

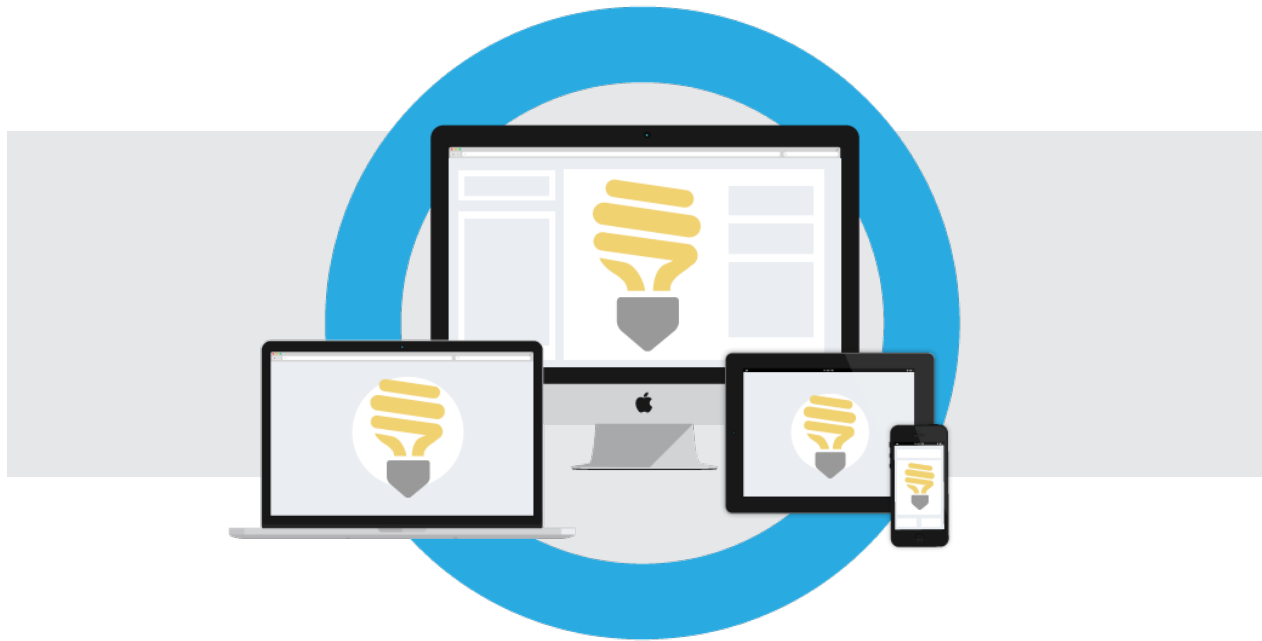


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# Enabling The Mobile Workforce





## The Rise of the Mobile Workforce

There's been a shift in the enterprise: From the traditional eight-hour workdays to anytime, remote workers; From traditional conference room meetings to webinars and video calls; From signing and filing documents to iPad signatures and cloud storage. The enterprise is changing into an increasingly mobile economy, and businesses are scrambling to catch up. The new mobile workforce brings a more efficient, productive, and effective model of business to the front of the enterprise, changing the way we traditionally did business to an arena dominated by IT and creative design.

With the emergence of the mobile workforce, so, too, comes the struggle for businesses to develop a cohesive and sound mobile strategy. Whereas before mobile was a marketing tool or a "nice-to-have," mobile has since become an absolute necessity to maintain status in the enterprise. We've developed a roadmap to getting your business on the mobile map, including the benefits, challenges, first steps, and more to enabling your mobile workforce.



## What is the Mobile Workforce?

The mobile workforce is about more than allowing your employees flexible working away from their desks. It's about a fundamental shift in how a business operates. A mobile workforce encompasses everyone. From the salesperson to the IT department right to upper management. The enterprise is experiencing a central shift to mobile, and businesses need to keep up in order to maintain a competitive edge.

According to the iPad Mobile Workforce Report 2013, 38 percent of American workers are already a part of the mobile workforce, and that number is expected to continually rise. Forrester Research reported in 2013 that the number of tablets used in offices is expected to triple to over 900 million by 2017, and, according to a Cisco study on the international workplace, more than 30 percent of employees rely on multiple mobile devices during a normal workday to perform their duties. Numbers like these prove the point that employees are becoming increasingly mobile, and that businesses need to keep up. As employees are becoming more flexible, less tied to their 9-5 work desks, and more reliant on their tablets and phones, organizations, too, need to shift their traditional workplace thinking.

