Enterprise Mobility Solutions

Maximizing your mobile investment

Mobility is here to stay

People are increasingly able to choose where, when, and to a large extent, how they work. With the emergence of feature-rich handheld devices and improving wireless network capacity and speeds, staying in touch and remaining productive while on the move is simply expected.

Organizations initially supported mobility by enabling their executives and frequent travelers with email and simple messaging. Email is usually still the first mobile app that enterprises will deploy; however, savvy organizations have moved far beyond this to support a growing, global workforce by enabling mobile access to more corporate applications such as the intranet or help desk.

Consumers are using many more features on their mobile devices and are arguably leading the way in the adoption of smart mobile hand held devices and applications that not only enable them to phone and email, but surf, watch video, book restaurants, make payments, read books, etc. The explosion of consumer applications, available through easy to use app stores and markets, is liberating users from having to visit a physical store, library, or even a fixed place of work.

Driving workplace productivity through mobility

People entering the workforce today have expectations of availability, usability, flexibility and security far beyond that of the previous generation. Mobile devices are smaller, faster and more powerful than ever before, and they're always on. These new workers expect to bring their own mobile device of choice into the workplace and add corporate email and data access as another "app" to integrate their personal and workplace communications. They expect their organizations to provide an "any data, anytime, anywhere" solution to suit their unique productivity requirements.

Accommodating these new working practices requires IT departments to create more flexible, user-focused data sharing and collaboration models vs. the centralized, standardized platform controls of the past.

The one-size-fits-all approach to mobile devices, to which organizations have grown accustomed, is now facing very real challenges due to massive demand for Google's Android™, Microsoft's Windows® Phone and Apple's iOS™ platforms. These devices allow users greater flexibility to select the applications they want to help manage their personal and professional lives. This level of diversity and choice is here to stay.

There are a number of opportunities ahead thanks to this new mobile culture. Extending enterprise applications to mobile devices can help organizations gain a competitive advantage, improve revenue velocity, increase efficiency, improve customer service and reduce costs. But these advantages don't come without risks.

To gain these benefits, businesses must increase the flow and access of data to their workforce, and in many cases their customers, all while controlling the potential risk factors that small, geographically dispersed mobile internet connected devices can create.

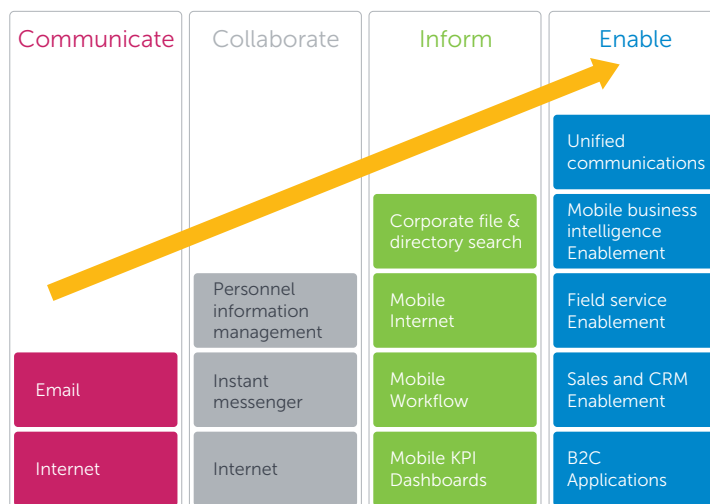| Communicate	Collaborate	Inform	Enable
			Unified communications
		Corporate file & directory search	Mobile business intelligence Enablement
	Personnel information management	Mobile Internet	Field service Enablement
Email	Instant messenger	Mobile Workflow	Sales and CRM Enablement
Internet	Internet	Mobile KPI Dashboards	B2C Applications

Figure 1 – Typical maturity path when implementing mobility in the workplace.

Establishing secure, flexible and open solutions for such environments are critical to harness the value mobility can bring to the organization.

There are a number of important factors to consider before making mobility an integral part of the business process.

- The orderly world of one or two operating systems with backward compatibility will be complicated by the addition of **three or more mobile platforms that will require support**.

- **Product lifecycles are much shorter** than in PC's, and there is rapid innovation in each generation.

- Tightly-controlled working locations and hours are no longer relevant for the mobile knowledge worker or field worker. **The office is wherever the employee is.**

- Challenges will arise as **best practices, policies and tools to manage corporate applications and data for desktops and laptops are extended** to mobile devices.

The "top 5" challenges for organizations are:

- **Mobile device management:** Mobile devices require a new set of tools for activation, asset management, troubleshooting and retirement. The tools and processes implemented for mobile device management need to be consistent and extensible across multiple mobile OS platforms. Whether managing company- or individual-owned devices, establishing a set of appropriate processes and policies is as critical as traditional systems management.

