

*Maximizing ROI In Enterprise Mobility:*

# You Can't Save What You Can't See

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# FOREWORD

AS MOBILE WORKERS are experiencing higher levels of stress, organizations are trying to improve device issues and achieve an ROI in mobility. However, without an understanding of the support requirements and without visibility into mobile devices, an enterprise could be exposed to significantly higher expenses. A lack of visibility makes it more challenging for an enterprise to tell if their employees are using the approved apps or if they are accessing data through WiFi or a cellular network and whether they are secure networks. Even something as banal as a dropped connection can cause a ripple effect throughout an organization, with increased support costs and a massive productivity loss. Without insight and analytics into optimizing mobile performances, all of these obstacles could make it impossible to achieve a positive ROI.

This report will illustrate how enterprises can achieve positive returns on their investments and lower costs by utilizing mobile performance management platforms.

BY ESTHER SHEIN

## TOC

### PAGE 3

Why Visibility Is Important  
For Monitoring Mobile Devices

### PAGE 4

Cost Containment Challenges  
With Enterprise Mobility

### PAGE 4

Tips For Reducing  
Mobility Costs

### PAGE 6

How To Calculate ROI

### PAGE 6

Looking Ahead To Next  
Year's Mobility Trends

### PAGE 8

About Sponsor

### PAGE 9

About Enterprise  
Mobility Exchange



## Why Visibility Is Important For Monitoring Mobile Devices

There's no doubt nurses have a stressful job and at Allina Healthcare, it was made more so because they often had difficulty accessing online records. Over 300 nurses serve the group's patients throughout Minnesota and Wisconsin, and they often found themselves getting logged out of applications — without any warning. Once they logged back in, the nurses had to re-enter data lost from the previous session.

IT logged 90 help desk tickets related to the issue. Talk about a painful situation.

In Allina's case, it opted not to take a mobile performance management approach, but rather, implement mobile management software on nurses' laptops and mobile devices. In six months' time, connectivity improved so much, those help desk tickets fell to zero, and nurses were able to see an additional three to four patients a day.

Likewise, after AT&T deployed mobile management software, staff overtime decreased by 54% and the carrier saw a 43% reduction in expenses.

Enterprises are always looking to achieve ROI in their software deployments, and mobility is a key area

where they can fall short. Unless you understand the support requirements and have visibility into employees' mobile devices, your organization could be subject to significantly higher expenses.

"As the old adage goes, IT is perennially being asked to do more with less — telecom expense management remains an area for quick-hit cost savings — and is an area many organizations have yet to optimize," observes Eric Klein, director of enterprise mobility and connected networks at VDC Research.

While the bring-your-own-device (BYOD) trend continues, many organizations are still providing devices with data plans to their employees, he says.

"So optimizing telecom spend is still low-hanging fruit for some. Device-as-a-service (DaaS) and mobile managed services in general, is another area where there is an opportunity to shift OpEx to CapEx," Klein says.

"Visibility couldn't be more important, Klein adds "Device-side mobile analytics software offers enhanced visibility into important device metrics that are critical to device health, connectivity and performance."

These metrics include battery health and perfor-

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mance, data relating to device utilization, location, and inventory. Having insight into these areas is important since they can enhance the business value of mobile assets.

"In addition, identifying devices that are not being utilized offers the opportunity to redeploy devices where they are needed, rather than purchasing additional devices needlessly," says Klein.

Nearly half of midmarket and enterprise organizations planned to increase their 2018 spending on the software, services, and devices required to make their workforces more mobile, according to Mark Bowker, senior analyst at ESG.

"While a key benefit of these efforts is untethering employees from desks and offices, they also serve to expand the security perimeter IT staffs must heed," Bowker says. "As such, mobility initiatives increasingly include a heightened focus on security and management."

The top three areas driving most business activity today are cyber security, the movements of apps and data to a cloud delivery model, and mobile, Bowker notes.

"Mobile is all about being able to take the devices and improve employees' or customers' experiences and their overall activity on the devices," he says.

### **Cost Containment Challenges With Enterprise Mobility**


But often, there are issues with enterprise mobility that make cost containment challenging — and Bowker doesn't see the challenges going away anytime soon due to the pace of change.

"With new devices, new apps, with new employee work styles, that pace of change is very difficult for companies to keep track of and keep up with," he explains. Couple that with the pace of change related to security, and IT has its hands full.

"It's one thing to leverage mobile devices and apps and workstyles, but to do so in secure manner is extremely important," he notes. And the security investments enterprises have made are not necessarily aligned with their mobile initiatives, he adds.

### **Tips For Reducing Mobility Costs**

Because wireless is so prevalent, IT admin-



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ERIC KLEIN, DIRECTOR  
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AT VDC RESEARCH.



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MARK BOWKER, SENIOR ANALYST AT ESG

istrators must give careful thought to what needs to be mobile and set policies and agreements around how mobile is used.

Cost challenges can also arise from too many combinations of devices and mobile OS releases. IT should also limit the number of user device choices that will be supported to lower risks and costs for the organization.

“I think the number one thing that companies can do to control their cost of mobile is to make sure they have the insight and visibility into that environment,”

says Bowker, since IT has lost some control over apps and data. Once there is visibility, IT can then take action and will see where investments are working and where they are not.

