

# MOBILIZE TO THRIVE: DEVELOPING AN ENTERPRISE MOBILITY STRATEGY

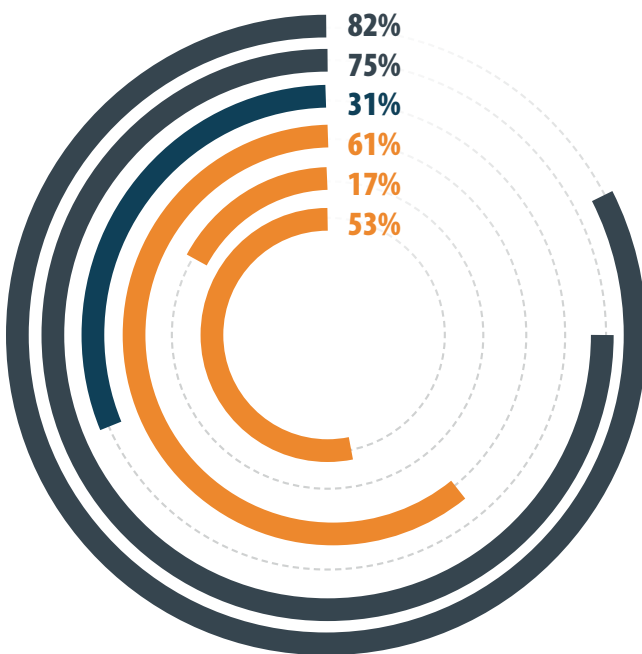


# INTRODUCTION



The modern business must innovate, adapt, and, in today's world, connect. To the Internet, to customers, to employees— connecting to people through technology is a key competitive advantage for any business looking to stay relevant and profitable. Mobility is an innovation that has completely changed the business landscape and become an integral part of how we work, communicate, and strategize. To harness the true potential of mobility, organizations must develop an enterprise mobility strategy (EMS) that is less about managing devices and more about integrating technology to improve service delivery and the customer and employee experiences.

## 2023 Enterprise Mobility Trends<sup>1</sup>



- 82%** of senior IT executives say that mobile devices are critical to employee productivity, agility, and efficient decision-making.
- 75%** of CEOs say that mobile devices are critical to customer service and satisfaction.
- 31%** of businesses allow their employees to use their phones and laptops for work.
- 61%** of businesses expect their employees to be available remotely, even if they do not have a company-issued device.
- 17%** of businesses that have adopted an EMS provide mobile devices to all employees.
- 53%** of organizations say that a lack of interoperability between mobile devices and other corporate applications and systems is a challenge.

## WHAT IS AN EMS?



Enterprise mobility is a business method that allows employees to work outside of traditional office settings by sending data through the internet. Enterprise mobile application development, along with cutting-edge technologies, like artificial intelligence (AI), machine learning (ML), and the Internet of Things (IoT), helps organizations leverage opportunities and raise business demands; enterprise mobility is no longer an option for companies, but mandatory. An EMS is a framework that brings together business, technology, projects, workforce, and processes. It provides a roadmap for mobilizing an enterprise, aligning business goals with the mobile assets and technology, and implementing best practices and policies to improve performance.<sup>2</sup>

Effective EMSs help businesses engage customers in meaningful ways, increase internal productivity, create new, modern service offerings that cater to today's demands, and conserve costs. With the overwhelming push for businesses to incorporate mobile technology, it can be difficult for organizations to determine which technologies will support their business models and which are a waste of money.

A successful EMS should speak to individual goals, industries, client makeup, and company size. Therefore, it is not advisable for businesses to assume that the newest software, hardware, or application will benefit them. Taking the time to research and build a customized EMS will ensure that mobility initiatives support overall business objectives.

A successful EMS is implemented with a holistic approach that incorporates feedback from each department impacted by mobility. As with any strategic plan, the intent of an EMS is to put in the hard work now, so the smooth sailing can be enjoyed later.

