Managed Mobile Services Providers Simplify Enterprise Mobile Complexities

Turnkey approach frees IT to focus on business-critical mission

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Today's era of mobility is about mobility as a strategic asset for business transformation, and how increasingly the complexity of mobile often puts mobile beyond the scope and abilities of most enterprises to design, deploy and manage. Neither IT departments nor the lines of business (LOB) within the enterprise are staffed with enough mobile experts to design and meet the 24x7x365 demands of today's enterprise mobile users.

As a result, many enterprises are turning to third parties to gain the expertise, scale and speed required for mobility to successfully transform today's enterprise.

> Working exclusively in mobile for 34 years has given Stratix a "front row seat" to mobile's evolution – one of technology's most rapidly advancing innovations. Today, Stratix' unique perspective combines an understanding of the past with the accumulated expertise needed to anticipate the future.
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> Over the past few weeks, Stratix has published a best practices-based informational series on how working with a Managed Mobile Services provider can solve mobile's toughest challenges – from planning and deployment to support and management. To see all of the previously issued white papers, blog posts and infographics about the complexities of enterprise mobile, review the Simplifying the Complexities of Enterprise Mobile series at www.stratixcorp.com.

What is a Managed Mobile Services Provider?

Enterprise mobile assistance can come from any one of a number of sources. For example, business consulting firms, point solution providers and

Managed Mobility Services (MMS) companies are the three most dominant partners enterprises consider. To better understand how best-in-class companies evaluate an enterprise mobile partner, let's look at what each of these three types of partners can offer, as well as the advantages and disadvantages of each resource:

1. Business consulting firms: When a company selects a general-purpose consulting firm to help with enterprise mobile, that decision is usually based on the fact that the consulting organization has assisted the company before and already knows how the business functions.

- *Advantage:* In most cases, these consulting firms deploy an ad hoc mobile team to work on a project basis. The team rolls out a specific mobile deployment and leaves once the deployment is complete.

- *Disadvantage:* As a result, enterprises are left to support, upgrade and replace non-functioning devices on their own as part of "Day 2" support which occurs after deployment.

2. Point solution companies: A second resource type includes companies that provide mobile-oriented "point solutions." These firms generally offer assistance in specific phases of mobile, such as carrier and device selection and project-focused assignments, as well as targeted mobile solutions such as TEMS (telecom expense management systems) that monitor the administrative and cost sides of mobile.

- *Advantage:* Enterprises can tackle their most pressing enterprise mobile challenge first.

- *Disadvantage:* When companies utilize this kind of mobile assistance, they frequently hire multiple firms and the company itself, usually its IT organization, takes on responsibility for project coordination and solution oversight.

3. Managed Mobile Services providers: Companies that want a partner able to offer strategic advice on every aspect of enterprise mobile usually turn to a MMS provider with deep, mobile-only expertise

accumulated over time. Such a partner can leverage its knowledge of enterprise mobile, which has been gained by orchestrating hundreds of mobile initiatives and apply best practices expertise to the enterprise mobile challenge. In contrast to the first two partner types outlined earlier, the turnkey mobile firm specializes in mobile, all day every day.

- *Advantage:* A turnkey MMS provider offers a single point of contact across the lifecycle of enterprise mobile – from strategic planning through deployment and device retirement. In addition, turnkey MMS providers completely manage each prioritized deployment in keeping with the company's Mobile Blueprint. (For more information on the value of a Mobile Blueprint, see "Planning for Scale: The Key to Mobile Success.") Delegating responsibility for enterprise mobile to an MMS provider allows the company's IT organization to maintain its focus on business-critical initiatives with the confidence of knowing mobile is handled.

- *Disadvantage:* Only a limited number of MMS providers with deep mobile expertise exist.

For tips on how to evaluate MMS partners, see the questions featured in blog post entitled, "What to look for in a Managed Mobile Services Partner."

Why partner with an MMS provider?

MMS providers specialize in all aspects of enterprise mobile – from planning and deployment to end user support and ongoing management. Three key reasons are driving best-in-class organizations to turn to MMS providers for assistance:

4. Instant scale to deploy mobile rapidly: The most common reason prompting enterprises to seek out an MMS provider is access to rapid deployment resources which can scale for mass deployment of thousands of mobile devices in short timeframes, usually 90 days or less. Most enterprise teams are not staffed or equipped for such volume, and it's one of the reasons for mobility's failure to launch

on major projects as discussed in

5. Expert assistance for short-staffed IT departments: Most enterprise IT's short-staffed teams are consumed with desktop, laptop and corporate network support. In addition, they are expected to keep their organizations on track to tap into the power of emerging technologies.

6. Keeping IT's focus on its business-critical mission: Delegating enterprise mobile to a partner frees IT to concentrate its efforts on other business-critical tasks such as implementing emerging technologies. It also allows those dedicated to building and delivering mobile applications to focus on development, and not the tactical deployment and support of mobile. In all, 91% of enterprises are increasing their app development budget to keep pace with demand for more applications. The number of deployed applications remained flat in 2016 and 2017 – at eight in each year. However, the number of planned, but not developed, apps has increased 214%.

MMS: Extending IT's bandwidth

MMS providers' ability to augment IT teams' capability is especially important when you consider that only 34% of IT departments planned to add staff in 2017. High-visibility enterprise mobile projects can be laden with risk for the business and for IT. The majority of IT leaders (73%) believe they could lose their jobs if a digital project fails or is poorly implemented. Most organizations view enterprise mobility as a vitally important component of digital transformation, which is critical to fueling innovation and maintaining competitive advantage.

IT teams also see partnering with an MMS provider as a way to maintain enterprise-level oversight on mobile initiatives across the organization. Today, 74% of all mobility spending now happens outside of IT departments, up from 69% for the prior year. As more line-of-business executives (LOB) take over responsibility for mobility in their operations, there is an ample opportunity for LOB executives to place their own siloed needs ahead of enterprise priorities. IT teams and their MMS partners can work together

to ensure that a healthy balance exists between mobility's enterprise priorities and LOB-oriented needs.

Conclusions – Managed Mobile Services offer "expert assist" to enterprises, IT

The need to deploy enterprise mobile quickly, often within 90 days, is the most common reason companies seek out a mobile partner. Some of this assistance comes in the form of business consultants that oversee mobile projects and deployments, leaving when the effort is complete. As enterprises struggle with Day 2 support, the need for a more comprehensive approach to enterprise mobile often surfaces.

Most enterprises are not willing to stretch constrained internal IT resources to take on mobile for two reasons. First, IT has responsibility for keeping desktops, laptops, networks and corporate users up and running – a key component of enterprise productivity. In addition, most enterprises also look to IT to select, implement and manage emerging technologies.

As a result, best-in-class organizations that want to accelerate innovation and maintain competitive advantage frequently delegate responsibility for enterprise mobile to a Managed Mobile Services (MMS) provider. MMS companies have a deep repository of mobile experience gained through hundreds, or thousands, of complex deployments – more than any single entity will see in its lifetime. With enterprise mobile being handled by a MMS partner, corporate IT departments and LOBs are freed to focus on tasks critical to business success.

To learn more about why best-in-class companies choose Managed Mobile Services providers as their enterprise mobile partners, see the infographic,