



6 DO's and 3 DON'T's
of creating a mobile strategy:
plan for your transition to a
mobile computing platform.

The Strategy for Mobility Guide Business

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your trusted IT solutions provider.

Your mobile strategy starts here.

Mobility in your business represents much more than just physical freedom—it's an opportunity for your business to make huge strides forward in a number of different key areas.

Huge strides forward

- » *Enhanced customer service, especially faster responsiveness to customer needs*
- » *Better, more informed decision making with anytime, anywhere access to information*
- » *Increased productivity through less downtime and "at your fingertips" access to resources*
- » *Efficiency gains and time savings through streamlined processes*

Unfortunately, as is so often the case with seismic shifts in technology, the fear of being left behind or missing out on the latest "big thing" can compel many otherwise level-headed businesses to drive blindfolded, and then justify their decision with the rationale that "doing something is better than doing nothing."

It is not.

Why? »



Why?

Because with mobility (and indeed, with all technology), if you make up the rules as you go along, you will invest more time, resources and money in the endeavor, and extract far less value out of it. If you were to simply take a breath first, devise a well thought out and comprehensive strategy, and then execute on that strategy in a logical and ordered manner.

Which brings us to **the purpose of this brief.**

Here, we've outlined a road map of some of the major points of interest you should consider before spending your first dime on a mobile initiative. Some of the tips we've presented might strike you as familiar or basic common sense; others may be something you've not thought about before, or perhaps inspire new ideas regarding the best approach to mobility for your business. Either way, the important thing is that you're thinking about a mobile strategy before jumping in feet first, and that alone will help you derive the most value from your investment and position your business for faster, more meaningful growth in the future.

1. Where to begin? At the end, of course!

And by this we mean: begin formulating your mobile strategy by envisioning your final desired result. If you view mobility as a journey, then this step is where you develop a clear idea of your destination.

- » *What are you trying to accomplish by going mobile—i.e., what will mobility enable your business to do that it can't do already with your current technology?*
- » *Are there processes or activities that can be streamlined or improved with mobile technology?*
- » *What is your budget range for integrating mobility into business?*
- » *How will mobility benefit your customers?*
- » *Are there new services that mobility will enable your business to offer?*
- » *Are there new marketing techniques that are better accomplished with a mobile device?*

Ask yourself

Keep in mind *that not every one of these questions will have a definite answer or a “yes” response right out of the gate—so focus on those areas where you can answer in the affirmative right now, since it’s in those areas where you’re most likely to see the most immediate improvement and fastest ROI. Often times, you’ll discover that your response to one question will give way to new ideas and opportunities in another area that you hadn’t previously considered.*

DON'T

purchase a fleet of mobile devices out of a sense of urgency, or with the belief that you'll find a purpose for them later. A single tablet acquired to fulfill a specific, clearly defined objective delivers an ROI greater than that of a dozen tablets purchased for no clear purpose.

2. Understand your employees' roles and activities, and how these translate into their mobile needs?

While almost everyone enjoys receiving a shiny new toy on the company dime, the truth is, not everyone needs that shiny new toy to perform their job. In fact, you may quickly discover that a substantial portion of your workforce can ably perform their duties using fixed-location technology, and that a mobile device would not significantly enhance their productivity (to the contrary, it might even serve as a distraction). At this stage in developing your strategy, it is imperative that you objectively assess which job functions can actually benefit from mobility, as well as which roles require what level of mobile support.

» Which jobs or roles could be done more efficiently by going mobile?

» Within that short list of jobs that can benefit from mobility, is there a specific type of mobile solution that is better suited for a particular job (for example, is a sales rep better served by a smartphone rather than a tablet)?

» How are your competitors using mobility for specific roles within their organizations? Don't be shy about examining and learning from their trial-and-error experiences.

» Are there roles or jobs within your company that might benefit from mobility in the future, even if they wouldn't necessarily benefit from it today?

Ask yourself

DON'T

invest in devices that can't accommodate your evolving business needs, a changing business environment, or that don't offer some degree of compatibility with technologies that are just over the horizon. Few headaches are greater (or more costly) than having to replace devices you purchased only three or six months earlier.

3. Understand the infrastructure requirements of a mobilized workforce.

Just because you purchase a tablet or smartphone doesn't mean you instantly have a wireless network to connect to, mobile-optimized applications to use, or cellular service for communicating from the road. Rather, recognize that you need to have all your mobile infrastructure components in place prior to deploying devices in order for them to deliver business value. And then you need to have the appropriate IT personnel on staff (or at least available) to keep everything operating at peak performance.



Infrastructure considerations

- » Do you have a wireless LAN in place to support a multitude of wireless devices?
- » Are your business applications optimized for mobile use?
- » Do you have management tools for managing your mobile fleet, such as HP Touchpoint Manager?
- » Have you planned for and negotiated cellular service to support your cellular-enabled devices?
- » Can your mobile users access all the business services and resources they need to effectively and efficiently perform their jobs?
- » Have you implemented the security features and policies required to keep sensitive company and customer information safe, and to protect your company from malicious attacks and unauthorized access?
- » Can your infrastructure scale to accommodate growth in the number of mobile users, as well as your changing business requirements and any future technologies?

