Ten Steps to Developing a Winning Mobility Strategy

And lead in the age of mobile-first

iPass

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How mobile-accessible is your business? Not sure, or haven't considered? Now is the time. Your customers, employees and partners have already moved to a fully mobile existence. And your business is being left behind.

Already, 99 percent of companies say some portion of their workforce relies on mobile devices to do work.[1] Because of this, at least 70 percent of enterprise data now resides on mobile devices.[2] Moreover, the workforce itself is becoming even more mobile. According to IDC, 75 percent of Europe's workforce will be mobile by 2018.[3] Nearly three-quarters of the US workforce will be mobile by 2020.[4]

It's not just your employees either. It's your customers. Gartner predicts that by 2018 more than 50 percent of mobile users will reach for their smartphone or tablet first for all of their online activities.[5] As IT ProPortal notes: "Today, mobile devices are everywhere, and more and more applications are flooding the market: mobility is constantly growing, and at a rapid rate."[6]

Unsurprisingly, mobile consumers expect a mobile-optimized experience, because they perform many, if not most, of their daily activities on mobile

devices. For instance, 50 percent of consumers in mature markets will use smartphones or wearables for mobile payments, in two short years.[7]

It's pretty clear that you can no longer afford to treat the mobile channel as an afterthought. Ignoring mobile and mobility cuts you off from your customers and employees, with a potentially devastating impact on the bottom line. With the transition to mobile slated to be as profound as the transition to the computer, how will you deal with it?

It's important to know that your company is not alone in facing the challenge. We have, therefore, created a white paper that lays out the benefits of having a winning mobility strategy in the age of mobile-first, provides a ten-step approach to putting one together, and examines the future opportunities you can expect to tap into once it is in place.

70%
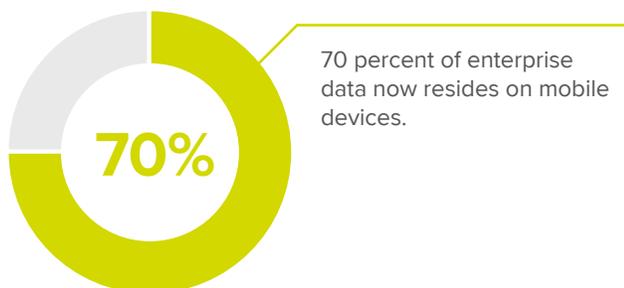
70 percent of enterprise data now resides on mobile devices.

Why you need a mobility strategy

According to industry body, the GSMA, there were 7.6 billion mobile connections worldwide in 2015, representing 4.7 billion unique subscribers. The global subscriber penetration rate now stands at 63 percent. In places like Europe, that number stands at 85 percent.[8]

Not only are more people than ever using mobile technology, but also they are using it for a greater range of applications. By 2015 mobile money services were available to 1.9 billion users worldwide. And 2.5 billion people were using mobiles to access the Internet.[9] Needless to say, mobile ownership and use are highest among affluent buyers, who spend on average 26 hours online per week and are the heaviest consumers of digital media.[10] Mobile use is also high among the pool of applicants you will recruit to work at your company. Increasingly, all of these people will look to interact with your brand via easy-to-use mobile apps instead of traditional channels.

Here is what happens if you ignore their use of mobile:

- Your customers will eschew your products and services in favor of those that offer an accessible mobile experience.
- Your employees will use mobile devices anyway, interfering with your attempts to maintain compliant and secure operations. For example, staff may resort to free Wi-Fi services for transferring corporate material, compromising security and confidentiality, or use unsafe connections that can lead to malware being introduced onto your corporate network.
- Your organization will miss out on an increasing number of mobile-led opportunities to increase efficiency, collaboration and innovation. A case in point is bring-your-own-device (BYOD): by making it easy for employees to use their own devices on your network, you can greatly reduce your IT spend on corporate endpoints, such as laptops, phones and tablets.

