CHARTERHOUSE
VOICE & DATA

Managing a
Mobile Workforce

Cut through the confusion. An easy to understand
White Paper on Enterprise Mobility Management.

Contents

Executive Summary: Mobility Matters

Mobility is about so much more than checking your emails on your smartphone during the morning commute. Changes in business practices, policies and technology have all combined to create a more flexible, dynamic working environment. Modern workers have evolved beyond the workplace to the work space. Business communications is now about providing a consistent user and customer experience, anytime, anywhere and on any device.
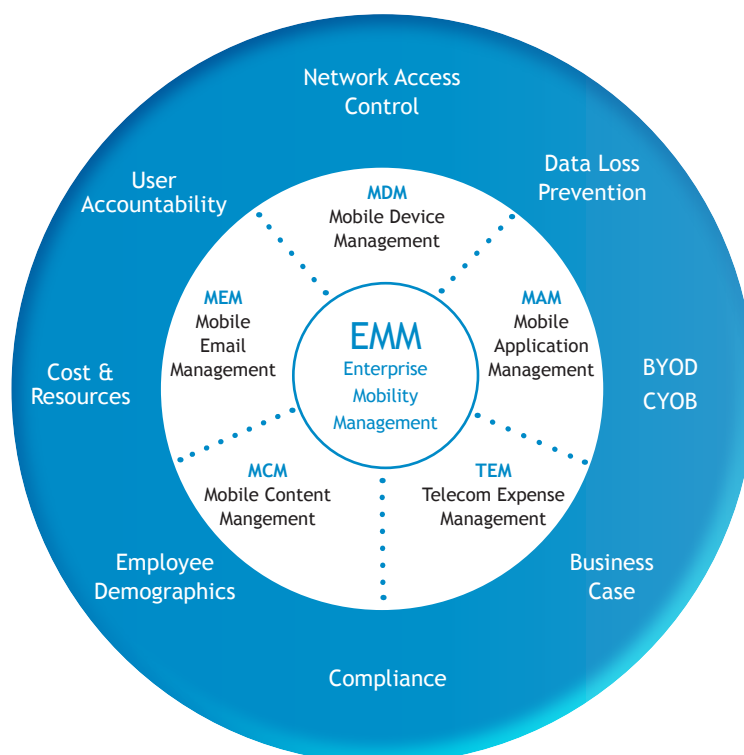
The business benefits of embracing mobility are many and varied. Delivering unified communications to a mobile workforce means greater productivity, improvements in customer service and more resilient business continuity. A mobile organisation is more flexible, more responsive, more collaborative and more cost-effective.

This ever-changing environment can prove challenging for IT departments. Whilst connectivity and bandwidth have improved to meet the challenge of media-rich, collaborative and big data applications, the objective of securely delivering a great user experience to a wide range of consumer-owned devices is not an easy one to achieve.

Despite the inherent complexity of managing multiple applications, across multiple devices, running multiple operating systems, there has been a groundswell of support for mobility solutions. Driven by the consumerisation of business IT, the emergence of next-generation wireless and the virtualization of critical business systems, organisations have been quick to adopt mobility as the new business norm.

Enterprise Mobility Management is the discipline of delivering business critical data and applications to a mobile workforce in a secure, consistent and resilient manner. An EMM solution is multifaceted and designed to deliver an excellent experience for all stakeholders, users, customers and administrators.

This White Paper breaks down the components of an effective EMM strategy, important points to consider and the benefits businesses can expect it to deliver.

Network Access Control

User Accountability

Data Loss Prevention

MDM Mobile Device Management

MEM Mobile Email Management

MAM Mobile Application Management

EMM Enterprise Mobility Management

Cost & Resources

BYOD CYOB

MCM Mobile Content Mangement

TEM Telecom Expense Management

Employee Demographics

Business Case

Compliance

Things To Consider

- The internet has created a global market that places new demands on organisations to adopt a follow-the-sun approach to customer service.