## EMS BENEFITS AND CHALLENGES

The most notable benefits of developing an EMS include:

- ◆ **Mobile device security**— Mobile device security focuses on protecting individual devices, such as smartphones, tablets, and laptops, from security threats and vulnerabilities. With an EMS, organizations can control which applications are allowed on mobile devices, minimizing the risk that unauthorized apps will pose security threats. The EMS should also include measures to protect devices when connecting to various networks, such as public Wi-Fi. This can include VPN (virtual private network) usage, encrypted connections, and features for detecting and preventing cyberattacks.
- ◆ **Data loss prevention and mitigation**— An EMS should include provisions for automated data backups, making it easier to recover data in case of device loss, damage, or data corruption. An EMS also allows organizations to establish and enforce security policies for mobile devices and applications. These policies can include requirements for data encryption, strong authentication, password complexity, and device restrictions, all of which contribute to data protection.
- ◆ **Increased productivity**— Enterprise mobility allows employees to access work-related information and applications from anywhere, enabling them to work outside the traditional office setting. This flexibility can lead to increased productivity and help maintain business continuity in the event of an emergency or natural disaster.

- ◆ **Reduces technology overhead**— Remote work lowers office overhead and utility expenses, leading to significant cost savings for the organization.

Compared to traditional workplace models that allow **1 percent** of the workforce to operate remotely, organizations adopting modern enterprise mobility practices can enable **80 percent** of their workforce to perform their tasks remotely.<sup>3</sup>

Despite these benefits, implementing an EMS can introduce new challenges, such as:

- ◆ **Device and application management**— Implementing and maintaining a mobility strategy can be time-consuming and costly. Organizations need to plan for device procurement, data plans, app development, and ongoing support. Managing a diverse array of mobile devices is no easy feat, and IT departments must ensure that devices are updated, secure, and compliant with company policies, and that apps are compatible with different devices and operating systems.
- ◆ **User privacy**— Monitoring and managing mobile devices while respecting employee privacy requires a delicate balance. When monitoring or managing employee devices, it is crucial to be transparent about the process. Employees should be aware of what is being monitored and why. Obtaining their informed consent, where applicable, can go a long way in addressing privacy concerns.
- ◆ **Integration with existing systems**— Ensuring that mobile solutions integrate seamlessly with existing IT infrastructure requires intensive planning and often involves custom development to bridge the gap between mobile applications and legacy systems. Additionally, data synchronization between mobile devices and back-end systems must be reliable. This may require extensive integration efforts to ensure data consistency.
- ◆ **Compliance and legal issues**— An organization's EMS must align with its compliance and regulatory requirements. Companies must also consider potential legal implications, such as data breaches, liability, and intellectual property rights, and have appropriate measures in place to address them.

## GETTING STARTED



### Define Business Needs

An EMS can help solve business problems, find new customers, and create innovative digital products to grow the business. It cannot, however, replace the overall digital strategy. That is why identifying business needs is crucial to the success of the EMS. Reviewing customer feedback and understanding industry trends are examples of efforts that can help define the most critical needs.

## Perform Industry Research

Once goals have been identified, it is time to research other businesses in your industry and the mobile technologies they are using. Selecting a mix of top companies and innovative startups in your sector will help cover all the bases. Search competitor websites and online mentions. Learn about their mobile applications, and try the apps out, if possible. Even if you only have access to conceptual information, you may still be able to piece together the “what” and “why.” Next, create a competitor analysis spreadsheet and document the research. This will help as the organization moves to the next phases of the EMS. In some cases, none of your competitors may have an app, providing a tremendous opportunity for your business to become an industry leader.