The benefits of putting mobility first

Beyond simply improving your ability to tap into the growing pool of mobile users, having a corporate infrastructure strategy built around mobile rather than fixed endpoints can give your organization a number of benefits. They include the following:

- **Improved security.** Employees will use mobile devices whether you like it or not. Building a strategy based on mobility helps you control and manage mobile use so that employees use mobile channels more securely, for example, through the use of pre-assigned, trustworthy Wi-Fi networks. The monetary value of this approach cannot be overstated: research shows security breaches cost corporations an average of $4 million per event in 2016.[11]
- **Reduced costs.** BYOD represents a clear opportunity for cost reduction, since an employee who is happy (and encouraged) to use their own mobile device for work purposes will not need you to pay for another one. But cost reduction does not stop there: with greater mobility you can transfer more of your data traffic onto Wi-Fi networks, cutting the cost of usage-based mobile data plans.
- **Greater productivity.** Employees who have the ability to connect to the corporate network from anywhere and at any time are better able to take advantage of "dead time," such as train journeys or meeting delays, to complete work-related tasks. Recent research suggests employee mobility can increase productivity by as much as 23 percent.[12]

- **Faster decision-making.** The ability to connect and collaborate anytime and anywhere makes it easier for teams to complete tasks and reach decisions. In the words of IT services firm HelpSystems: "Employees in the field have new options for accessing critical information wherever they are. Real-time access to critical assets translates to faster decision making, regardless of where employees are located."[13]

- **Better resiliency.** Being able to access corporate information and applications on an anywhere, anytime basis is a perfect complement to cloud-based operations. And hosting your business systems in the cloud can make your organization impervious to location-based disasters such as fires or floods, allowing your operations to carry on uninterrupted.

- **Happier staff.** Research suggests mobile-first initiatives can improve employee satisfaction by up to 100 percent.[14] Mobility gives workers greater visibility over workflows and helps them juggle work and private commitments more easily, increasing work-life balance, while at the same time boosting productivity.

Building your mobility strategy in ten steps

In order to create a comprehensive mobility strategy, we recommend the following 10-step approach:

1
Define your business goals

As with any technology implementation program, it is important to start out with an understanding of what you could and should get from the strategy. Embracing mobility will likely result in a number of benefits, as listed above, but may allow your organization to seize specific market or transformation opportunities.

Typical business goals include, delivering more agile and responsive customer service, enabling or supporting a move to cloud computing, or implementing a flexible working regime to reduce costs.

2
Understand your technology requirements

Defining your business goals will help you gain a view of the technological requirements of the strategy. You will typically have an existing infrastructure in place and will want to know how much of it could or should be used to support mobility. You will also need to consider factors, such as how you implement security, decide on access policies, guarantee connectivity, maintain consistent usability standards, safeguard mission-critical traffic and so on.

3

Create a timeline

Your technology requirements will give you an insight into the timeline for implementation of your strategy. The schedule for bringing new infrastructure on board, for example, might depend on existing contract periods or the need to carry out tenders. Your implementation timeline should be realistic yet short.

4

Build an initial budget

Having an understanding of technology requirements will also allow you to build an initial budget and identify potential funding challenges or shortfalls. Part of the budgeting process will include the development of a business plan to show how you will achieve a return on investment. Where possible this should include quantitative metrics, although it is to be assumed that some benefits, such as improved collaboration, may be difficult to measure.

5

List your policy requirements

The security risks of mobility and BYOD strategies are now much better understood, and easily mitigated, than they were a few years ago. Nevertheless, it is clear any strategy that opens your organization up to the outside world will need to include protective measures. When reviewing policy requirements, consider which ones can be implemented automatically through technology and which will depend on employees.

Try to stick to automatic policy measures where possible; as the Ponemon Institute notes: "Investments in certain data loss prevention controls and activities such as encryption and endpoint security solutions are important for preventing data breaches."[15]

6

Refine your costs

A detailed review of your policy requirements may have an impact on your technology specifications, for example by highlighting the need for tighter endpoint security or alternative third-party connectivity providers. This information should enable you to build a final budget that can be checked against your original business plan. At the same time, you may wish to review your implementation timeline, for example to take into account the need to source additional vendors.

7

Select your vendors

Once you have a detailed view of your technology requirements, budget and timelines, then you are able to start the process of selecting appropriate vendors. Vendor selection will naturally depend on the scope of the project and, for example, whether or not the mobility strategy is linked to other IT initiatives such as cloud computing.

This process should encompass the entire mobility ecosystem, from endpoint devices to connectivity providers. It is important to consider, for instance, how your employees will stay connected away from the corporate Wi-Fi network. Options such as global Wi-Fi service, iPass, which extends secure connectivity on unlimited mobile devices to public Wi-Fi hotspots around the world, can help provide the answer (see panel below).

