

Enterprise Mobility - A Game Changer



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Executive Summary

The advent of mobile technology has transformed the way we do business. Mobility is the buzzword that is changing the outlook of not only the consumers, but also that of the enterprises. Enterprise Mobility comes into the picture when a business needs to access information specific to it, anytime and anywhere.

Enterprise Mobility is not a new concept; enterprises have been configuring their emails and other information on mobile devices since the early part of the decade from 2000 to 2010. However, advances in technology have given the end user access to unlimited information through easy-to-access networks and applications. Today's prevalent means of collaboration, communication, and social networking have put the power of global media and communication into the hands of consumers. Users within enterprises are also demanding an experience that is equivalent or better than consumer applications. The Bring Your Own Device (BYOD) trend is making these demands louder and inundating enterprises with unmanaged and unsecured devices accessing information on their networks. Thus, effective collaboration has become a business necessity.

This white paper talks about Enterprise Mobility, its key takeaways, and ways to ensure its hassle-free implementation. Enterprise Mobility is not a boxed solution that can be mapped to the existing processes of an enterprise. The mere addition of new mobile and social channels will not be helpful. An enterprise needs internal transformation to meet the rapidly changing consumer demands that are formed and voiced through the mobility channel. An Enterprise Mobility team should consider the requirements of all stakeholders. These requirements—which include data mobility and application architecture—should be aligned to the business, the users, and the IT perspective of the enterprise.

KEY CONCEPTS IN ENTERPRISE MOBILITY

Mobile Device Management (MDM)

MDM is defined as an enterprise security software system used by the enterprise to monitor, manage, and secure employees' mobile devices. This system has in its fold, all the employee devices irrespective of the service provider, OS type, location, among other factors. MDM is at times combined with additional security services such as Identity Management and tools such as Mobile Application Management to create a comprehensive and secure Enterprise Mobility Management solution.

Mobile Application Management (MAM)

MAM is the administration and delivery of enterprise software to the enterprise user's mobile devices. MAM solutions offer complete Application Lifecycle Management (ALM) for an enterprise. ALM includes application delivery and software licensing, application configuration, application authorization, among others.

Identity Management

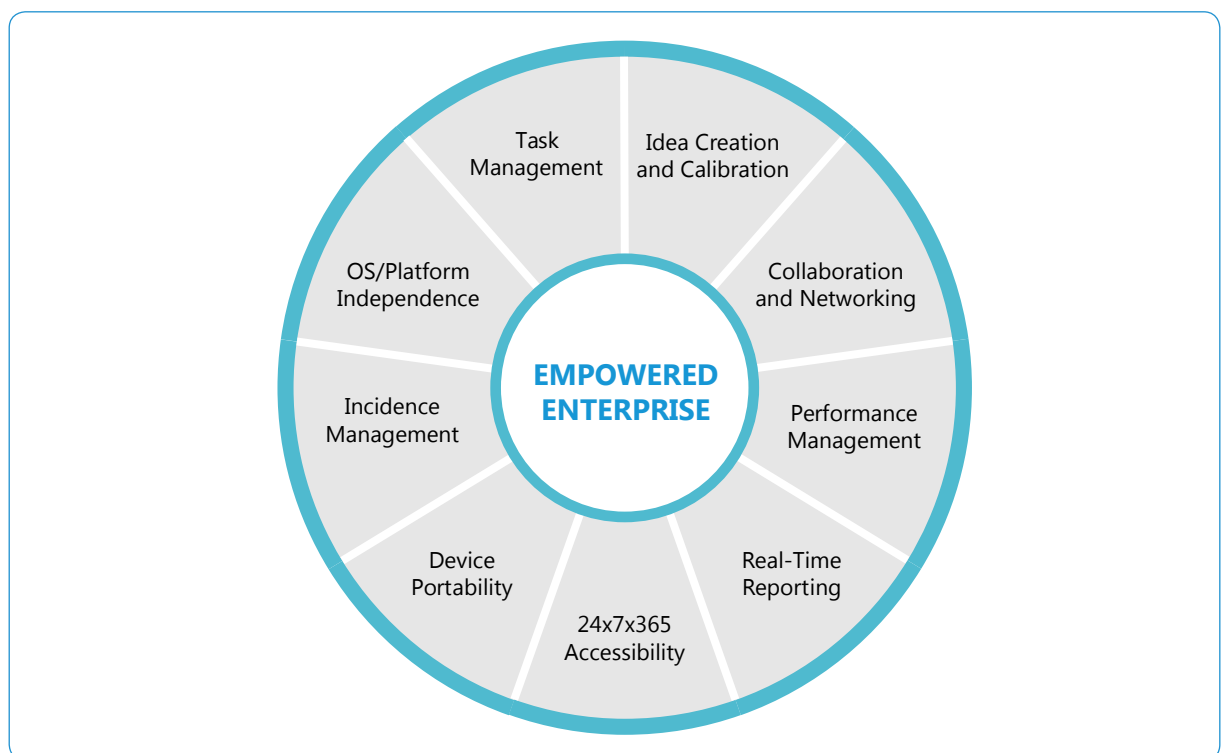
In simple words, Identity Management means what users can do on the network with specific devices and under what circumstances. An Identity Management System identifies which devices and users are allowed on the network and what a user can work on, depending on the user's device type, location, and other factors.

