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Mobility in the Enterprise

Changing the Way We Interact
With People and Information

October 10, 2011

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Mobility in the Enterprise: Topics

Enterprise Mobility:	• Using Mobility in the Business Context
Productive Idle Time:	• Using Mobility to Improve Productivity
Consumer Engagement	• Information, contextualized
Mobile Strategy:	• Bringing Mobility to the Enterprise

Enterprise Mobility

Using Mobility in the Business Context

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Enterprise Mobility

Enterprise Mobility:

Enterprise Mobility refers to Mobile applications that serve a role within a Business Context. These applications may be consumer-facing or internally focused; they connect businesses and people to the information they need, when they need it, and provide the means to take immediate action on that information.

Always on, always connected, anytime, anywhere.

Mobility's Place in the Enterprise:

A successful Mobility Strategy depends on Business and technology alignment, with Mobility advancing the overall Business Strategy.

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Enterprise Mobility

Enterprise Mobility
Requires access to
Enterprise Information
Systems.

Mobility

Enterprise Mobility

Productive Idle Time

Using Mobility to Improve Productivity

Productive Idle Time

Productive Idle Time:

The constant access to the Mobile device and it's compelling user experience make it ideally suited for simple activities that would otherwise require dedicated time.

Strengths: *Actionable Information & Data Consumption*

Weaknesses: *Content creation*

Examples:
- **Time/Expense Report Submissions**
- **Manager Approvals**
- **Micro-Dashboarding**

Consumer Engagement

Information, contextualized

Consumer Engagement

Information, Contextualized:

The effectiveness of a message is dependent on the context of its delivery.

The right message at the wrong time will go largely ignored

The same message delivered at the precise moment when it matters most to the consumer is likely to be acted upon.

Effectiveness is about context.