- Traditional voice communications have been enhanced with multiple media alternatives. Customers can now choose to engage via telephone, email, web chat, SMS or via a range of social media.

- Wireless connectivity has advanced to provide more speed and more bandwidth; making media-rich, collaborative mobile working a reality.

- Flexible working practices are designed to improve the life/work balance and have seen a significant increase in the number of mobile or homeworkers. Work is now something you do, not somewhere you go.

- The adoption of virtualization and Cloud computing models mean organisations are comfortable with the concept that IT is not something that has to take place on-premise.
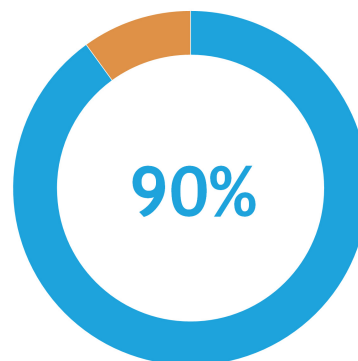
Mobility has always been a separate topic for IT professionals, but it is now influencing mainstream strategies and tactics in the wider areas of technology enablement and enterprise architectures".

GARTNER

79%
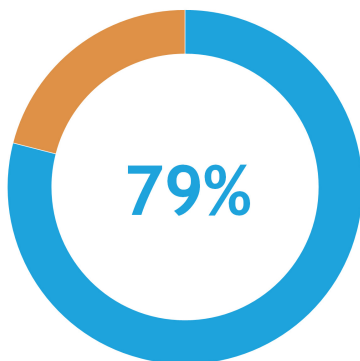
of workers want to work from home at least part-time

Oct 2014, Hubspot

90%

of managers believe that workers are more productive when given the flexibility to choose when and how they work

Oct 2014, Hubspot

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Leveraging Mobility: The Benefits of an Effective EMM Strategy

Employees, customers and suppliers are all looking for instant access to business critical applications, systems and each other. Mobility provides the platform to address a wide variety of stakeholder requirements and leverages the benefits of a range of real-time and any-time technologies to deliver improvements in workforce productivity whilst reducing costs.

The rapid adoption of mobile working, combined with the convergence of consumer and commercial technology in the form of Smartphones and Tablets, has led to the rise of Mobile Lifecycle Management, also known as Enterprise Mobility Management. Managing mobility is not just about choosing the right tariff for your business, it's about managing devices, platforms, applications and the security of business data across a wide range of consumer and business-owned technology. When built and managed properly, EMM produces effective results.

Productivity

A mobile workforce is a productive workforce. Enterprise applications are credited with a 34% increase in workforce productivity.

Providing the right tools for communication and collaboration on the go will naturally reduce the "downtime" associated with a mobile or remote workforce.

Workers who are able to work anywhere, anytime, are putting more hours in than their office-based colleagues. On average, organisations gain an extra 240 hours productivity per mobile worker per year.

Delivering unified communications and collaboration services to a mobile workforce allows geographically dispersed workers to communicate in a more engaging manner, delivers business critical data and applications to key personnel and speeds up decision making.

Customer Service

As geographical and technological barriers have come down, customers expect 24 x 7 service and support. When they contact an organisation, they expect to be able to connect with the right person, first time, every time.

Unified communications solutions that leverage presence can intelligently route customers and choose the best medium for contact. Out of the office doesn't mean out of touch.

Of course, being able to contact the right person is only half the battle. Once connected, that person will need access to all

Increase in productivity and profitability are main drivers behind investment in mobility

2015, Enterprise Mobility Exchange

62.5%
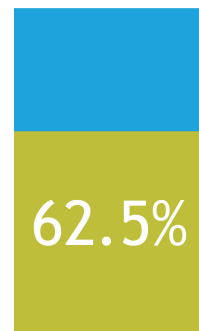
of companies include mobile apps as a major investment

2015, Enterprise Mobility Exchange

the right customer data in order to answer queries quickly and accurately.