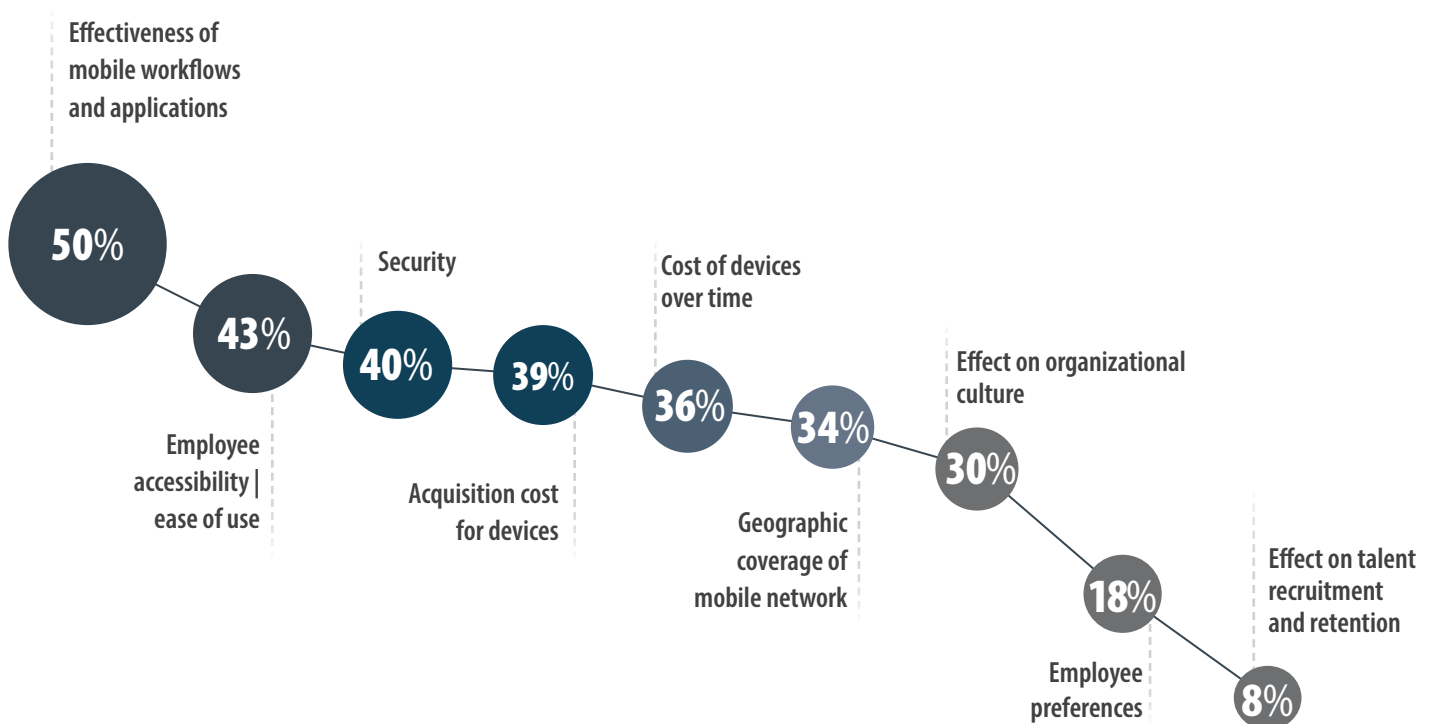
## Set Strategic Goals and Objectives

Next, goals and objectives will need to be prioritized. Important questions to consider during this step include:

- ◆ Which apps will have the most impact on the business, employees, and users?
- ◆ Is the business ready to support this app?
- ◆ Is mobility the right channel to deliver the solutions the business needs?

Long-term implementation objectives relate to usage and scalability. When developing an EMS, the desired business outcomes should be carefully outlined so that it is easy to reach goals, measure ROI, and use key data metrics for future needs.