- **Security:** Mobile devices introduce new challenges for securing enterprise applications and data. In many cases, a user would prefer to choose and purchase their own device and wireless plan rather than use the device their employer provides. This conflict can ultimately put an organization's intellectual property and data at risk. Simply strengthening the corporate firewall is no longer an acceptable response. Successful organizations need to provide their employees mobile access to enterprise messaging, calendar, corporate directory systems, database systems and internal workgroups. Rather than saying "no," enterprises should instead manage the risk associated with the type of data and applications they require, whether the application is designed for connected or offline operation, even if the employee owns the device.

- **Mobile application architecture:** Applications are specific to each mobile OS platform and can be sourced from app stores, via the web or pushed from enterprise IT. Enterprises need tools to build and manage applications that span multiple OS platforms, allowing varying degrees of IT and user control, and choice of which apps can be downloaded. Extending applications to customers can offer new routes to market, as well as enhance the customer experience.
  An environment where there is little control of the end user device presents a unique set of applications management challenges. These can be addressed by effective application development and testing.

- **Telecom expense management:** Expanding the mobile user community in an enterprise drives increased cost for wireless voice and data plans. To keep these costs down, enterprises should consider tools that assign users to specific voice/data plans based on their role within the organization and provide real-time controls to manage roaming.

- **IT cost management:** Adding more enterprise mobile devices creates new demands on mobile device procurement, activation, IT support and the help desk. The extra burden on these groups can lead to an increase in cost. To prevent this, enterprises need flexible deployment capabilities to control how new expertise, headcount, and operating cost are incurred for mobile devices.

By 2014, 60% of Fortune 1000 corporations will have failed to put a comprehensive mobile strategy in place, leading to considerable overspending.[1]

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[1] Gartner, "Put an Integrated Mobile Strategy in Place, or Face Increased Costs Later" July 2010, Leif-Olof Wallin.

Dell on Dell

Dell is changing its mobility strategy from strictly offering corporate-owned smartphones to a tiered strategy that includes bring-your-own-device (smartphones and tablets) for non-customer-facing employees. To alleviate concerns around security and control, privacy and compatibility, and complexity, Dell looks to its own Mobility Solutions.

By implementing its Security solution, Dell is now able to provide its employees with secure email and access to enterprise networks and applications on devices with iOS, Android, Windows Mobile™, Gobi™, and Brew®. This is possible through the encrypted Good for Enterprise™ (GFE) containerized email and PIM solution.

In order to minimize the IT resources needed to add GFE to personal mobile devices, Dell uses a self-service portal – part of its Mobile Device Management solution – that empowers employees to set up their smartphones and tablets on their own. With a simple download of the GFE container application onto their device, employees can keep personal and professional data separate.

Maximizing your mobile investment

There are several key considerations for incorporating mobile devices into the work environment, beyond a single platform or simple messaging.

Ideally, organizations should begin by setting out a mobile strategy and roadmap, identifying the reasons for mobility, and determining the desired outcome or benefit. Such an approach will enable identifying critical aspects and tasks in order to support the overall strategy.

With this approach, the focus can begin with the business or organizational needs, the implications to processes, working practices, data security, and how the enterprise's users are affected by these changes. This drives the identification of necessary applications and data security requirements, and in turn drives the required mobility strategy.

In many cases, an organization may already be down the mobile path with corporate-owned devices and/or personally-owned devices. In such cases, solutions around data security and device management are imperative. Managing mobile devices can take a significant amount of best practice from existing PC management. Despite the additional complexities, the fundamental requirements are intertwined – security, manageability, supportability. The mobility options available to users will only increase, and organizations will need to set policies and processes against a backdrop of increased user choice.

At the core of any change remains the need to maximize return on investment and optimize total cost of ownership. The mobile environment calls for new ways of calculating and quantifying these long standing "must haves."

Dell has a set of comprehensive solutions to help organizations not only deal with mobility, but to embrace and capitalize on it. A set of services that can assist at all stages of the lifecycle from initial consulting services through to mobile applications development and testing, device procurement, wireless voice/data plan management, and mobile device management – including applications management and real time cost control.

Our solutions are flexible and scalable, allowing organizations to best match services with their individual mobile strategy and device platforms.

Dell's Enterprise Mobility Solutions group consists of experienced professionals able to engage with organizations at different stages of their mobile maturity.

Our Mobility Strategy Consulting team brings professionals with industry knowledge to help guide customers through the array of possibilities, ensuring the best solution is matched to the specific business needs. Using established best practice methodology, Dell can deliver measurable benefit in the shortest possible time, while ensuring the solution is tailored and deployed to your needs and there is smooth handover to ongoing management.

To complete the lifecycle, Dell is able to offer a choice of ongoing management services that allow your organization to choose how much you want to manage, and how much you wish Dell to manage on your behalf.

For more information about solutions for your organization, contact your Dell account representative or visit dell.com/services.