Larger businesses are able to leverage mobility to extend customer service beyond the contact centre. For smaller businesses, where key personnel often have more than one role to fulfil, mobility makes sure they are always connected.

Business Continuity

Mobility allows businesses to eliminate the office as a single point of failure in the communications chain. By providing secure access to business critical data and applications from any device in any location, organisations are able to carry out "business as usual" in the event of an incident that prevents access to the main office.

Employee Satisfaction

Flexible working is known to improve workforce morale. It contributes directly to reductions in work-related stress and absenteeism by helping re-adjust the life/work balance. However, employee satisfaction is also enhanced by providing access to essential services where and when they need them, on a device of their own choosing.

*"People support a world they help create"*
DALE CARNEGIE

User-centricity has become popular in recent years as organisations recognize the success of any technology is dictated by user adoption and acceptance. Users no longer play a passive role in the choice of business technology. They have freedom of choice when it comes to devices and innovations are frequently driven by user experience.

Agility

Agility is one of the keys to competitive advantage for many organisations. Being able to react quickly and cost-effectively to changes in the market can mean the difference between success and failure.

By eliminating the traditional boundaries of physical workspace, organisations are able to scale rapidly to add new applications or employees without the need for expensive capital investment.
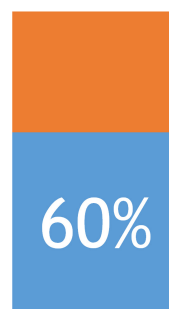
Geography is no longer a barrier to expansion. Organisations can react quickly to exploit new markets or territories without the need for a fixed local presence.

75%
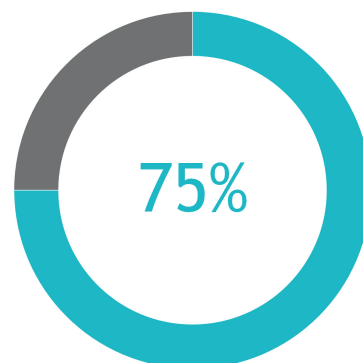
of companies plan to roll out 10+ apps to support core business processes

2015, CITO Research

One third of businesses expect at least...

60%

of their workforce to be fully mobile in the next 12 months

2015, SANS Survey

Cost Efficiency

An effective EMM strategy takes time and money to implement and manage. It can generate immediate cost savings, but this isn't the case for all businesses. Selecting the right partner, tariff structure and platform to deliver against your objectives, generates compelling ROI.

ROI in this context refers to an output that leads to stable growth in profit and revenue such as; reducing existing running costs, high calibre employee acquisition, productivity gains, enhanced staff retention, greater customer experiences and improving relationships with partners.

Let's take the example of on-boarding a new customer. Could the process be improved for both staff and customer by providing your workforce access to the tools they need when, where and on whatever device they want? What controls would need to be in place to effectively manage access to data and to secure it whilst at rest or in transit? What can you do to ensure compliance or best practice and protecting your information whilst enabling your users?

With that example, it helps to think about the cost of not investing in EMM; how is preventing full mobility impacting the businesses today?

Finally, ignore the myth that EMM is only about allowing users to choose a device; when you relate ROI to business objectives you'll see the impact a mobile strategy has on a number of departments.

Control & Integration

Arguably the most important benefit of all; an EMM strategy empowers businesses to control all of these benefits and fine-tune them to impact specific objectives, challenges or ambitions. Rapidly change and roll-out processes that are integral to the growth of your business; provide your workforce with apps, software and tools as and when required. Businesses can shape and mould their infrastructure on an ongoing basis, meaning you can adapt and adjust to any shift in demand or customer expectation without having to predict the future.

64.3%

of companies are yet to move beyond the early stages of implementing mobility

2015, Enterprise Mobility Exchange

Enterprise Mobility Management: Its Components

Your EMM strategy should provide enablement for your workforce and control for those who manage your mobile strategy. To get this balance right, you need to scrutinise the components of your EMM strategy; these components are explored below.

