

 **KICKSTART**

Gain Control of your
Mobile Efforts with a

Mobile Center Of Excellence_

Mobile Center of Excellence

Establishing a Mobile Center of Excellence (MCOE) will help your organization avoid fragmented mobile projects and rogue apps. With an MCOE in place, your company can begin to embrace mobile holistically, mitigate risk, ensure regulatory compliance and meet cross-organizational goals.

In this Kickstart, we'll identify the charter, scope, reach and structure of your organization's MCOE. This includes the development of standards and governance along with a framework for organizing, managing and championing your mobile solutions.

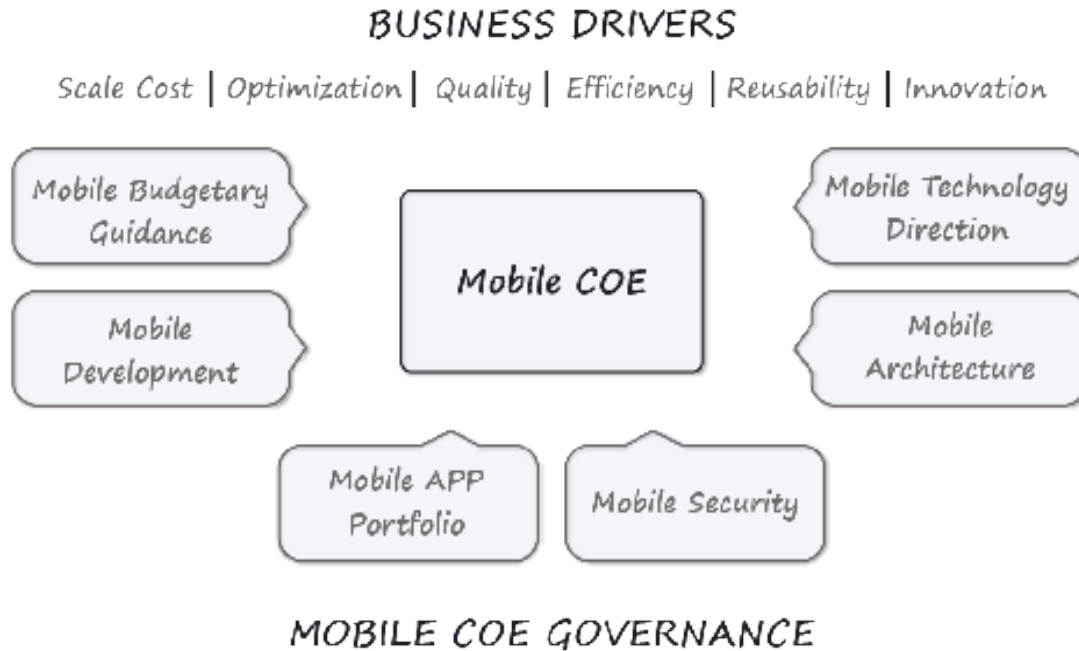
Alternately, we will evaluate your company's existing MCOE and provide an optimization-roadmap to ensure your center is running efficiently and in-keeping with current best-practices.

Beyond just enumerating the components of a Center of Excellence, the Anexinet team provides a realistic tactical roadmap for MCOE creation based in part on the maturity of your company's employees, process, and technology.

This Kickstart is just as valuable for clients large enough to require several internal Centers of Excellence as it is for those just starting out—by reinforcing the necessary MCOE components and generating the short and long term roles and responsibilities of the new Mobile COE. Further, this Kickstart clarifies the differences between a Mobile COE and existing COEs within the organization, in terms of structure, components, and reach.

This Kickstart represents the first phase in building a steady-state MCOE for medium-to-large organizations. Additional phases may be executed independently by your team or with Anexinet' assistance, acting as either a "resource repository" (for best practices, standards, tools, and templates), a "coach" (providing expertise and oversight), or a "COE Manager" (handling mobile governance responsibilities and/or the management of mobile projects).

Our Approach



1. Direction Setting and Scope Definition

A Center of Excellence is more than just the standardization of processes and tools. It's a centralized body that ensures all mobile initiatives are in-keeping with the business's larger objectives. In this first step, the team gains an understanding for your organization's goals and defines the MCOE scope most appropriate for your company.