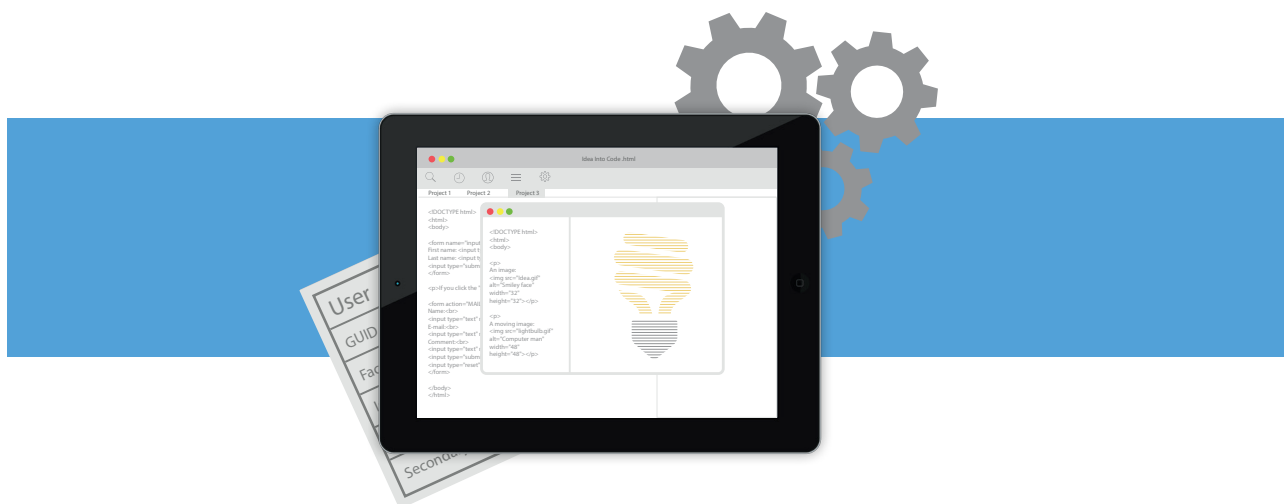
## Mobility: No Longer a Want, but a Need

Establishing a mobile strategy is not simply something that “can” be done; it is now something that “must” be done in order to achieve success in our fast-developing mobile world. According to Developer Economics Q3 2013, 91 percent of IT managers said they support and/or develop enterprise mobile applications. According to the Cisco global workplace mobility study, mobile workforces have become moreso the “norm” than the “exception” in businesses around the world.

Expanding your business beyond the four walls of the office will not only increase employee happiness, but will greatly improve your business in all aspects. According to a recent survey of business managers there were three main metrics that business decision makers would use to determine if their mobile apps were successful in the workplace: increased productivity, reduced paperwork, and increased revenue. All of these are possible with a mobile workforce.

Mobile devices have created the anytime, anywhere workforce, which in turn has created improved methods of handling business that improve efficiency, increase productivity, encourage employee collaboration, increase client satisfaction, and improve employee satisfaction.

Mobility gives businesses the tools they need to get information whenever and wherever they need it- cutting out the hassle of waiting to log updates or access documents. Workflows become automated and information is available at a moment's notice. Productivity is a natural outcome of improved efficiency. The ability to access information in an instant keeps employees on the move and working anywhere and everywhere. Internal communication and knowledge-based systems give employees the power to collaborate quickly and effectively, with minimal organization necessary. When employees are more proactive and efficient, customers and clients will experience a better sales process, increasing satisfaction. Mobile employees can generate real-time sales documents and resources directly at the point of sale, whether it's web-based or an in-person meeting. Having valuable documents and intelligence available at the moment they're speaking with a customer is invaluable to making a client feel like more than just another account number. All of this coupled with the ability to work from anywhere makes employees feel more comfortable and more satisfied with their work environment.





## Challenges Faced When Mobilizing

Implementing a mobile strategy into your business is not all efficiency and roses. There's a significant amount of hurdles to overcome to ensure your mobile strategy advances and does not hinder your organization.

Initially, two of the biggest issues organizations saw when attempting to organize a mobile strategy were device security and Bring-Your-Own-Device (BYOD) policy control. Since the beginning of the mobile enterprise, these issues have been mostly resolved.

Device security is based on misconception; according to an IBM X-Force Report from 2013, by 2014, mobile computing will be more secure than desktop technology. As mobile technology has expanded, so, too, have security measures to keep information safe. New security strategies for mobile technology are developed every day.