Mobile Device Management

With the proliferation of BYO and COPE devices, your EMM solution will need to be able to handle multiple devices, running multiple operating systems on multiple platforms. Future proofing your solution is important. Don't just think about the technologies you need to support today, but those of tomorrow.

With a potentially complex mix of devices and operating systems, day to day management should be simple at the point of use. IT should be able to manage mobility from a single, unified console; including user profiles and groups, device configuration, email accounts, access control and policy enforcement.

Remote management of devices is essential. Given the frequency with which consumers change their smartphones (every 15 months on average), your EMM will need to take lifecycle management into account. The transition from one device to another should be simple, with pre-provisioning of business critical data and applications.

Remote management should, of course, include device configuration and application deployment. Beyond that, it has an important role to play in security and continuity; providing mobile users with the peace of mind that comes from a resilient back-up and restore facility.

In the event of a lost or stolen device, users will want to be back up and running on a new device as quickly as possible. Administrators on the other hand, will want to protect the integrity of the corporate network by remotely locking or wiping a device. In the case of a user-owned device, this process could be limited to corporate data only, leaving personal content intact.
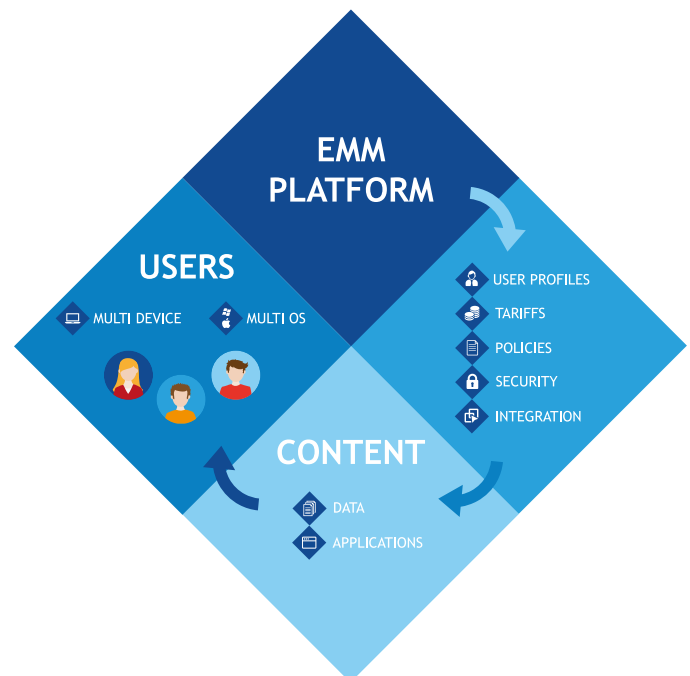
Mobile Application Management

Ask yourself; what can we mobilise? What does our workforce use on a daily basis and would mobilising it help the business? This could be CRM, SharePoint, Unified Comms etc. Do we have a defined deployment process for these apps and how do we ensure compatibility across various devices?

As desktop virtualisation (or mobilisation) becomes widespread, application management has become a core component of EMM. The provision of standard business essentials is enhanced by third-party or custom applications that deliver improvements in productivity, collaboration and user experience. However, with diversity comes risk.

Take a look at any user's smartphone and you will see a plethora of apps for all manner of uses; some business, some personal. Many of these apps require access to other data and services in order to run and they represent a potential security risk.

EMM needs to provide essential app security and containerize business and personal content. Effective solutions will require user authentication to access secure applications but will be intelligent enough to cope with frequent upgrades and patches without impacting on the user experience.

Most organisations will need to provision a range of essential and optional applications, depending on user profiles or preferences. This has given rise to the concept of a corporate app store. Mimicking the experience of a consumer app store, users are able to download apps from a list dictated by their profile.

Device and Content Security

The inherent risks of providing remote user access to business critical data and applications should not be underestimated. The multiple, high-profile instances of data loss or theft over the past couple of years demonstrate the potential business impact; from loss of competitive advantage or productivity to loss of reputation or breach of compliance obligations – potentially leading to significant financial penalties.