Mobile Security

In today's mobile-enabled world, mobile security concerns range from passcode enforcement to device encryption, data breach, and data leakage. In these changing times, an enterprise needs a security solution that provides tools to monitor, control, and protect the enterprise—across devices, apps, data, and networks.

KEY TAKEAWAYS

Enterprise Mobility comes in where work occurs away from a centralized location. Today's enterprise wants its users empowered through a plethora of applications which can be accessed from any portable device. The above diagram shows how an empowered enterprise wants itself to be; it wants all its users whether B2B, B2C or B2E to access various information seamlessly.



Following are a few key takeaways of a good Enterprise Mobility strategy:

Anywhere, anytime access

Enterprise Mobility enables businesses to access information anywhere, anytime. For example, if the employee's mobile device is configured on the enterprise network, the employee can access data from the production floor even at midnight. This extension of digital communication and capability to all employees leads not only to their engagement and enablement, but also to better output because the employees get round-the-clock access to important operational information in real time.

Improved communication

Portable devices such as mobile phones can help solve many communication issues by helping enterprises to rethink the process of inputting data and then communicating with it. For example, imagine a construction site where a subcontractor notices an issue and needs to convey it to the stakeholder. A collaborative mobile app will enable the subcontractor to record an image using a smartphone camera, send it to all the relevant parties in the subcontractor's network, and start a checklist to resolve the issue.

Efficient collaboration

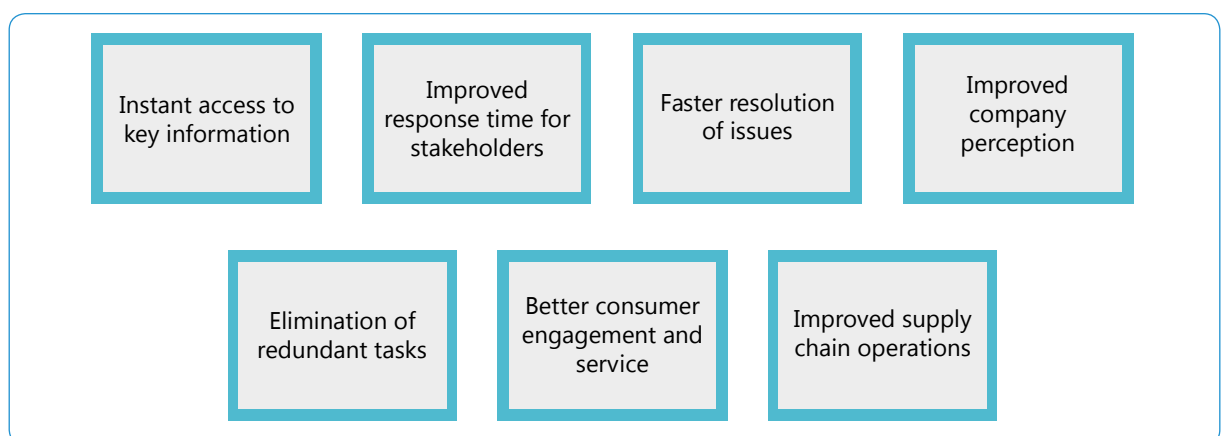
Portable devices such as smartphones and tablets enable workers to collaborate on projects through various apps. These apps could be a messaging platform such as Slack, a to-do list app such as Wunderlist, or an Agile tool such as Confluence. Users can stay connected with one another using these apps and are much more inclined to use them due to the professional aspect that is inherent in many of them, thus making collaboration more effective.

System independence

A good Enterprise Mobility strategy enables businesses to deliver any functionality without affecting other systems. Delivering any Enterprise functionality through mobile is quicker than a desktop-equivalent process. This, in turn, increases efficiency and reduces costs.

KEY COMPONENTS

The following image displays the key components of a sound Enterprise Mobility strategy.