BYOD policies were originally an issue for organizations that allowed employees to use personal devices in the workplace, but measurements have since been developed to ensure proper security protocols are taken.

For BYOD policies, it's imperative that business leaders decide exactly what devices they mean by "bring your own." Employees need clearly defined devices that they can bring to work, whether they're allowed mobile devices but not tablets, Android but not iPhone, whatever the case may be. It is also important to define strict and clear security and service policies. For security reasons, implementing passwords for all workplace devices is a necessary hurdle for employers in order to protect sensitive company information. Personal devices can also create boundary questions or issues for employees. In order to maintain this, business leaders should answer several questions before implementing BYOD, including the level of support that will be available for personal devices and applications and whether loaner devices will be available for employees who experience broken tablets or phones.

When allowing BYOD policies, employees also need to clearly know who owns what information, and what kind of content is approved. Leaders should provide guidance to employees about securing their own content and how to back up personal information in case a device needs to be wiped of company data. Certain content may also be banned from devices, such as social media or other personal browsing, and these guidelines need to be strict and clear, so that there is no confusion among employees. Integrating your BYOD policy and your Acceptable Use policy is also integral to maintaining an issue-free BYOD workplace, in addition to setting up an employee exit strategy. When an employee leaves your business, how do you ensure all your data is secure and safe, even if they turn in their devices? It's important to have a clear method of ensuring both your information and the employee's personal data is secured and wiped or saved correctly.

While device security and BYOD issues have been alleviated, there are still plenty of challenges organizations face today when creating a mobile strategy. Optimizing communication efficiency has become the top issue when implementing a mobile strategy- how do we create maximum efficiency within our mobile workforce? This is key to your mobile strategy working at full effect- to achieve a mobile-facing collaborative and productive work environment. Establishing new lines of business is also a challenge- in order to have the greatest employee utilization, new methods of business and new channels will need to be created, whether through remote working, video conferences, or the use of tablets in the office. Tied into this is creating both company and employee "mobile-first" strategies, which involves mobile becoming the first line of strategy in an organization, not just an improvement or marketing tool. Getting everyone in an organization on board with implementing mobile can be difficult.

Also a prominent issue is the need for greater capacity for IT. Gartner, Inc, an information technology research company, stated that "the average personal cloud will synchronize and orchestrate at least six different device types by 2016." This drastically increases the space requirements for a business's IT and this increase in demand must be planned for.

## Developing a Mobile Strategy: The First Steps

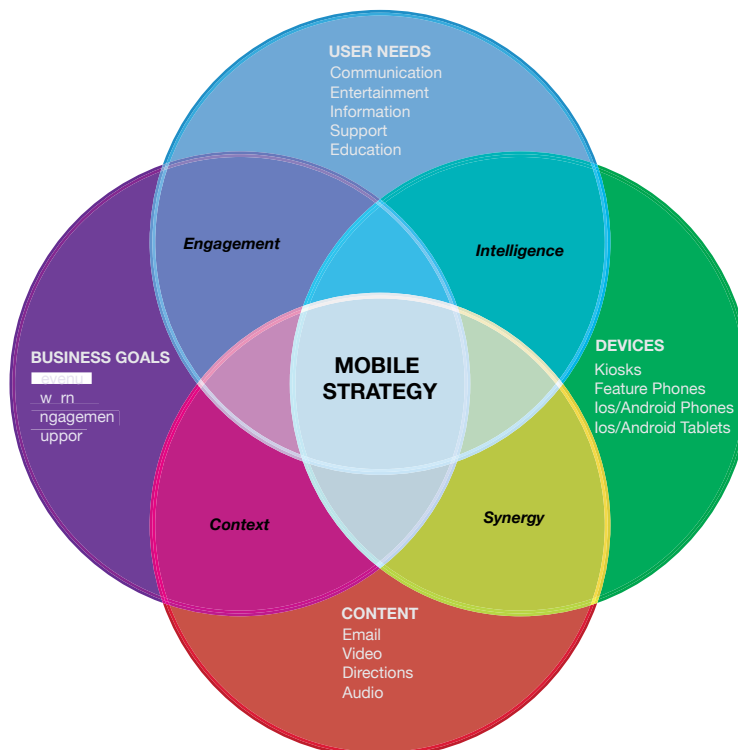
The first step to any successful mobile strategy is to clearly outline what you're hoping to achieve through mobility. Is it greater productivity, improved employee satisfaction, better customer service, or all of the above? By knowing what your end goals are, you can better plan your strategy.