“So it’s important to take that initial step to see and therefore predict what’s ultimately happening in their environment, and then focus on improved performance, employee productivity ... all those great things,” says Bowker.

Data compression and optimization can be a very important and business-critical capability that can go a long way in reducing costs since downtime is a key productivity inhibitor, says Klein.

“Intermittent network connectivity and poorly performing applications can significantly disrupt workflows, not only slowing down productivity, but also increasing support costs,” he says. “Network analytics solutions offer the ability to obtain visibility and detailed reporting metrics on connected devices outside of the firewall, so performance can be tuned according to network capabilities (maximizing throughput, maintaining session persistence, and monitoring signal strength).”





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***These KPIs must then be measured against mobile initial software development costs, maintenance, hardware support infrastructure, and training costs. This allows the ROI to be measured against the strategy.***

KEVIN CURRAN, AN IEEE SENIOR MEMBER

Kevin Curran, an IEEE senior member, doesn't necessarily agree that data compression is useful in today's world.

"Quite often, the systems that host the data or perform the number crunching are themselves cloud-based, so there tends not to be gigantic amounts of data being sent to the mobile device, but there could be some apps that do demand large data transfers," Curran says.

However, in that case, he recommends negotiating a competitive data plan. That "may be the only route, as a lot of data tends to be compressed at the source, so the average organization cannot affect that side of things very much."

Given how quickly technology evolves, the mobile experts also advise IT to stay in regular contact with their vendors, so they can stay current.

#### **How To Calculate ROI**

It is quite easy to measure data usage and app uptake with unified mobility enterprise systems, says Curran, who is also a cybersecurity professor at Ulster University.

"Users don't lie and if an app is not delivering — especially in sales — workers will revert to traditional desktop software, so app usage will tell a lot of stories," he says. Of course, organizations can also look at sales figures and overall profitability to help determine ROI.

Generally, to measure the ROI of enterprise mobility, key performance indicators must be devised to line up with an organization's strategy, Curran adds.

"These KPIs must then be measured against mobile initial software development costs, maintenance, hardware support infrastructure, and training costs. This allows the ROI to be measured against the strategy," Curran says.

Bowker agrees that organizations typically want to have KPIs, so they can also tell whether employees are having a better mobile experience and hence, are more productive. Yet, he acknowledges that this isn't necessarily something that can be easily measured. That's where investments should be made that can produce analytics, both from a mobility and security perspective, he says.

"Show me what I have that I need to protect and then show me the potential risks." Then, IT will be able to recognize "bad behaviors internally and recognize threats from the outside and anomalies ... accessing apps and data."





### Looking Ahead To Next Year's Mobility Trends

Bowker expects to see organizations continuing to invest in mobile management offerings and platforms to secure and support devices in 2019. This will be “driven by scaling existing investments further and looking at new opportunities inside companies” as employees increase their use of mobile devices at work, he says.

Other investments will be very focused on security and on protecting the user, he believes.

“A lot of what is happening is IT has lost control over apps and the devices a lot of end users have in the workplace today, so that puts the focus on what they can control, which is user authentication,” he says. “As much as we’d like to think [IT has] solved that, they haven’t.”

Consequently, he expects to see multifactor authentication and biometrics implemented to enhance the security of devices and authenticate a user. “At the same time, you’ll see that [authentication] process being made easier for the user,” meaning the number of times a user is required to enter their credentials across mobile apps will be reduced.

In addition, “you’ll see an uptick in the types of attacks on mobile devices so businesses will have to amplify their security posture on those devices,” Bowker predicts. Investments will also be made around monitoring behaviors “for privacy reasons and in businesses that have certain governance and compliance mandates,” he says.

While the number one target of cyberattacks today is still email, Bowker believes mobile devices are not far behind. Partnering with a mobile performance management provider and a security intelligence company can give your organization the measurability and ROI to be able to make quicker decisions, and protect the network perimeter faster and better, he says, and that’s a measure of success.

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NetMotion Mobile Performance Management and Operational Intelligence Platform gives IT the ability to monitor, alert and dynamically make decisions using real-time data and analytics. Thousands of enterprises around the world depend on the company's solutions to improve the performance, visibility and security for their mobile workers.

The NetMotion software suite is a proven solution for helping you overcome the problems that enterprises routinely encounter during mobile initiatives.

NetMotion has received numerous awards for its technology and customer support. The company consistently receives an impressive customer satisfaction Net Promoter Score (NPS) of 91, significantly exceeding NPS averages in the technology and telecom industries. The company is headquartered in Seattle, Washington. Visit [www.netmotionsoftware.com](http://www.netmotionsoftware.com) to learn more about how NetMotion can help.



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**ENTERPRISE MOBILITY EXCHANGE** is an online community for global mobility professionals and business leaders who are leveraging mobile technology and services to improve operational efficiency, increase customer acquisition and loyalty, and drive increased profits across the entire enterprise.

At Enterprise Mobility Exchange we're dedicated to providing members with an exclusive learning environment where you can share ideas, best practices and solutions for your greatest mobility challenges.

You will receive expert commentary, tools and resources developed by experienced mobility professionals and industry insiders. With a growing membership and global portfolio of invitation-only meetings, Enterprise Mobility Exchange ensures you keep your finger on the pulse by delivering practical and strategic advice to help you achieve your business goals.

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