Consumer Engagement: Context

Music

Photos

Weather

Diet & Fitness

Email

Restaurant

Social Networking

Airline Tickets

Prescriptions

Retail
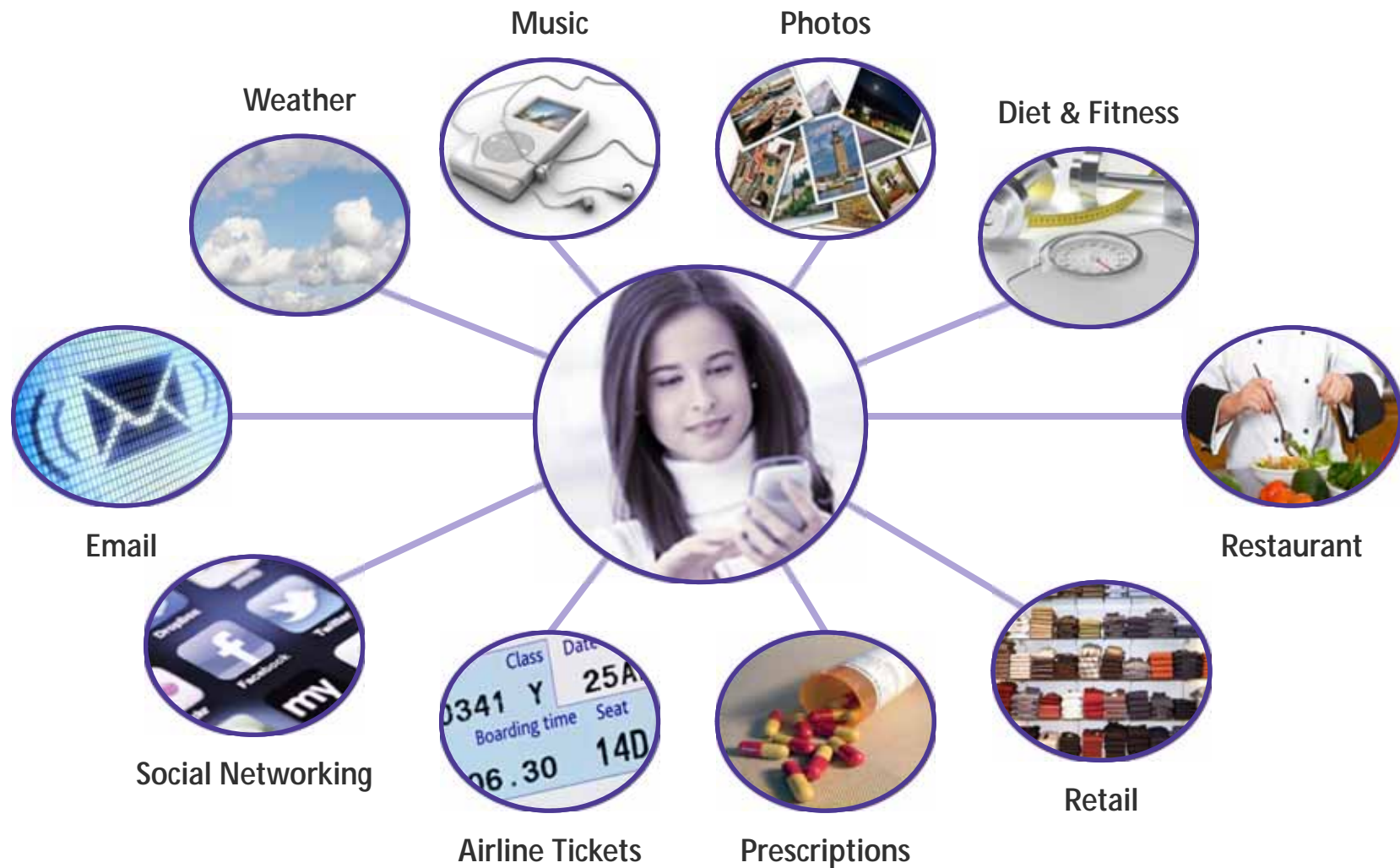
Consumer Engagement: Information

Data

- ERP
- CRM
- Financials
- Data Warehouse
- CMS
- Legacy Systems
- Cloud Services

Unify

Personalize

- Demographics
- Data Literacy
- Lifestyle
- Personal Interests
- Consumer Preference
- Social Networking

Contextualize

Deliver

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The Right Message at the Right Time

Leverage mobility to **deliver actionable personalized** and **contextualized** information to the consumer, **unified** from disparate **data** sources — when the information matters most to them.

