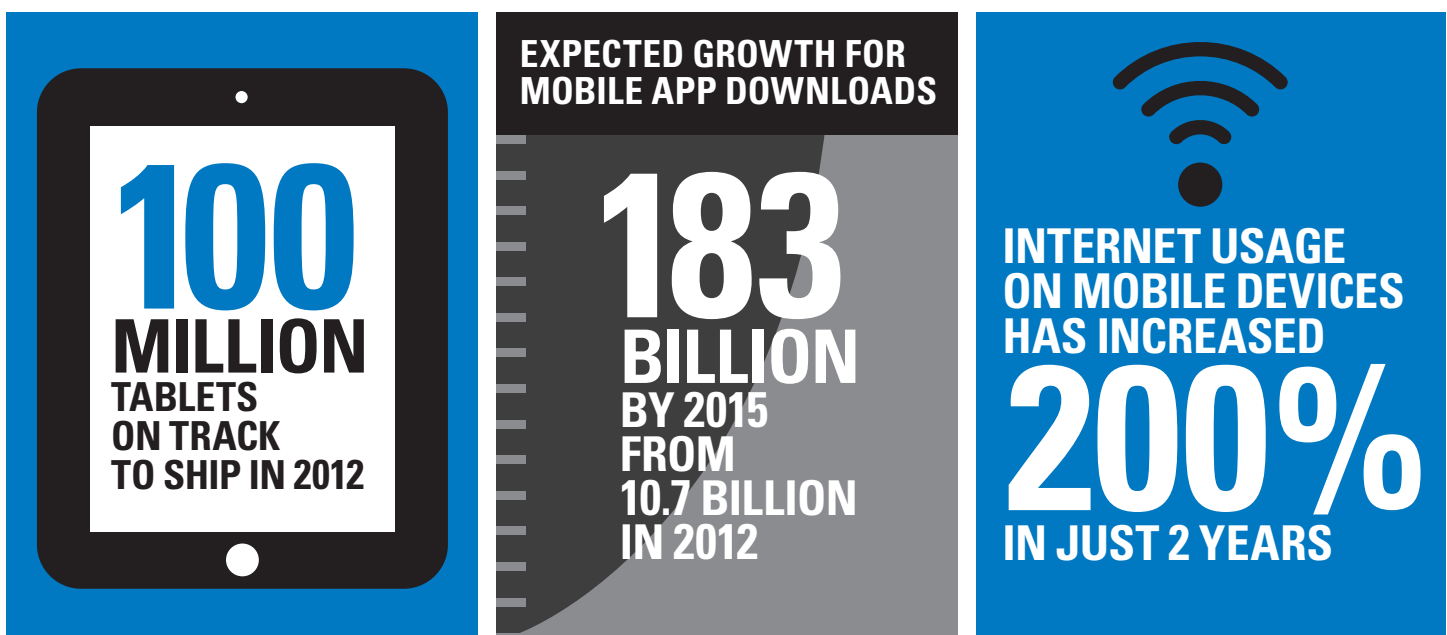# DRIVING RETURN ON MOBILITY WITH MANAGED SERVICES

MOBILITY IS TRANSFORMING BEHAVIOR AND BUSINESS

The widespread adoption of mobile consumer devices and the public's familiarity with mobile technology is reshaping the way we communicate and collaborate. The impact of this radical transformation is profound – manifesting itself in countless ways in our daily interactions and transactions.

According to Gartner, Inc. the mobile revolution is not only underway, its speed is runaway. Mobile device sales eclipsed personal computer sales for the first time in 2011, tablet shipments are on track to top 100 million in 2012, and annual mobile app downloads are expected to grow more than 15 times, from 10.7 billion to 183 billion, by 2015. Internet use on mobile devices has doubled in just two years.[1]

The impact of mobility is changing norms and expectations for consumers and businesses alike. Today's tech-savvy customers expect instant access, continual connectivity and anytime engagement with services and information. Whether smartphone or tablet, that mobile device in their hand empowers everyone who engages with an enterprise – from employees to customers to business partners. What if you could capture all those mobility-driven decision makers, keep your focus on core business and reduce your risk?

100 MILLION TABLETS ON TRACK TO SHIP IN 2012

EXPECTED GROWTH FOR MOBILE APP DOWNLOADS
183 BILLION BY 2015 FROM 10.7 BILLION IN 2012

INTERNET USAGE ON MOBILE DEVICES HAS INCREASED 200% IN JUST 2 YEARS

MOBILE ASSETS ARE "MUST HAVES" FOR SURVIVAL AND SUCCESS

How are organizations responding to the pent-up demand for instant access, immediate information and mobility-enhanced services? They are increasing their investment in mobile assets — networks, devices and applications. As these have grown and comfort in their capabilities is well-established, they've transformed from "nice to have tools" to "must have" business-critical assets.

