



propelics



KICKSTART

IT Strategy for Mobile

Take the steps necessary to prepare
IT for the mobile enterprise arena.

**Your IT strategy starts here.
Quickstart your Kickstart.**

www.propelics.com

KICKSTART

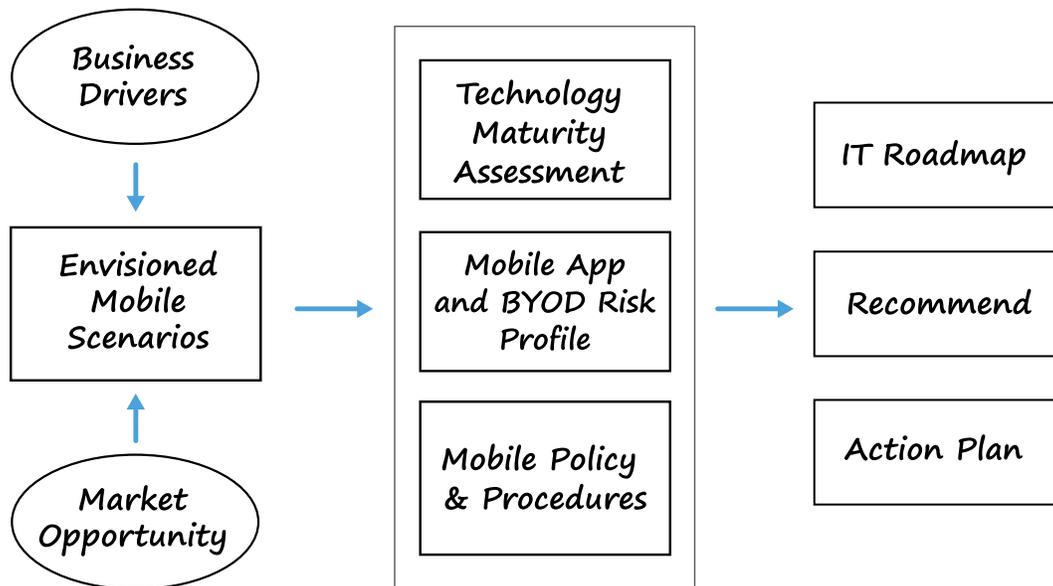
IT Strategy for Mobile

The mobile enterprise poses significant new challenges for an organization in terms of skills, competencies, tools, standards, methodologies, change management and IT processes. Our IT Strategy Kickstart will assess your readiness and identify how IT should adapt to embrace these challenges. As part of the Kickstart we'll score

your current state of maturity and provide a prioritized, phased plan to close any existing gaps, along with a Mobile Roadmap to get you going. These guides ensure IT has the tools, processes, controls and talents for building and supporting a thriving mobile strategy moving forward.

Our Approach

The IT Strategy Kickstart follows three key steps:



1. Direction Setting:

First, we develop a thorough understanding of your organization's goals with mobile and review previous or existing mobile-related initiatives. We document mobile use-cases from key stakeholders then focus our analysis on the relevant actors, data and mobility requirements, high-level functionality and security standards.

2. Assessment, Risk Analysis, and Standards:

This step assesses your current IT maturity and identifies areas needing improvement. We conduct a comprehensive risk analysis of all proposed mobile use-cases and review existing policies and procedures in support of the mobile infrastructure.

- **MATURITY ASSESSMENT:** Leveraging the Mobile Maturity Framework (Mobile Ranking and Mobile Report Card), this assessment provides a maturity ranking and calls out those areas requiring special attention.
- **RISK ANALYSIS:** For each use case brought forward by the business, we understand the type of corporate data assets accessed and the potential impact of a security compromise. The risks associated with each use-case are categorized on a security scale ranging from "Untrusted" to "Restricted". Based on this profile, we devise custom strategies to mitigate risk moving forward.

- **MOBILE STANDARDS:** Mobile adoption policies, procedures, vendors and standards vary by organization and knowing the pros and cons of each approach can be overwhelming. To help you along, we lay out your best options every step of the way. 3. Concept Generation

3. Roadmap and Next Steps:

We conclude with the generation of actionable steps presented in an IT Strategy Roadmap. The Roadmap ranks tactics by weighing business value against readiness and cost and outlines phases in which the mobile Roadmap should unfold.

- **IT'S ACTIONABLE:** Lastly, an Executive Readout Presentation summarizes findings, recommendations, timelines and next steps. Our phased plan details recommended activities along with timeline, resource and cost estimates to form a highly actionable strategy.

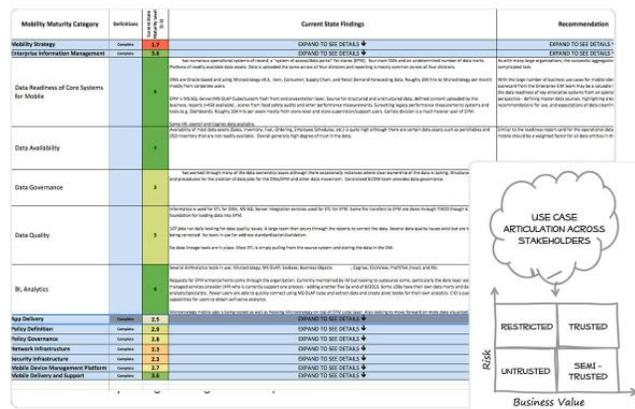
NOT ONE SIZE FITS ALL!