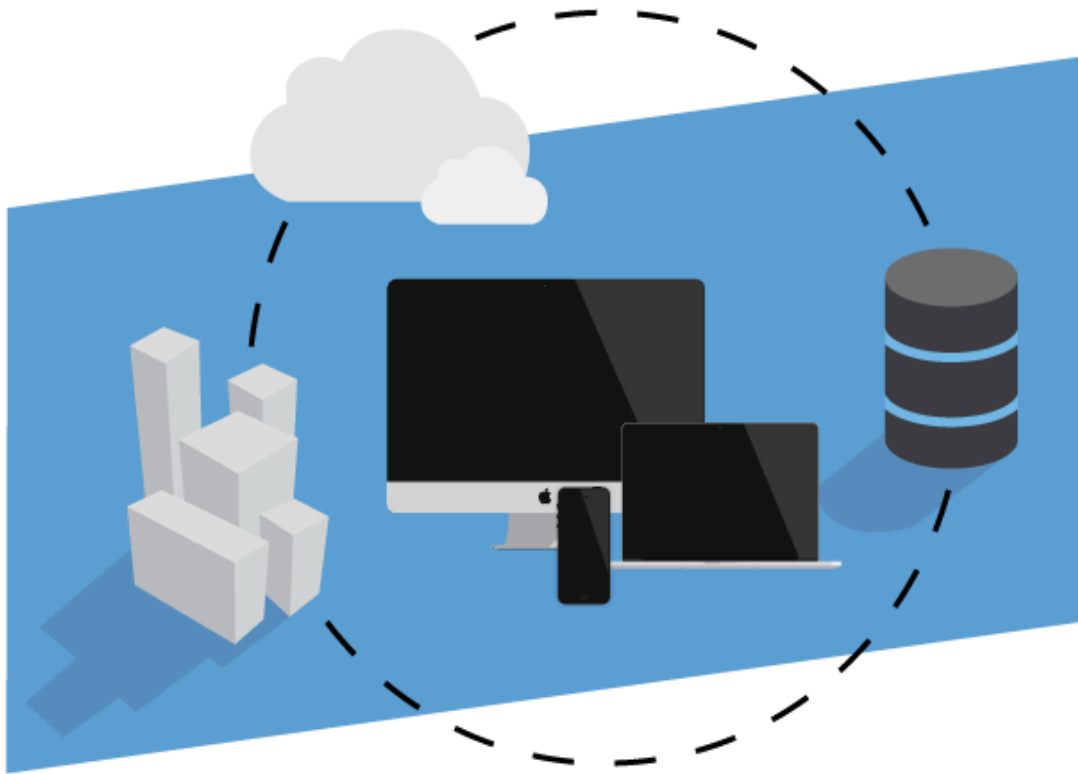
Secondly, take a look at your mobile goals and your overall business goals. Your mobile workforce strategy needs to be cohesive throughout your organization, and your business goals need to be encouraged and assisted through your mobile goals and efforts.

Developing a mobile strategy can be overwhelming to organizations unfamiliar with the nature of the constantly evolving mobile landscape. Shifting user habits, infrastructure upgrades, new product offerings, and system requirements are just a few of the hundreds of issues that need to be addressed prior to creating a custom mobile roadmap.

Although many organizations have custom strategic guidelines on how a mobile strategy should be defined, they all revolve around 3 simple steps:

1. Planning the organization's mobile purpose
2. Assessing the organization's mobile maturity and existing assets
3. Evaluating and Prioritizing





To continue to develop your mobile strategy, you need to look at your user. Depending on your target market, whether it's a consumer-facing mobile strategy or an employee-facing application, you'll need to adjust your user experience. Customer engagement, field enablement, and employee productivity should be major goals of any mobile strategy.

Before deciding what tools to use and what kind of mobile application to create within your strategy, it's extremely important to dissect your organization and business processes. If you have a good understanding of the caveats, holes and gotchas in your business process, then and only then, can you see whether different strategies are a fit for the process or whether you need to adjust your process. Define what your process is, have everything well documented, then look at the available tools and make a good business decision based on 'do we change our process or do we change our tool?' Mobile is not one-size-fits-all, and it will take true insight into your business to determine which strategies are right for you and your employees.



## Calculating Mobile ROI: Turn Qualitative into Quantitative

Measuring the return on investment (ROI) of your mobile strategy is crucial to proving that your strategy is working, goals are being met, and that your new mobile endeavor is truly improving your business. By seeing whether your money spent is actually creating a measurable return, you can tell what's working and what needs to be improved, tweaked, or scrapped completely.

