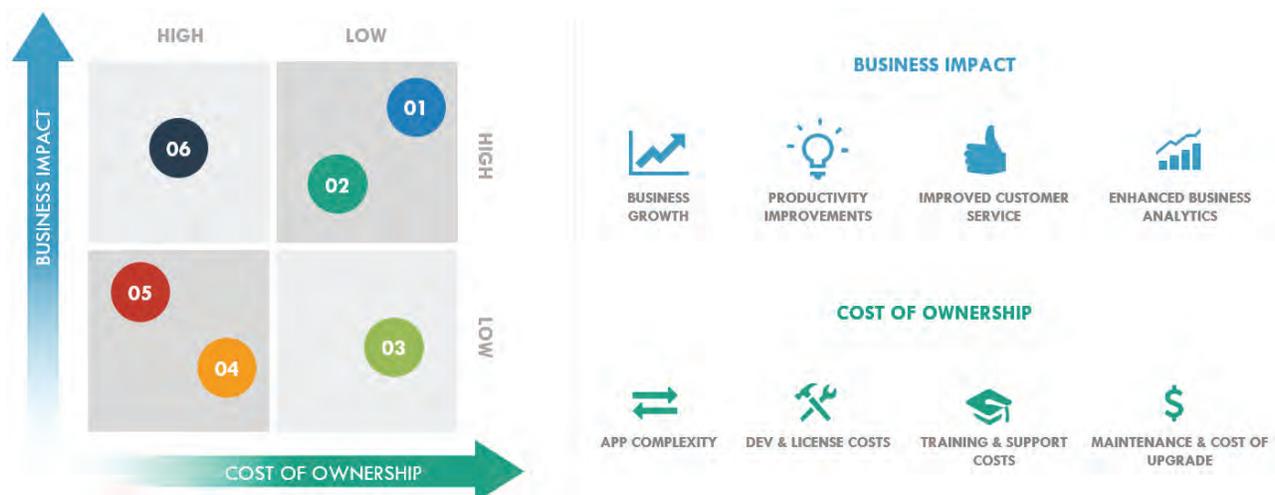
Step 5: Identify IT Needs & Create a Mobility Framework

Before creating a roadmap, the next step is to create a mobility framework that would help the IT team standardize the infrastructure. Based on the organization's BYOD policy, security policies, IT roadmap, IT/business constraints, etc. define a mobility framework that would be implemented as a standard blueprint across the entire organization.

Step 6: Finalize Technology Stack

This step is where you evaluate technology vendors that can provide the required capabilities for building the mobility framework. Below is a sample list of parameters on which the technology vendors can be evaluated on. The list needs to be customized specific to your business needs and used for evaluation.

### Criteria Used to Evaluate Technology Vendors

CAPABILITY ASSESSMENT (Sample)

1. Service Orchestration
2. Supported legacy enterprise data
3. Enterprise system integrations
4. Security, audit trail & compliance
5. Performance & scalability
6. Offline sync / caching
7. Analytics
8. Social connectors
9. End user experience
10. Development platform
11. Notifications
12. Crash reporting
13. 3rd party integrations
14. App management
15. Device management
16. Content management
17. Identity management
18. Architecture & more…

BUSINESS ASSESSMENT (Sample)

1. Deployment Model
2. Licensing Model
3. Overall Price
4. Support Model
5. Existing Skills within Organization
6. Years in Business
7. Customer References
8. Customer Case Studies
9. Others…

Step 7: Define Roadmap & Implementation Strategy

Now that all the aspects of the strategy have been defined, it's time to create the roadmap & execution plan. Identify a timeline that would accommodate the priorities, departmental needs, deadlines, etc. Then create KPIs & governance structure around how the projects shall be executed. Create budget, get needed approvals and allocate resources. Budget constraints can often slow the process, making it even more imperative to follow the prioritization order.
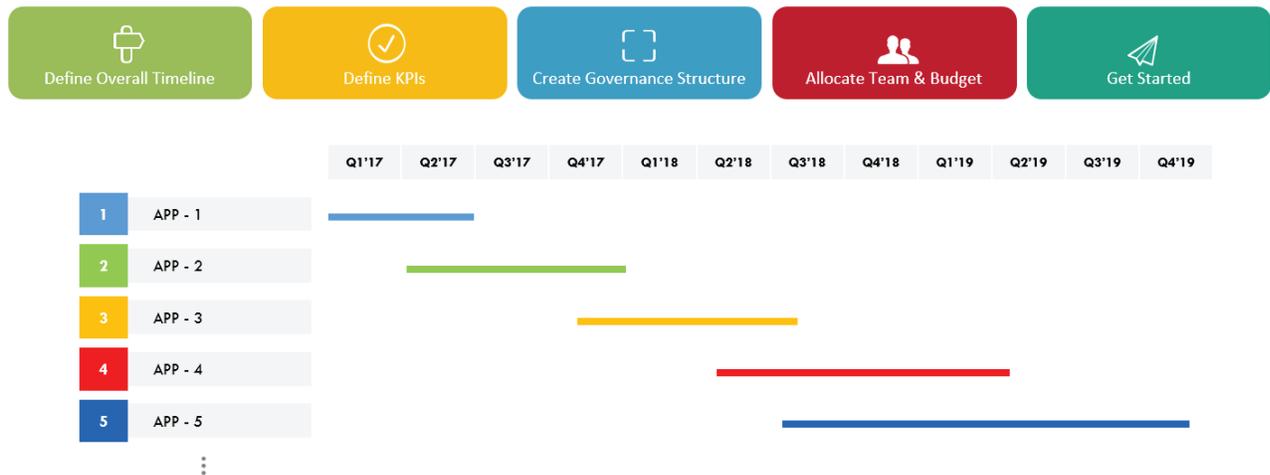
Step 8: Develop & Deploy Apps