We prioritize scenarios and app concepts based on projected ROI and technology constraints to separate real business and customer value from minutia.

What You'll Get

Upon completion of this Kickstart you'll take away the following artifacts

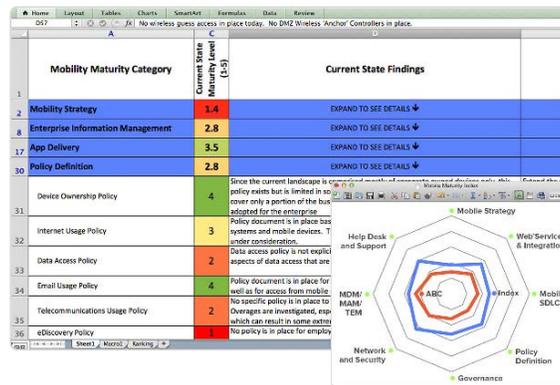
Use Case Value And Risk Matrix



Through facilitated sessions across business teams, Propelics lays the foundation for your IT strategy in a Use Case and Risk Matrix. By prioritizing corporate business drivers and associating each mobile use case, the team quickly gains an understanding of the client’s business direction.

Further, this matrix enables us to build repeatable use case classifications—a critical element of any successful mobile strategy. Lastly, to ensure security, we perform a data loss analysis to measure the risk associated with each use case.

Mobile Maturity Assessment Report Card



The Mobile Maturity Assessment Report Card enables the Propelics team to develop a solid understanding of IT’s current mobile capabilities and is instrumental to building a successful IT strategy. Propelics provides recommendations across over 100 IT mobile maturity areas, including app delivery, web services & integration, network & security, business & technical policy, MDM/MAM and end-user support.

Lastly, the assessment outcome is measured against our index of Fortune 100 IT maturity results. Your team receives a benchmark score and analysis helpful when measuring your mobile readiness against companies of similar size and market.

Policy Characteristics Framework

Grouping	Policy	Non-Managed Unknown Device	Non-Managed Employee Device	Untrusted Use Cases
Corporate Data Access				
0%	Publicly Available Information	No	No	Yes
25%	Supplier/Partner Identifying	No	No	Yes
100%	Corp Email/Collaboration (Traveler)	Web Email	Web Email	Yes
100%	Line of Business Identifying	No	No	Yes
15%	Employee Identifying	No	No	No
15%	Corporate Financials	No	No	No
20%	IP Addressed (Product, Compound, R&D, Pricing)	No	No	No
25%	Customer Identifying (B2B, but not individual data)	No	No	No
Corporate Risk Profile (Acceptable Risk)				
15%	Loss Competitive Advantage	No	No	Yes
15%	Reputational Financials	No	No	No
20%	Affect Company Value	No	No	No
25%	Create Liability to Agency / Regulatory	No	No	No
25%	Customer/Vendor Brand Perception	No	No	No
Device Type, Ownership, and Policies				
Device Models		Any	Any	Any per OS Requirement

The Policy Characteristics Framework establishes a definition of standards and helps determine IT security requirements, device capabilities and required functional areas necessary to enable the defined mobile use cases. Based on our risk classification, these standards outline business and technical policies as well as end-user support models.

Typically, perspectives abound regarding what capabilities are available — from network security, regulatory, human resources and from legal and business teams. Defining these standards and balancing the needs of these groups with the business creates a blueprint of repeatable solutions for IT, thus fixing the most common IT mobile-readiness issue: re-litigating each mobile use case for security and policy needs.

Prioritized And Phased IT Strategy For Mobile Roadmap

The Propelics team creates a Prioritized and Phased Mobile Readiness Roadmap of IT projects and tactics necessary to achieve success. Our IT Readiness Roadmap will help your team build an infrastructure for mobile — covering everything from app ideation, design and development to distribution, security and support.

Propelics categorizes projects as “immediate”, “short-to-long term” or “future endeavor” based on business use cases, IT mobile maturity, policy characteristics and standards creation processes. Similarly, each project and tactic is prioritized by its alignment to business needs, IT organization readiness and cost, ensuring the end result is a realistic, obtainable and successful roadmap.

“The Propelics team created 100% consensus by imparting a clear understanding of the core value of mobile and how it could deliver the most business value to the company. So selecting which activities would take priority was always a unanimous, cross-divisional decision.”

Sharon Moseley, CIO, Kinecta Federal Credit Union

Prepare IT for the Unique demands of enterprise mobile.

Contact us today to schedule your IT Strategy for Mobile Kickstart.

Thanks for reading our whitepaper.
And be sure to take advantage of this limited-time
offer for a **FREE 30-minute Strategy Consultation.**

Get yours now!