Secure connections everywhere

Mobile users today already show a distinct preference for Wi-Fi. But not all Wi-Fi connections are created equal. Given the fragmented nature of Wi-Fi, the service experience of a Wi-Fi hotspot can change from moment to moment, rendering a hotspot unsuitable to a mobile professional who needs Wi-Fi to perform high-bandwidth tasks. Moreover, without IT intervention, mobile professionals often connect to unsecured, free Wi-Fi. To overcome the inherent challenges of Wi-Fi, iPass has launched proprietary technology iPass SmartConnect™. iPass SmartConnect uses advanced analytics to identify and rate access points based on factors such as signal strength, speed, bandwidth availability and connection success rate.

Its self-learning algorithm continuously improves its knowledge of global Wi-Fi networks, allowing iPass to select the best Wi-Fi networks in real time. From a user's perspective, you connect once to iPass then it keeps you connected to the best Wi-Fi networks as you roam. Features include:

- Automatically connecting users to the best hotspot for their needs.
- Adding new hotspots where users need them most.
- Reducing costs through optimal cost routing.
- Connecting customers securely.
- Identifying the best hotspots.

8
Test the concept

Notwithstanding the need to move quickly with the adoption of a mobility strategy, it pays to carry out a proof of concept or a similar test deployment ahead of a full rollout. Trying out mobility first with a pre-defined user group, a given department or location, for instance, will enable you to check that the costs and benefits are within the ranges you expect and at the same time allow you to compare the results with the rest of your organization.

9
Roll it out

The learnings from the proof of concept should help inform your wider rollout plans. Given most users' familiarity with mobile devices today, it is unlikely the rollout will require significant device training. However, you may need to provide guidance on policies and processes. If you are rolling out mobility in phases then it may be worth considering which functions or business units are most likely to benefit from the transition the most, and prioritizing accordingly. Typically, a mobility strategy may offer an immediate and significant return on investment in a sales setting, for example, but might not have as significant of an impact among administrative staff.

10
Keep evolving

As with every aspect of technology, the mobile arena is developing at breakneck speed. This means you will have to update your mobility strategy on an ongoing basis to take advantage of new opportunities.

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Embracing mobility transformation

It is clear that the current trend towards increased mobility is only going to continue. With this in mind, it is important to see your mobility strategy not just as a way of bringing your organization up to date, but also as an opportunity for true business transformation. Think of likely mobility scenarios five or 10 years from now: will fixed endpoints still exist? Will there still be a need for office-based workers? Will your organization still have features such as a centralized switchboard or reception staff?

Embracing mobility today means you can lay the groundwork for the future, plugging into new modes of innovation and capturing new sources of value. As an example, here are three near-future sources of market disruption your business might soon encounter:

- **The age of apps:** mobile apps are already a familiar feature of work and life, but many still represent adaptations of existing applications to a handheld platform. Increasingly though, enterprise apps are going mobile first, allowing for improved efficiency and usability.
- **The Internet of Things:** mobile technology plays a massive role connecting inanimate objects to corporate networks. This is a trend that McKinsey believes has a potential economic impact of up to $11.1 trillion by 2025.[16]
- **The human sensor:** a small group of companies are starting to unlock the potential of people's ability to capture real-time information via mobile devices, for example to report on traffic conditions or flooding.[17]

Conclusion

As mobile device usage becomes the norm for network connectivity across the global workforce, it is no longer enough for organizations to consider mobility as an afterthought. Instead, there is growing urgency to put mobility at the heart of IT strategies and build an environment for mobile workers from the ground up.

Enterprise mobility not only promises to unleash a wide range of short-term benefits, from improved productivity to greater employee satisfaction, but can also allow organizations to make the most of near-future opportunities, such as the advent of the Internet of Things. And embracing mobility is not hard: a simple 10-point plan will enable your organization to implement a framework that fully supports your mobile workers and delivers a rapid return on investment.

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*iPass has the largest Wi-Fi network in the world, with more than **58 million** hotspots in more than **120 countries**.*

About iPass

iPass (NASDAQ: IPAS) is the leading provider of global mobile connectivity, offering simple, secure, always-on Wi-Fi access on any mobile device. Built on a software-as-a-service (SaaS) platform, the iPass cloud-based service keeps its customers connected by providing unlimited Wi-Fi connectivity on unlimited devices. iPass is the world's largest Wi-Fi network, with more than 58 million hotspots in more than 120 countries, at airports, hotels, train stations, convention centers, outdoor venues, inflight, and more. Using patented technology, iPass SmartConnect™ takes the guesswork out of Wi-Fi, automatically connecting customers to the best hotspot for their needs. Customers simply download the iPass app to experience unlimited, everywhere, and invisible Wi-Fi.

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