The development of every app follows a standard path: planning -> designing -> development -> testing -> launch. After launch, data collected through these functions will guide future business decision making. Some companies develop several apps at one time; others sequence them to capture best practices as they go along.
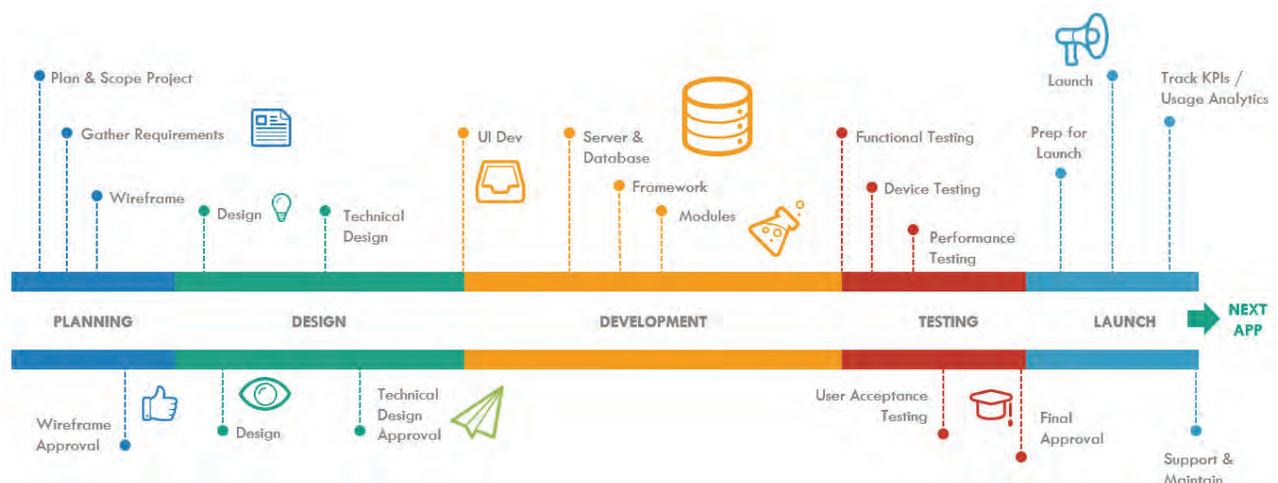
Step 9: Support & Enhance Apps for Future Needs

After launch, be prepared to fix any issues and enhance the functionalities to maintain the app's attractiveness to its intended audience. Updates should address evolving OS standards, as well as both consumer and industry developments. Track analytics within the app as it helps generate data for improved usage insights. The gathered information will both suggest and prove why future IT and mobility investments are warranted.

App Support	**Analytics**	**Bug Fixes**	**Enhancements**
Diagnostics	**Device Updates**	**OS Releases**	**App Store Rollouts**

BUSINESS BENEFITS OF CREATING MOBILITY STRATEGY

There are many benefits gained from creating an Enterprise mobile strategy, including:

▶ An empowered, more efficient and effective workforce

▶ Improved communication across all stakeholders

▶ Increased data security across all devices

▶ Better customer service through quicker issue resolution

▶ Improved and standardized branding across various devices and apps

▶ A quicker decision cycle through real-time analytics

▶ Streamlined and reduced operational costs

▶ A more competitive position within the industry

▶ Increased revenue and profitability

Need Help with Creating an Enterprise Mobility Strategy?

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Or email us:
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ABOUT ELEMENT SOLUTIONS

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For more information please visit us online at www.elementsolutions.com or email sales@elementsolutions.com.

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