These assets are "must have" because the benefits they bring — engagement, productivity, quality and convenience — are key to business models and ultimately, the success of the organization that deploys them. Imagine a coffee shop without guest access, a package delivery company that doesn't use mobile computing devices or first responders without radios. Without mobile assets, these organizations would not be able to deliver the experiences which their customers or users associate with their promise of value.

IT CONFIDENCE IS LOWEST IN MOBILITY EXPERTISE

OUT OF 11 KEY CAPABILITIES, IT ORGANIZATIONS RATE THEMSELVES LOWEST ON THE REQUIRED SKILLS AND EXPERTISE TO DEVELOP, CUSTOMIZE AND MAINTAIN MOBILE APPLICATIONS AND PLATFORMS IN-HOUSE.[2]

MORE THAN BUSINESS ESSENTIAL, BIG PICTURE IMPORTANT

As mobile assets move from "nice to have" to "must have" in an organization, they become strategically important. They are strategic because the environments, capabilities and services they enable have a direct impact on business-critical measures — including profitability, cash flow, differentiation, service levels and service quality. These measures are essential to sustaining the operational performance needed for long-term success.

As with any strategic asset, it's important to take a long-term view to ensure that:

• the operation of the asset or asset-mediated service can continue uninterrupted,

• a plan exists for evolving the asset or service environment, and

• any dependencies or interactions with other systems or applications can be effectively managed.

This requires a big picture plan for managing mobile technologies — one that goes beyond piecemeal solutions built on any single software or hardware tool — to address the complexity of today's mobile IT environment.

> **FRAGMENTATION AND CHAOS IN THE MOBILE MARKETPLACE,** where new releases and versions of mobile operating systems are coming out all the time, has made it difficult for businesses to develop and execute a coherent strategy. And a **STRATEGY IS CRITICAL** to the success of such initiatives, analysts and CIOs agree.[3]

HOW FAST CAN YOUR ORGANIZATION ADAPT?

One of the biggest challenges for businesses using mobile technology is managing the rate of change and the pace of innovation. Keeping up with technical enhancements, bug fixes, hardware and software upgrades is time consuming and ongoing. How do you maintain control in such a dynamic environment?

A second challenge is how to implement, monitor and manage the innumerable third-party applications which are a hallmark of the current mobility landscape. The third — and perhaps most difficult — dilemma is how to keep pace with changes in a way that assures your users can seamlessly interact with your mobile environment.

HOW TO FILL IN THE GAPS WITHOUT GIVING UP YOUR FOCUS?

Combine technological change with changing user behaviors and expectations – and you create gaps. These gaps not only interfere with your organization's ability to effectively manage mobile assets, they create two types of issues:

Governance – how your mobile assets are being used

Financial – your ability to realize the value you expect from an investment

Your organization could choose to invest in internal infrastructure and try to mitigate the impact of ongoing technological change and user innovation. But in so doing, you may move focus away from your core business or mission and risk misallocating resources. It is challenging for any organization – even a large one – to effectively invest in all of the elements needed to maximize the performance of a mobile infrastructure platform, especially as the user universe rapidly expands.

What if you could grow your strategic assets, avoid misallocating resources and reduce your time to market? The ideal solution combines the benefit of a defined operational system with a level of specialization that will yield predictable outcomes or defined levels of performance, no matter the scale, scope or complexity.

MOBILITY STRATEGY IS MISSING FOR MANY

WHILE MOST IT LEADERS BELIEVE ENTERPRISE MOBILITY IS TRANSFORMATIONAL AND STRATEGIC

ONLY 18% SAID IN A RECENT STUDY THEY HAVE A COMPREHENSIVE STRATEGY FOR MOBILITY. LACK OF EXPERTISE, TIME AND RESOURCES WERE THE MAIN ISSUES.[4]

MANAGED SERVICES: A "MUST HAVE" FOR MANAGING RISK AND MOVING FASTER

Fortunately, there is a valuable alternative for organizations that understand the strategic importance of deploying and managing mobile technologies, but lack the operational resources to get the best return on their investment. The alternative is Managed Services.

Managed Services enable organizations to take advantage of a trusted third-party advisor to bridge the gaps in people, skills, infrastructure, business process, logistics and financial resources which often limit the effectiveness of their in-house efforts.

Managed Services free IT and liberate organizations to move faster. When you apply a Managed Service approach to a problem, you get a level of specialization, expertise and logistical support which makes implementing new technologies and processes easier and trouble-free. The collective experience of a Managed Services partner can be the most critical factor in determining how quickly new technologies and processes can be introduced into your operating environment.