- Mobility can deliver information in consumable, easy-to-manage pieces when it matters most.
  - Holistic view
  - Unified, coherent information
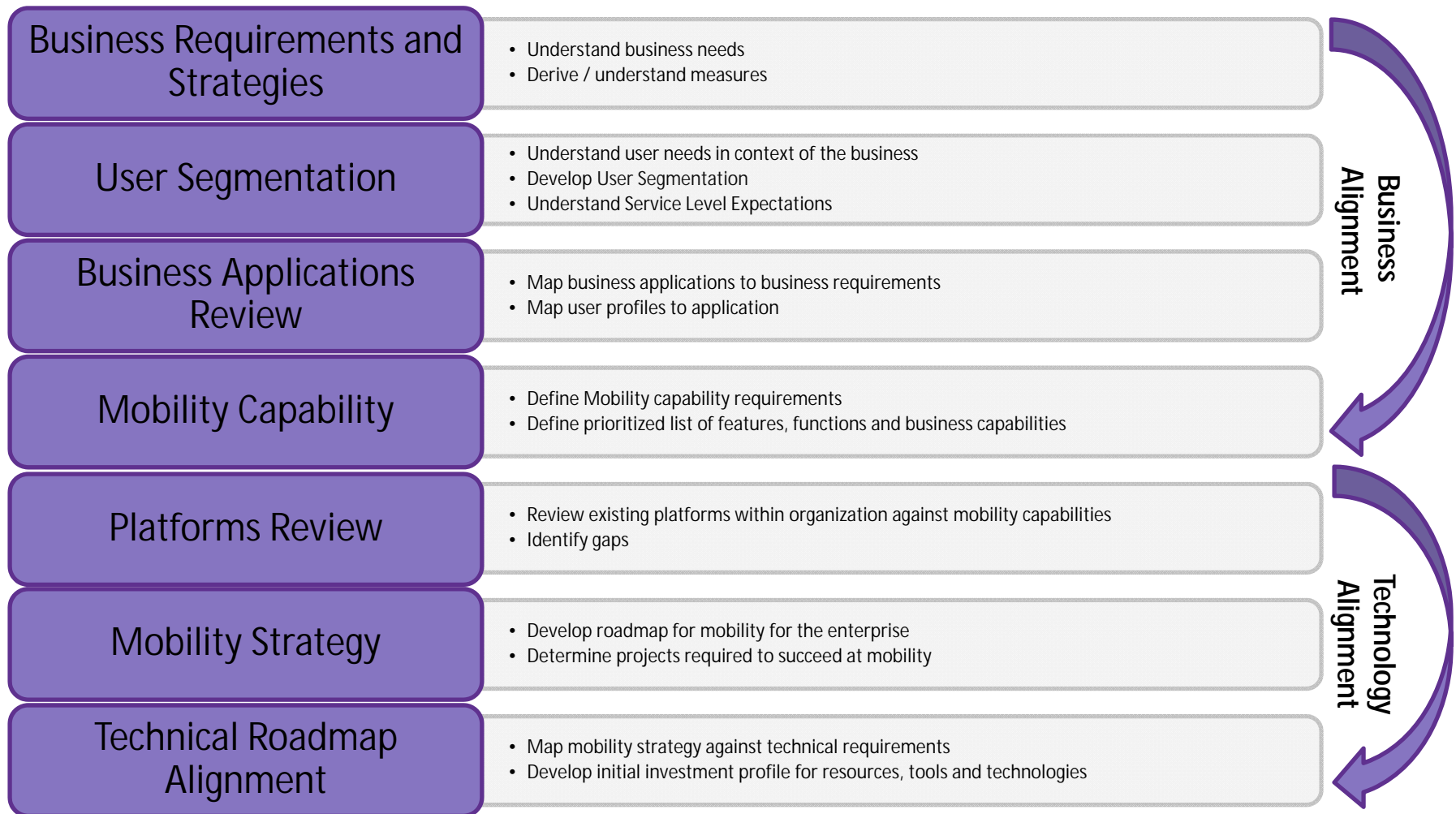 - Intuitive
  - Actionable