The ingredients needed to achieve the aforementioned key components are as follows:

Users come first

Enterprises need to enable the consumers to use new technologies prevalent in the enterprise space so that the users, regardless of their location or device, get their job done in a seamless manner. In doing so, the enterprise also has to ensure that security is maintained at all times. The aim is to empower the user, because the user is no longer ignorant or powerless. Also, the enterprise has to think and strategize differently for the users who will be using the Mobility solution. This means, the enterprise needs an engagement strategy for a B2C, a B2B and a B2E user; that is, internal mobility for its employees and external mobility for its external customers. The enterprise needs to ensure both customer loyalty and internal staff engagement through the mobility solution.

Device as an enabler, not a hindrance

Today, BYOD and smartphones and touch devices are creating numerous avenues of integration and collaboration. In this dynamic environment, enterprises need to ensure security, user training, and device management. They also need to plan integration of new technologies with the changed business environment, which will bring about change in the business processes.

Data availability

With the advent of mobility, data flow volumes are growing exponentially. Enterprises need new strategies for overall data management to transform into mobility-oriented organizations.

Seamless connectivity

Mobility has a huge impact on corporate networks due to a surge in intensive and continuous access to information. Enterprises need to ensure that consumers can seamlessly access information, communicate, and collaborate anywhere and at any time. For this, they have to provide the consumers location-independent access with a secure and unified experience.

IT infrastructure services management

Enterprises need to manage their IT infrastructure to provide consumers access to business applications on a broad range of portable devices.

Trends and the way ahead

Gone are the days of the desktop. The present and the future will revolve around portable devices and smartphones. Gartner predicts that, by 2017, half of all employers will have instituted mandatory BYOD policies, which will then result in a major increase in the presence of mobile in the workplace. Following are the major trends in the Enterprise Mobility space:

Business Process Management: The business processes and the decisions around them form the overall central framework of any enterprise. An effective management of these business processes results in increased efficiency. The exponential growth and adoption of mobile technologies has enabled organizations to combine Mobility with Business Process Management. Mobility enables reduction in the end-to-end process cycle time. A best example of mobility enabling business processes is the efficient enablement of order management process—through mobility solutions, one can now order as well as track any order in real time.

Internet of Things (IoT): The other development that is taking the world by storm is IoT, which, as defined by industry analysts, means a network of physical devices and other items embedded with electronics, software, sensors, and network connectivity that enables these devices to collect and exchange data. The future is collaboration of IoT and Enterprise Mobility, which is a step forward in the progression of mobile-connected solutions.

Bring Your Own App (BYOA): BYOA is the next phase in the Enterprise Mobility revolution, because employees are quitting 'corporate' software and opting better designed, easier to use, and less expensive apps for functionalities such as file sharing and collaboration.

CONCLUSION

Mobility has changed the ways an enterprise communicates with its employees. They now have the option of enabling its employees do some part of their work on various devices. Also, employees now work at any time and from any location and regularly integrate personal and professional activities using their mobile phones to help them unify those activities. So, in this changed scenario, we need to see mobility as a new way of life and a change in our environment. It is surely a game changer in the way the Enterprise connects and does business in coming years.

ABOUT THE CYBAGE ENTERPRISE PRACTICE

The Cybage Enterprise Practice has been established with the objective of assisting Enterprise clients in achieving their envisioned implementations. Our aim is to enable them to capitalize on our specialized Enterprise-centric delivery model, proven expertise in working with enterprises, fine-tuned processes and engagement models, and more importantly, our core technology strength.

The Enterprise Practice has its own core group of experts, which focuses on the following:

- Design Enterprise-specific delivery models around development processes, communication channels, engagement processes, feedback mechanisms, continuous improvement, and reporting
- Provide consulting services to enterprises
- Suggest technology innovations

We assist enterprises in envisioning, consulting, planning, and delivering solutions around Enterprise Mobility by capitalizing on the expertise and experience of our Enterprise Mobility Center of Excellence (CoE).

Our Enterprise Mobility CoE highlights:

- More than 2,000 person months of experience
- More than 300 professionals
- Mobile solutions: native applications, cross-platform applications, mobile web solutions, and SMS-based solutions
- Enterprise Mobility need assessment
- Deployment and fleet management
- Mobility CoE device bank

Key Areas of Expertise:

- Enterprise mobile solutions: integration and mobile device management
- Mobile testing
- iOS, Android, BlackBerry, Windows Mobile
- PhoneGap, Appcelerator Titanium, Xamarin
- Mobile Solutions - Native Applications, Cross-platform Applications , Mobile Web Solutions and SMS Based Solutions
- Enterprise Mobility need assessment
- Deployment and Fleet Management
- Enterprise Mobile Solutions – Integration & MDM
- Mobile Testing
- Devices- Expertise on both consumer and vertical devices

For more information on how Enterprises can embrace mobility to optimize productivity, enhance communication, efficiency, and increase cost savings, please contact the Cybage Enterprise Practice at biz@cybage.com.



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