2. Current State Maturity Assessment

Centers of Excellence are not "ivory towers" but hard-working teams coordinating efforts to bring about change. Due to unrealistic expectations, however, many COEs are doomed to eventually fail. Our approach ensures MCOE success by first gauging the maturity of supporting processes and prioritizing initiatives accordingly. Such supporting processes include strategy definition, information management, IT delivery & support, policy definition, project governance, UX standards, app architecture, development and MDM platform and SDLC processes.

3. Center of Excellence Vision, Objectives and Structure

Based on our scope and maturity estimations, the team then defines the organization's mission and vision for the MCOE. Here the team catalogs short and long term goals and objectives, identifies critical success factors and determines the optimal structure necessary to make the client's vision a reality.

4. Define MCOE Requirements Roadmap

After determining the desired state of your fully-realized MCOE, the next step is to understand the best way to get there. Our Tactical COE Roadmap organizes the people, processes and technology required for a successful COE by priority and project-phase.

5. Design Plan and Next Steps

The Mobile Center of Excellence Kickstart concludes with the generation of materials to support the COE launch. The team develops a timeline, assigns resources to the requirements roadmap, identifies quick wins and dependencies, and provides an overall plan for design, pilot and COE launch. Finally, the team delivers these materials plus costs for next steps in an Executive Readout.

By the end of the Mobile Center of Excellence Kickstart your team will be armed with a robust plan to build a world-class Mobile COE.

6. Planning & Budgeting

Based on the scope of work identified in previous steps, here we outline the detailed approach and the plan for implementation. This plan outlines the cost estimates, timelines and high-level work breakdown required to build the Mobile COE.

What You'll Get

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



Mobile Core Business Drivers

To best serve our clients, the Anexinet team first develops a deep understanding of the company priorities. Ranking your MCOE Business Drivers enables us to custom-tailor our approach and build the optimal Mobile Center of Excellence to accommodate your organization's foremost concerns.

Maturity Assessment (Current Vs. Future State)

The Mobile Maturity Assessment Report Card is instrumental to building a successful Mobile Center of Excellence and lets the Anexinet team develop a solid understanding of your organization's current mobile capabilities. Anexinet provides recommendations across 100 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 1000 IT maturity results. Your team receives a benchmark score and an analysis of how your business fares against our Index Averages for similar companies.

Mobility Maturity Category	Current State Maturity Level (1-5)	Current State Findings
Mobile App SDLC	2.0	<p>utilizes a number of governance bodies to manage the architecture, design, implementation and support of delivering IT MCOE responsibilities are currently housed within other teams. Today, outside of mobile, there is rigor in the process of how toolsets are reviewed by a standards group within the LOBs. If there are concerns or changes, these changes can come to the Technology Council, ensuring that as new standards are introduced, they're in line with corporate direction. Both the ARB and the standards body is also geared to the specific platform technologies in use (.NET, web browsers, etc.) and not the vendors.</p> <p>This process, however, hasn't yet translated well to mobile. As the current state items in this matrix point out, the decision re multiple teams and the tools and process.</p> <p>Business lines are responsible for testing perspective, there is a formal process cry</p> <p>There has not yet been an effort for a sir</p> <p>Each LOB team has been responsible for process for managing in-app feedback or</p> <p>External apps have had corporate brandi</p> <p>External apps have had corporate brandi applications, but there has been a large e internal applications according to these e</p>
Web Services and Integration	3.8	
Legal, Compliance, IP, Policies	2.7	
Governance	2.0	
Mobile Center of Excellence	3	
'Mobile-ready Gating and Approval Processes	3	
Process to inventory mobile projects across the organization	1	
Process for receiving and managing mobile app feedback	1	
Branding Standards	2	
UX Guidelines	2	