Mobile Strategy

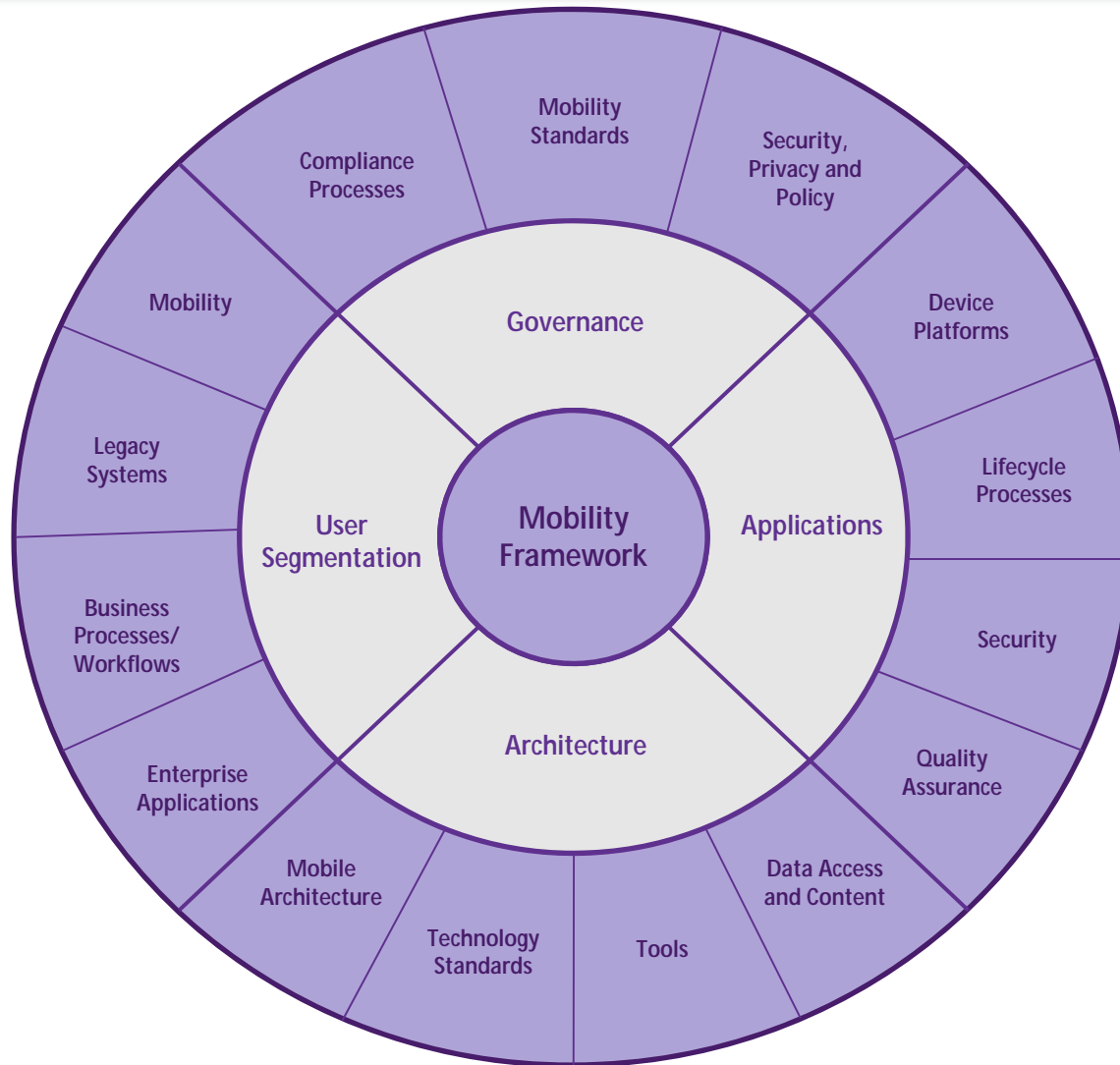## Bringing Mobility to the Enterprise

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Mobile Strategy

A successful Mobility Strategy depends on Business and technology alignment, with Mobility advancing the overall Business Strategy

Mobility Strategy Development

Business Requirements and Strategies	• Understand business needs • Derive / understand measures
User Segmentation	• Understand user needs in context of the business • Develop User Segmentation • Understand Service Level Expectations
Business Applications Review	• Map business applications to business requirements • Map user profiles to application
Mobility Capability	• Define Mobility capability requirements • Define prioritized list of features, functions and business capabilities
Platforms Review	• Review existing platforms within organization against mobility capabilities • Identify gaps
Mobility Strategy	• Develop roadmap for mobility for the enterprise • Determine projects required to succeed at mobility
Technical Roadmap Alignment	• Map mobility strategy against technical requirements • Develop initial investment profile for resources, tools and technologies

Business Alignment

Technology Alignment

Enterprise Mobility Framework

Mobile Web vs. Native Apps

Mobile Web: Cast wide net of content & device support

Mobile Apps: Targeted, context-focused Apps built for specific devices

Mobile Web Development:

- *Device detection (3rd-Party frameworks)*
- *Utilize integration layer to interface with business tier and other backend systems*

Mobile App Development:

- *Design once; enable everywhere*
- *Framework/Accelerator-based development approach allows rapid development of native applications*

Cost of Ownership: iOS vs. Android/WP7 vs. Web

iOS

- *Objective C (lower-level language, unmanaged memory)*
- *Apple hardware required for development*
- *Tightly-controlled hardware platform (semi-closed)*
- *Tightly-controlled App Store*
- ***No platform fragmentation***

Android/Windows Phone 7/Blackberry

- *Java (higher level language, managed memory)*
- *No special hardware required for development*
- *Loosely controlled hardware platform (open)*
- *Loosely-controlled App Marketplace*
- ***High Platform fragmentation***

Mobile Web

- *HTML5/Javascript*
- *No special hardware required for development*
- ***Some Platform fragmentation***

image: eyelk.com

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Q&A

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