



THINK SMART, SMART MOBILITY



Enterprise Mobility: Why and What You Need to Know

White Paper

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Are you feeling the impact of the bearish economy? Is it time to run your business smarter, to do more with less? Have you considered using mobility solutions? Do you have the budget to implement improvements that can have immediate ROI?

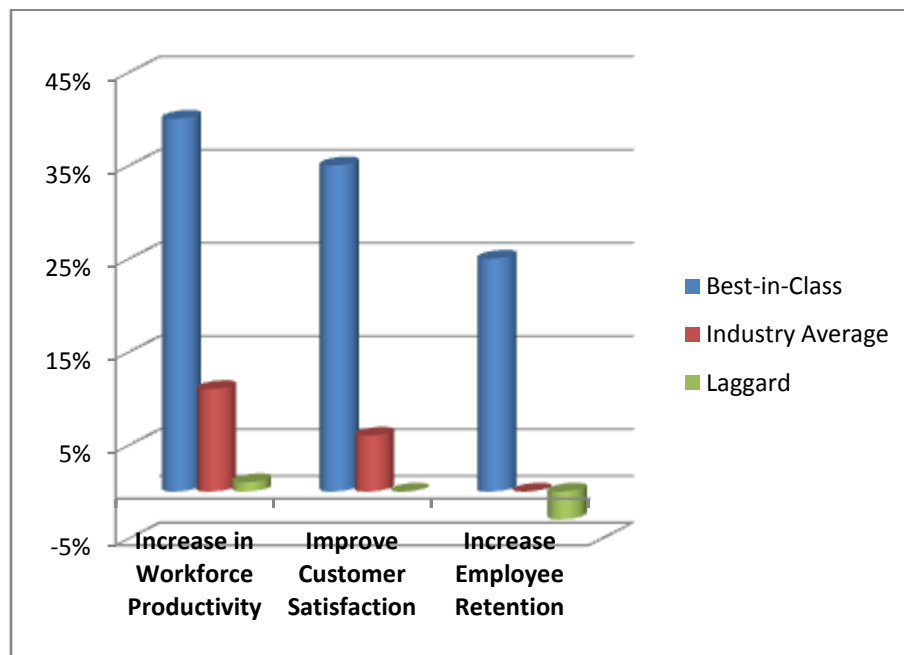
Enterprises today are undergoing major operational changes to reduce costs across the board, in operations, service, support and sales. Although budgets are being slashed, independent research conducted by the [Aberdeen Research Group](#) suggests that these economic pressures are causing these enterprises to rethink their costs and go-to-market strategies, and more companies are looking at mobilizing the workforce to reduce operational and sales costs, the biggest contributor to overall cost.

Historically mobility used to be convenient, but now it is becoming a necessity for the business survival because it helps support the growing mobile and knowledge workers, provides strong productivity improvements, reduces IT support and operational costs, and offers better customer experience helping to retain these customers in these tough economic times. In addition, mobility helps the organization realize additional benefits such as:

- Improved organizational efficiency by allowing workgroups to communicate better, faster, and when needed.
- Enhanced business process workflow by enabling managers to approve and delegate faster and track progress in real-time
- Improved information sharing and information propagation where information can be shared by the mobile worker wherever they are, and captured data can be tracked by any backend process and viewed by management
- Reduced turnaround time for sales or service order processing, reduced time required to resolve field issues

The [Aberdeen Group](#) study "[More Mobility -- Less Budget: Enterprise Strategies in the Current Economic Downturn](#)" reports that more companies are reducing their mobility support costs by using consolidated central device management and security tools, outsourcing of some support and service functions, and standardizing on their mobile deployments which comply with industry-wide IT

standards. The study also reports that respondents who had a mobility initiative in place increased 42 percent from 2006 to 2009, while the percentage of those who had no plans for mobility decreased by 93 percent during this period. These companies are seeing a 40 percent increase in employee productivity, 35 percent improvement in customer satisfaction, and as much as 25 percent increase in employee retention.



Benefits of Enterprise Mobility (Aberdeen Group)

A 2008 IDC survey suggests that 70% of organizations are currently deploying at least one mobile application to extend the reach of information to the mobile workers, and of this, more than a third of these have more than one application. Whereas most mobility initiatives used to be in the collaboration and email/messaging area, more and more mobile applications are being deployed into operations, ERM, operations and manufacturing.

Mobility is becoming an essential factor in the success of any enterprise in this day in age, because it provides the enterprise with agility and flexibility to adapt, empowers the balancing and better use of resources, and therefore allows the enterprise to grow and sustain its growth, even in a tough economy.



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