MANAGED SERVICES: FINANCIALLY ADVANTAGEOUS AND OPERATIONALLY ATTRACTIVE

A Managed Services approach may also offer another advantage – financial flexibility. With an option of blending funding alternatives to take full advantage of available capital and operating expense sources, organizations can achieve the best financial structure for their business. For many businesses facing this decision, an OpEx style model which provides a recurring and predictable stream of payments is an increasingly popular choice.

The operating expense model may also help organizations move quickly since it supports faster and broader deployments than may be possible with a process that requires capital appropriation on a project by project basis.

HOW TO SELECT THE RIGHT MANAGED SERVICE

Are you an IT decision maker contemplating a significant mobility investment or dealing with the operational challenges associated with an investment in mobility? If you are confronting any of the following situations, Managed Services can be invaluable for your organization:

- You recognize the value of mobile technology, but don't have the expert resources or experience to assure your infrastructure is optimized for maximum performance.
- Operating goals and stiff competition have led you to deploy or consider deploying mobility-enabling technologies, but you want to make sure you have the most cost-effective solution for managing them.
- You recognize a need for new technology and capabilities, but do not want to divert focus and assets away from innovation to troubleshooting and problem-solving.

Other factors may also drive your consideration of a Managed Service solution. An increasing number of IT organizations are re-evaluating their strategies as a result of the influence of other business leaders. CMOs looking to leverage the unique power of mobility technology to improve customer engagement and CEOs focused on implementing business models that depart from the status quo are just two of the voices increasing their influence in a traditionally IT-led decision.

WHAT TO LOOK FOR IN A MANAGED SERVICE SOLUTION

Comprehensiveness
The technological complexity and degree to which systems are related necessitate a holistic approach to solution implementation. A Managed Services solution that does not address the cross-domain nature of most of today's applications will not deliver the best results.

Outcome Focused
An effective solution should focus on outcomes, not tasks, and assuring those outcomes should be the goal of the Managed Services provider. For example, an enterprise tablet that is unable to consistently enable customer interaction because of application failure or facilitate a transaction from anywhere in a retail store is not fulfilling its purpose.

Or consider a radio system used in a hospitality environment that does not provide coverage to the furthest reaches of a service area due to poor network design or inadequate maintenance. Not only does it not achieve the intended outcome, it creates mistrust in the system and may result in harm to the population it should serve.

Managed Services can be used to overcome the compartmentalization that may see multiple tasks performed well without delivering the intended outcome. Defining success in terms of outcomes rather than task completion is one way to get the most value from a Managed Services provider.

Service Level Agreement (SLA) Driven
Managed Services should be defined in terms of how well it achieves the intended outcome. By defining success in terms of an SLA, both the Managed Services provider and ultimate end-user are aligned in their targeted goals and expected performance.

MOST IT ORGANIZATIONS ARE UNAWARE AND UNPREPARED FOR THE DEGREE OF CHANGE COMING

61%
HAVEN'T DONE
A COMPREHENSIVE FORECAST OF THE SKILLS THEY'LL NEED

80%
DON'T PROVIDE
TRAINING OR COACHING IN CRITICAL SKILLS[5]

EXPECT THESE BUSINESS-CRITICAL BENEFITS

FOR ORGANIZATIONS THAT SUPPLEMENT THEIR IN-HOUSE CAPABILITIES WITH MANAGED SERVICES, THE BENEFITS ARE CLEAR AND CONVINCING:

FASTER IMPLEMENTATION OF TECHNOLOGY
as specialized domain and mobile technology expertise are applied to real-time resolution of implementation issues

IMPROVED RISK MANAGEMENT
enabled by extensive monitoring and the use of proactive methods which support early issue identification and rapid problem resolution

BETTER RETURN ON INVESTMENT
from mobile infrastructure expenditures that deliver enhanced levels of customer engagement and promised productivity

ACCESS TO THIRD-PARTY RESOURCES
including data center infrastructure, remote management tools, well-defined business rules and skilled personnel, which may not exist or be available to your organization

MORE COST-EFFECTIVE MANAGEMENT
that delivers better or equivalent performance from a third-party resource able to take advantage of economies of scale

MORE FREEDOM TO FOCUS
your internal resources on strategic initiatives

CONCLUSION

Managed Services offer organizations an expert alternative to address the unique challenges of leveraging mobile technology today. As behavior continues to change, expectations evolve and customers demand more, Managed Services become even more invaluable. It delivers demonstrated capabilities and promised performance to achieve desired outcomes. It can assure the performance of your business-critical systems while helping your organization move faster and stay competitive in a world where how fast and how competently you engage can make all the difference.

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To find out how to mitigate risk, maximize results and move faster, visit
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