



Four Steps to a Proactive Mobile Strategy

Adapted from: <http://sapinsider.wispubs.com/Article/Unwire-Your-Enterprise-and-Unleash-Business-Growth/6075>

Mobile devices have rapidly gone from bling for the early adopter to ubiquitous work tool. In fact, the IDC reports that 69% of information workers use smartphones for business. However, many organizations have created policy and security walls to block employee use of their devices for work. Such measures prevent companies from harnessing the power of mobile devices to improve organizational productivity.

A report from Citrix Workplace of the Future shows that organizations which have embraced Work Shifting (giving workers flexibility in when and where they work) and BYOD (Bring Your Own Device) policies, have seen tangible cost benefits in response.

Consider your own organization's policies:

- Does your organization capitalize on workforce mobility?
- Are your employees asking to use their own mobile devices for work related activities?
- Are you capturing useful data that would give you insight into their productivity?
- Could you be sharing your mobile leaders' best practices to the benefit of the entire company?
- Do you know how to mitigate the risks associated with mobile device usage?

By following the four steps to a proactive mobile strategy outlined below, your organization can safely take advantage of the opportunities that mobile devices represent and use them to improve your bottom line.

Step 1: Form a Core Team

Identify a group of 5 to 10 people who will evaluate your company's core competencies, internal skill sets, and existing infrastructures. The team will also decide on the staff and budget that will be required to implement a mobile strategy. Team members should have expertise in:

- Security and device management
- Software development kits and middleware
- Server optimization
- Functional business processes and applications

Step 2: Define Security Measures

Companies must protect themselves from security breaches that could hamper their production and undermine their customer relations. Mobile devices can be vulnerable to:

- Unauthorized access when lost or stolen
- Unauthorized data access by an authorized user
- Risks arising from combining personal and work use on the same device
- Protection of company data

Security polices requiring strong passwords, rigorous data encryption, and mobile device management technologies need to be adopted and implemented.



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Step 3: Select the Right Mobile Platform

Choose a mobile enterprise platform that will meet all of your company's essential business needs and is scalable to future needs. Some critical functions include:

- Ability to support a variety of mobile devices that will connect to the company's data stores, applications, business processes, and mobile services.
- Support for creation of new applications regardless of architecture or application paradigm.
- Provisions for middleware services that connect applications to environments that consist of databases, web services, and software applications, with the ability to control and protect corporate data through device and server management and security.

Step 4: Decide Which Mobile Applications to Implement First

Decisions about what applications to develop first should be based on:

1. Who is the target audience for the application?

Many facilities management personnel spend the majority of their time in the field. Think about what apps they could use that would reduce trips to the office. For example, Building Engines' mobility service enables technicians to update work order status at the issue site. Mobile apps that reduce paper shuffling and increase time spent on higher return activities improve productivity and the bottom line.

2. What would give the biggest return?

Find out where your biggest service or productivity gaps are. A tool like Building Engines' tenant service and satisfaction dashboard can help your team understand where you have problems in service delivery. Tracking data and reporting it in an actionable manner, gives management immediate insight into how to help technicians close the gap.

Did You Know?

"The majority of organizations (83 percent) will use bring-your-own-device (BYOD) initiatives to manage the growing number of devices that people use to access the corporate network. Employees will generally choose and purchase their own computing devices, with 76 percent of organizations reimbursing the employee in-part or fully."

Source:

[http://www.dailyfinance.com/2012/09/25/future-workplace-formula-1-person-x-6-devices-two-/](http://www.dailyfinance.com/2012/09/25/future-workplace-formula-1-person-x-6-devices-two/)

What other aspects of your business have service or productivity gaps that you can solve by tracking actions or speeding reaction times in the field?

3. What can we do with current in-house resources?

Take advantage of the skills you have in-house. Before building any new app, ensure that you are getting the most out of the systems you already have. For example, Building Engines customers meet regularly with their dedicated customer relations agent to discuss how they can better optimize work order priorities and targets to improve productivity as well as tenant satisfaction.

Keep in mind that your first foray into mobile app development should be relatively simple to ensure a quick success that will build support within the organization, and always be sure to provide value to all involved stakeholders.

Request a conversation.
Learn more about getting your
team mobile ready! **866.301.5300**