Though organizations may even be enthusiastic about adopting an enterprise mobility strategy, the ROI model can be difficult to create, especially when the new communication channels are creating increased participation, which carries an expectation of higher returns. Some traditional measurements (i.e. mobile website or app traffic, interaction on mobile) are not always aligned with business objectives and goals and may not really show an accurate ROI. When you're attempting to establish a mobile strategy, your stakeholders are going to want to know where the value in mobile lies, according to the dollar. And by defining your goals, developing measurable KPIs, and weighing your development costs, you're going to be able to produce those numbers.

The first step to calculating the ROI of your mobile strategy is to determine the overall goal of your mobile efforts: are you looking to engage your consumers with your brand and improve customer satisfaction or are you attempting to mobilize your workforce and improve workplace efficiencies? Once you've discovered your ultimate goal, it's time to get more specific. And once your goals are specific, it's all about defining measurable KPIs so that calculations can be made.

KPIs will depend on your mobile strategy- is it consumer or employee-facing? Your measurable KPIs could be anything from app downloads and sales leads from an application, to less paperwork and reduced production costs, depending on your business goals.

With a mobile initiative, hardware, development, maintenance, and upgrade costs all need to be taken into consideration when calculating total development costs. This is how you get your final ROI. When deciding to jump head-first into a mobile initiative, it will behoove a business to have these development costs outlined and calculated, so that they can determine the ROI against their KPIs. This way, the value of a mobile strategy can be defined in tangible numbers throughout the company or customer base. Once you have your ROI numbers, you can look to see where your strategy is not succeeding, and make strategic changes to improve or tweak your processes, and, hopefully, increase overall ROI. When developing an app, whether consumer-facing or internal, make sure you are truly creating something that will improve your business, otherwise it's a lost cause.

## Enterprise Mobility and Beyond: What the Future Holds for the Mobile Workforce

As mobile devices increasingly become the first point of contact between a business and its customers and employees, enterprise mobility will shift and change along with the technology. The mobile factor and capability set can be used for innovation, and we expect to see serious technological innovations within mobility happen in the near future- whether or not these will be applicable to the enterprise is a different story.

The expanded use of the personal cloud is also something we expect to see soon. One way to boost the quality of the user experience is to enable employees to take advantage of their own devices through a 'personal cloud.'

Technology news is riddled with articles on Google Glass and smartwatches now, as we are allegedly on the verge of a "wearables" takeover. The biggest issue to keep in mind with wearables is: how will they fit into the enterprise? They are meant to be personal devices, and, while they may have a place in an organization, it is not likely they will be integrated into a mobile strategy anytime soon. It will be important for a business to evaluate all the risks and needs of its employees before embarking in a wearables strategy.





## The Mobile Evolution

No matter the industry, mobile is the next step. As mobile technology rises and the amount of mobile devices continues to expand globally, employees will continually become more remote. Though a mobile strategy can seem daunting to businesses who have only gone ankle-deep in mobility, it is a necessary phase in order to stay competitive, increase ROI, improve relationships with clients, and create an all-around more satisfying workplace.

Through a telescopic look into a businesses foundations and processes, a mobile strategy can be developed and implemented to align with organizational goals, while keeping employees in the loop. To go mobile does not simply mean to place an iPad in the hands of your sales team members. To truly go mobile, a business must plan a mobile strategy as part of a larger digital strategy that all tightly aligns with their organizational strategy.



## Partner With Atomic Axis

At Atomic Axis, we aim to change the way software projects are planned, developed, and delivered. We go beyond conventional software development. We are constantly striving to improve our business, our process, explore new opportunities, and collaborate to solve real problems.

Our decades of experience in crafting strategic mobile initiatives for organizations of all shapes and sizes give us the ability to tackle any challenge in front of us. We take our expertise in the mobile domain and work with associations to evaluate assets, align goals, formalize strategy, measure project results, and optimize for long-term success. In short, we've mastered turning mobile strategy into practical execution.

Ready to make the move into mobile? Let's team up.



## About Us

Atomic Axis is an Austin Texas based transformative Software Solutions Company comprised of accomplished architects, designers, and developers with advanced technical experience in countless market capacities. Our team combines proven industry best practices and technical excellence to deliver results consistently within scope and budget.

We manage our mobile strategy projects in a highly disciplined manner. Our primary focus is providing value to your organization. Our team has worked and partnered with countless associations to spot pain points within their organization and build solutions that identify, engage, and retain members while giving them easy access to all their association has to offer.



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