Mitigating these risks comes down to a robust set of security policies and practices; including user authentication, mandated passwords, data encryption, remote device management, virus protection and "sand-boxing".

Securing data both at rest and in motion is an essential part of any IT strategy. Securing mobile devices of any kind presents a challenge, but this become magnified in the world of BYOD. Policies and procedures notwithstanding, user-owned devices are frequently used for "high-risk" activities such as web browsing, personal email, social networking and the downloading of unauthorised applications.

User authentication is a key component of any mobility strategy. Whilst it frequently begins with the use of mandatory passwords, with strict policies to ensure the use of strong password, multi-factor authentication is quickly becoming the standard. Physical tokens are being replaced by soft-token applications or with passcodes delivered via email and SMS to authorized devices to add a second layer of security to the log-in process.

Telecoms Expense Management & managing the Cost of EMM

It's important you track the full cost of EMM to ensure you're always attaining maximum ROI.

Financial management of EMM should consider ongoing and project-based services such as service outage, network performance, warranty management and device upgrade management. Effective solutions should also include the management of device financing plans, regular audits and clear tracking of mobility expenses. Many businesses utilise mobility experts who act as agents on your company's behalf with third-party providers. These agent's work for businesses who provide the service element of an EMM strategy.

Finding the Right Partner

You've worked out what's best for your business and have determined that there's powerful ROI to be had in your own EMM strategy. You've made others around you realise the value EMM holds for your business and now you want to begin designing the solution, understanding how it can be rolled out smoothly and how it can be managed most effectively moving forward. You need to find the right partner to work with, somebody you can trust and who makes complex solutions simple to understand. Sounds easy, but it isn't, so what should you look out for?

They have clients with similar challenges (not just within your industry)

Has the partner solved a problem like yours? Has it helped a business achieve what you're looking to achieve? It's not a necessity that the success story is from within your industry and sometimes taking best practice from another industry leads to competitive advantage for you.

They demonstrate flexibility

There are two perspectives of flexibility; one regarding processes and the other regarding technology expertise itself.

Some potential partners will have rigid processes, formulas for success that enable them to limit potential for anything to go wrong. This is fine, but the partner you choose must show

degrees of flexibility; in pre-project meetings are they trying to identify any special seasonal requirements you may have or compliant regulations you need to abide by.

It helps to research a partner's product and technology portfolio to ensure they have the flexibility of expertise that's capable of delivering a variety of solutions; asking if they're vendor agnostic will help you identify this. This helps ensure they provide genuine solutions and are not just selling a product they fit your requirements around.

They are able to explain their project process simply

Before beginning any project with a partner, you should fully understand the journey you'll be going on together. Can they explain their process clearly? Are they allocating a dedicated account manager or point of contact for the project?

They continue to grow

In an industry that's constantly developing and evolving, a partner that continues to grow is an indicator of genuine expertise. It demonstrates their ability to adapt and deliver compelling solutions to businesses using the best of technology.

About Charterhouse

Charterhouse Voice & Data is a multi-award-winning solutions integrator of unified communications and document management services. We're passionate about delivering genuine value to our clients and strive to exceed expectations in everything we do. We have established an industry wide reputation for pushing the boundaries of technology for over 20 years.

We have a dynamic product and solutions portfolio that spans a range of technologies; one that we have developed through our

long-term, strategic partnerships with best-of-breed hardware and software vendors.

Our team of accredited engineers and consultants cover a broad range of technologies, enabling us to continue to deliver innovative solutions.

Our commitment to exceptional service is backed by our methodical approach to systems design and implementation; which is centred round your business needs and priorities.

- **Established:** 20 years of expertise within our industry
- **Stable:** Privately-owned with a track-record of organic growth
- **Viable:** Financially strong, with no debt
- **Reliable:** Low customer churn and high employee loyalty
- **Capable:** Award-winning, solutions-centric, value-led approach

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