## Important Factors in Determining Company Mobile Device Strategy<sup>4</sup>



## Build a Mobile Center of Excellence (MCoE)

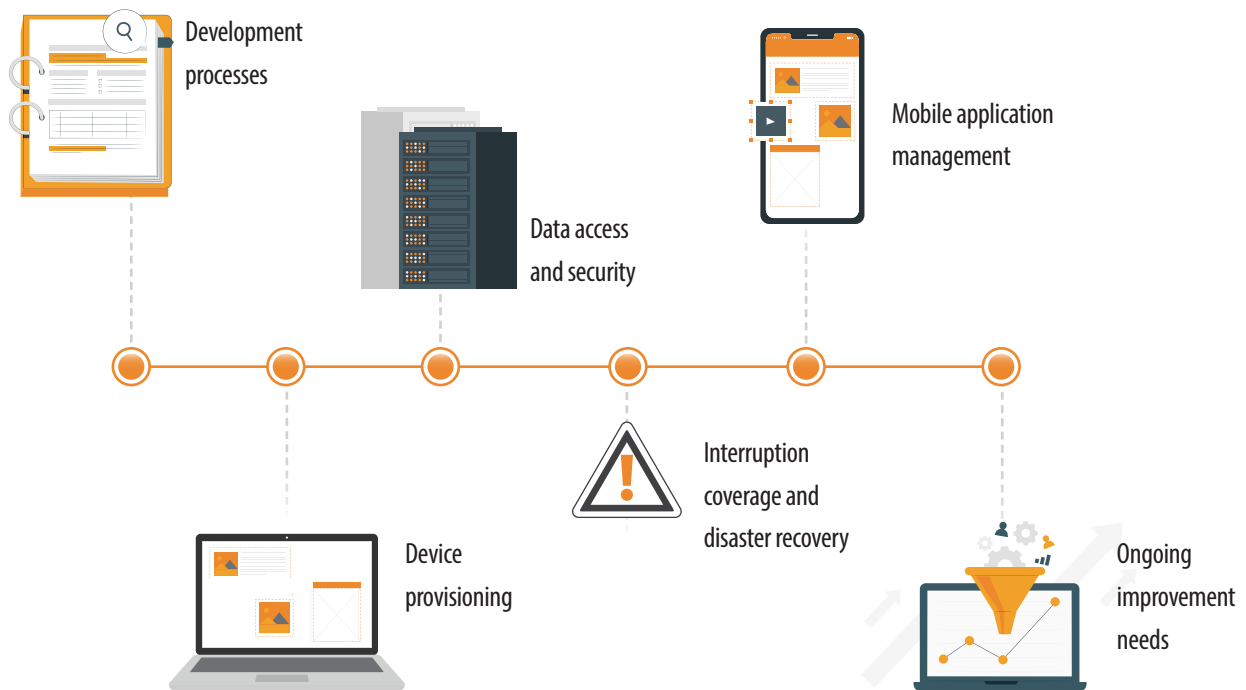
Because mobility is so complex, developing a centralized team to manage and carry out mobility initiatives is crucial. MCoEs are aligned with the overall mobility strategy, follow industry best practices, and delineate clear ownership and cross-disciplinary participation within an organization. They require a high level of commitment to implement, due to the involvement of numerous stakeholders and leaders from the C-level through core line-of-business functions, including marketing, HR, legal, and finance. Leadership is key to propagating and evangelizing the mobility movement, and, once instated, the MCoE will be home base for all enterprise mobility services.

## Create a Plan for Continuous Delivery

Every year, new versions of mobile devices and platforms are released. Because the landscape changes so quickly, agility is paramount to a successful EMS. Alongside the long-term plan, consider short-term requirements. In mobile app development, continuous support to address bugs, new features, and security vulnerabilities is part of the process. Maintaining a strong mobile solution means the app features are kept up-to-date, feedback from users is incorporated, and trends are set with innovative features.

## Outline a Security Strategy and Incorporate Governance Policy

An app can help improve how customers interact with the business, as well as how employees do their jobs, but an unstable or unsecured app can do damage. The governance policy should address:

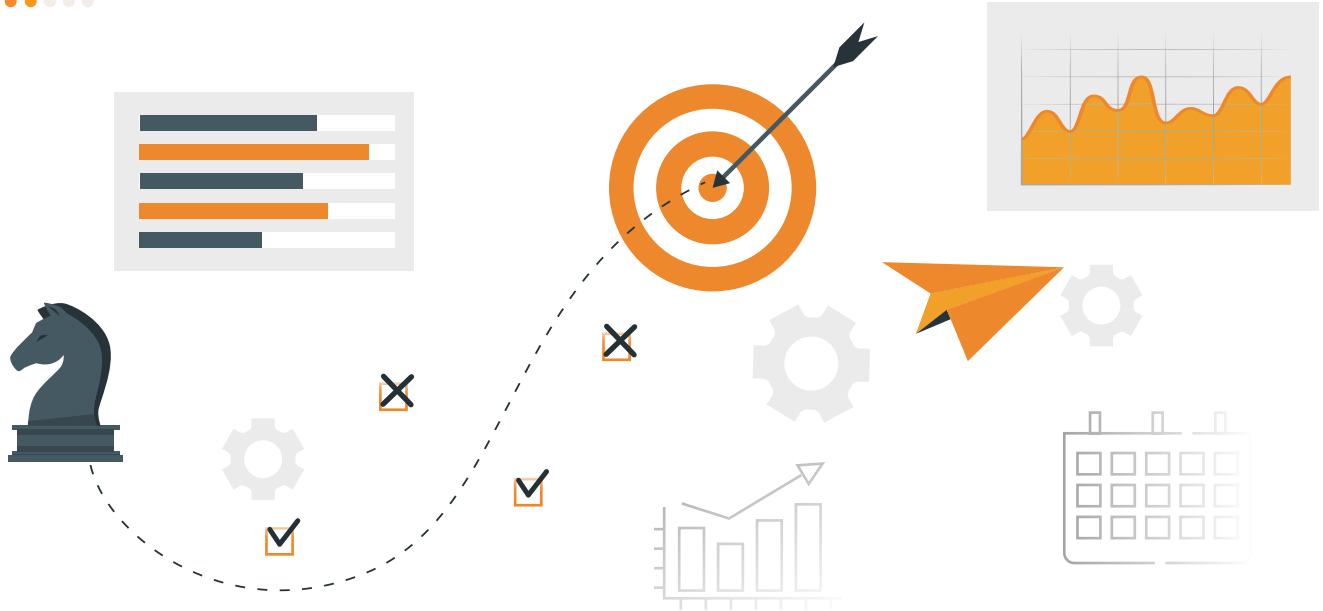


Enforcing the mobility governance policy and enabling IT to be proactive will help protect the organization, its customers, and its employees, as well as related data.<sup>5</sup>

## Monitor and Review the Strategy

Once the strategy is developed, it should not be abandoned. Continually monitor and assess it based on feedback gathered since its deployment. Does the plan work smoothly in production? Catching deviations from the plan early on is crucial to smooth operations. Formal reviews should be scheduled to evaluate each element of the mobile environment.

# STRATEGY COMPONENTS



## Create a Mobility Steering Group

Creating an EMS begins with defining and setting up a mobility steering group. This entity should include representatives from stakeholder groups, such as marketing, sales, IT, and business owners. It is important that all stakeholders agree on a unified vision for the organization, especially when it comes to business requirements, project goals, and potential process changes.



## Objectives

Defining the long- and short-term objectives of the EMS is a crucial first step in designing a strategy that supports core business needs. Provide as much detail as possible for each objective, such as increasing productivity, responding more quickly to customer service issues, or improving cost efficiency. Tailor each objective to the organization's unique requirements.



## Users

Who is in the target group? This is a question asked by many software developers and marketing teams—and an important one for developing an EMS. The organization must know who is going to use mobile technology, both internally and externally, what their expectations are, what training will be required, and how the user experience (UX) will benefit from mobile integration with current business processes.



## Technology

To ensure mobility is successful, organizations must choose technology architecture appropriate for their type of business, and their current and future goals. Questions to ask include:

- ◆ What is the device policy?
- ◆ What is the current UX design policy?
- ◆ What are the organization's back-end requirements?
- ◆ How can existing technology be leveraged to support new mobility initiatives?
- ◆ How is the security of the technology maintained?

The question is no longer whether organizations need to reevaluate their mobility processes, but, rather, how to keep pace and deliver strong business results in this new environment. Organizations must find innovative ways to attract, retain, employ, and deploy talent seamlessly in a competitive market.<sup>6</sup>



### **Governance**

An organization's governance policy can make or break mobile implementation. Management policies and procedures should be clearly defined and documented, covering acceptable devices, the application development approach, usage guidelines, and how access to sensitive information will be monitored and controlled.



### **Measurement**

No successful strategy is complete without the right metrics to measure progress. These can include cost savings, customer approval ratings, employee productivity, and other KPIs, such as:

- ◆ New revenue generated through the mobile channel
- ◆ Cost savings driven by mobile solutions
- ◆ Customer and user satisfaction
- ◆ Benchmarking of scope and implementation versus industry best practice and competition
- ◆ Key metrics from actual usage<sup>7</sup>

## **CONCLUSION**



### **Connect, Collaborate, and Conquer with Mobility**

Mobility is a necessity for modern businesses to stay competitive, relevant, productive, and profitable. To harness the benefits of mobility, organizations must take a hard look at their current processes and develop a strategic plan that covers not only mobile hardware, but also service delivery, device management, app development, and much more. Mobility will happen whether businesses are prepared or not. The demand and technology will only increase and evolve from here on out. To keep up, it is in all businesses' best interests to create a comprehensive mobility strategy to drive more value for organizations and customers.



## ABOUT SECURANCE



Securance has more than two decades of experience helping organizations combat evolved cyber threats, build effective risk management programs, align with compliance standards, and increase operational efficiency. Our comprehensive approach integrates proven methodologies, dependable expertise, and each customer's unique requirements to maximize the benefits and long-term value of each assessment.



# SOURCES



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