Propelics Mobile Maturity Assessment Document

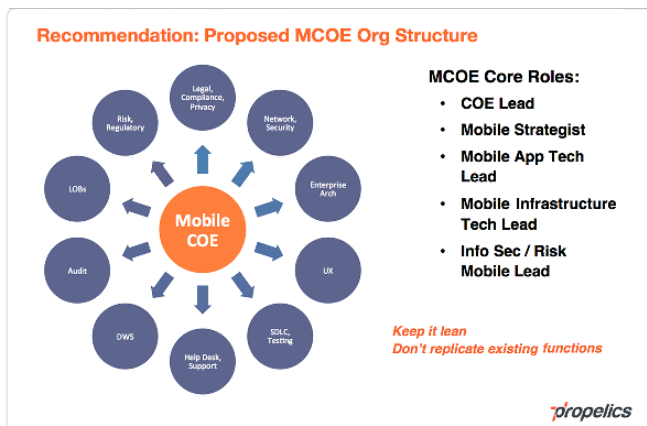
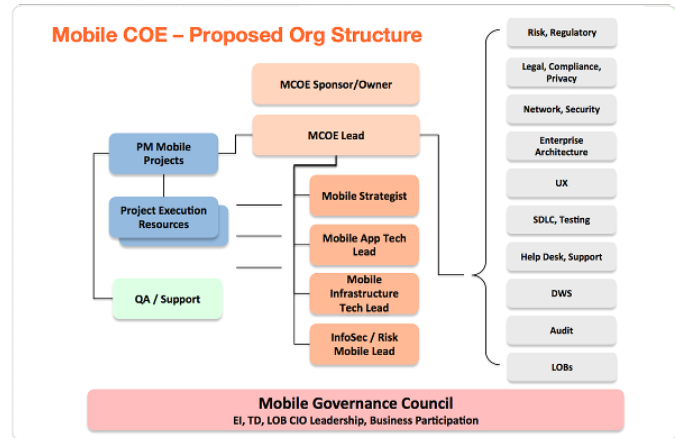
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Mobile Core Mission, Vision, Objectives

The mission of any well-conceived Mobile Center of Excellence is to enable business transformation through the use of mobile by ensuring consistency, control, coordination, and communication, within and across LOBs and IT.

Further, an MCOE facilitates proactive research, engagement and compliance with critical mobile standards, technologies and trends. Its timeline of influence extends from ideation to implementation to measurable impact. Adopting this actionable approach for mobile solutions streamlines business processes, eliminates redundancies and educates employees.



Optimal COE Organization Structure

Based on our key findings, Anexinet provides a recommended Organizational Structure for your Mobile Center of Excellence that is custom-tailored to best suit your organization's level of connectedness, established standards, maturity levels, security concerns and overall company readiness.

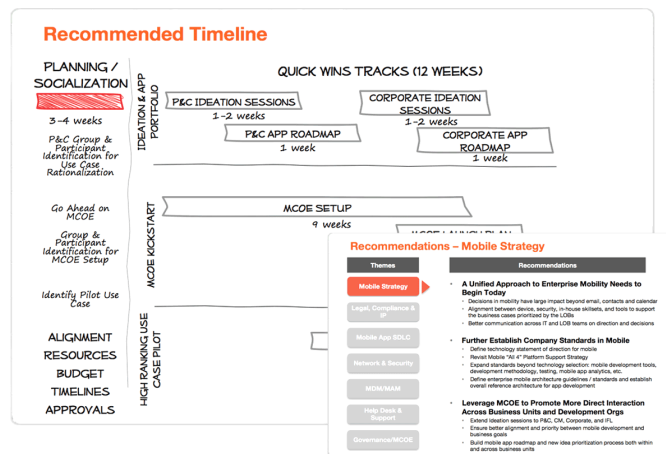
Mobile Technology Roadmap												
	A	B	C	D	E	F	G	H	I	J	K	L
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MCOE Tactical Roadmap

The Mobile Center of Excellence Tactical Roadmap provides a detailed, phased approach to building your MCOE, noting critical elements and prioritizing each by business value, organizational readiness and ease of implementation while indicating short, mid and long-term steps to follow moving forward.

MCOE Timelines and Next Steps

A detailed, phased Mobile Center of Excellence project timeline guarantees a smooth delivery and ensures all parties are always on the same page. Our Next Steps recommendations covers app-development along with key alignment items, necessary technologies, completion costs, service-ownership and reiterates any outstanding technical issues.



A well-structured Mobile Center of Excellence is the cornerstone of any enterprise mobile strategy.

Please visit www.anexinet.com to learn more about this offering and to hear how Anexinet has helped companies similar to your own.

NOT ONE SIZE FITS ALL!

Every step of this methodology has been carefully crafted and includes a well-defined set of exercises. We take into account our client's unique needs and tailor this methodology to best accommodate each specific engagement.

“We are experiencing rapid-growth, tracking to open 500 new stores... leveraging technology to help in this expansion process could deliver significant cost savings...Anexinet helped us create a comprehensive mobile strategy. They helped us to identify and leverage the huge opportunities mobile presents our business.”

— **Bill Lord, DVP IT - Architecture & Engineering, Family Dollar**

Tame the mobile wild west. Connect people, processes and technology for strategic success.

Contact us today to schedule your Mobile Center of Excellence 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!