4. Choose technology that can grow with your business.

It goes without saying that investing in mobile technology can get fairly expensive, fairly quickly, so you should carefully consider, and then reconsider, whether that technology can grow with your business. Ideally, you should conduct an analysis of the range of mobility solutions currently available in the market to gain a better understanding of what they offer and their points of difference, as well as evaluate the longevity of these solutions to effectively manage technology life cycles. From here, you can then map this solution information onto the mobility requirements of your workforce in order to identify the most appropriate and cost-effective solutions. When evaluating mobile technology for its ability to deliver business value over the long term, you should ask the following questions:

Ask yourself

- » *What solutions are businesses like yours using? Have they experienced any difficulties with these solutions, or discovered that a particular solution has quickly grown outdated?*
- » *Are there any industry-specific forums online where you can monitor what similar businesses are saying about solutions that you're considering?*
- » *Do any solutions offer an upgrade path, or has a specific model/brand been retired and/or is no longer supported?*
- » *Have you done a cost analysis to determine a solution's real cost over its useful life? Likewise, have you weighed the costs and benefits of leasing devices against outright purchases?*
- » *Can a particular device or application accommodate your changing business needs, including any possible future changes to your mobile infrastructure?*

DON'T

treat mobile security as an afterthought, or wait until the last leg of the trip to start thinking about it. Security should be “baked in” to your mobile initiative from the very beginning—and should in fact be one of the most important, top-of-mind considerations when evaluating mobile solutions. Retro-fitting or “shoehorning” in security to a mobile infrastructure that's nearly completed is both costly and enormously frustrating.

5. Security, followed by security. And then you should think about security.



Though not necessarily convenient, legacy networks were nonetheless fairly straightforward to secure because they only had a single point of ingress/egress. In today's businesses, mobility introduces countless entry points into your company's network, thus exponentially increasing your exposure to threats and risk of a security incident. The following is a high-level (and vastly incomplete) checklist of items you should regard as "must haves" from the very first moment you start crafting your mobile strategy:

Secure remote access

for establishing a private, encrypted connection between mobile devices and your company's network

Data encryption

for securing and protecting data, disallowing access to that data from unauthorized devices and applications

Data leakage protection

(DLP) to help eliminate the intentional or inadvertent transfer of data from a mobile device

Remote wiping

that allows you to access a device remotely and erase the data on it

Identity and access management

for validating which device is accessing your network, who the user is, and where the device is located

Policy management

for defining users' roles, what devices they have, and what applications and data they can access under what conditions

To reiterate

The above list is only the first course of many when it comes to security considerations for business mobility. Consult an IT professional or business security expert for a more comprehensive and detailed roster of mobile security requirements and best practices.



Easier management.
Greater security.
Improved productivity.
All signs point to HP Touchpoint Manager.

While mobile security can be addressed from a number of different angles using a wide variety of tools, one tool that many small and medium businesses are finding especially useful is HP Touchpoint Manager. In addition to enforcing security for your mobile devices, HP Touchpoint Manager also offers robust features:

- » *Optimizing your mobile devices*
- » *Deploying mobile applications*
- » *Pushing out updates to devices across your network*
- » *Providing IT support to remote end users*
- » *Seamlessly integrating new devices into your mobile environment*

Robust features

» *Best of all, HP Touchpoint Manager was designed and created with SMBs in mind, so it can easily scale to meet your expanding needs as your business grows.*



6. Create a roadmap—and stick to it.

Among the final steps of developing an effective mobile strategy is to take the information gleaned from the steps above and synthesize it into a clear roadmap for implementing mobility across your business. For many businesses, a phased approach is often used in order to affect a smooth transition to the new mobile environment, to iron out any wrinkles in performance and operability, and to identify any gaps in the strategy or rollout that need to be addressed before they escalate into more substantial issues.

But most important, a road map serves as your blueprint for integrating mobility into your business, and as such, should be adhered to as closely as possible. If you've done your homework properly, and considered all the factors to the best of your knowledge, what you experience in the real world should bear a close resemblance to what you've mapped out—ultimately making the integration of mobility into your business an overwhelming success.



And on a closing note—be sure to choose the right mobility partner.

Mobility is not only radically changing the way people work—it's actually changing and reshaping the workplace itself. Equipped with mobile tools and applications that offer virtually the same power and performance as fixed-location machines, your employees can work efficiently and productively from just about any location their travels take them.

To capitalize on the mobile revolution currently taking place, make sure both your workforce and business are empowered with mobility solutions from InaCOMP. As an HP Gold Partner with over 30 years' experience and a leading computer network and engineering and information technology consulting firm, we can offer your business the industry's leading mobile technology and solutions at competitive prices, backed by world-class service.

To find out more, visit us on the web at www.inacomp.net.

