



The New Mobile Workforce



Delivering greater collaboration, flexibility and efficiency that drives competitive advantage

Mobility is moving from entertaining to essential. Once considered the cutting edge of consumer technology, smartphones and tablets have become instruments of competitive advantage. Mobile solutions are helping forward-leaning enterprises keep their employees connected, collaborative and productive. Organizations that don't view mobility as a game changer risk falling behind – in enabling their employees to get their jobs done, in maximizing communication and in engaging with their customers and partners.

For the truly mobile workforce, mobile devices aren't just for checking email or flight times; they are the lifeline to the corporate resources needed to boost productivity, improve business performance and stay ahead of the competition.

More than 1.25 billion smartphones shipped worldwide in 2014, up 24 percent from the 1.01 billion units shipped

in 2013.ⁱ Tablet sales are also growing quickly, with 260.9 million in 2014, up from 218.3 million in 2013.ⁱⁱ Many of those smartphones and tablets are likely to end up in corporate settings, as the bring your own device (BYOD) movement shifts into high gear and corporate IT departments work to develop strategies to let employees use their personal devices for work.

However, despite the prevalence of and benefits from mobility, enterprises aren't widely adopting mobile solutions for mission-critical work. A number of concerns, ranging from security to manageability and control, are keeping many organizations from making the most of mobility's potential. A 2013 global survey found that although 71 percent of enterprises believe mobility is a top priority for their business, only half those surveyed had implemented technologies to support mobile devices, with just 48 percent using mobile device management (MDM) and 47 percent using mobile application management (MAM).ⁱⁱⁱ

Yet the vast majority of mobile solutions are up for the job – with the technological advancements made in mobility, the typical smartphone today has a high-quality camera, readable screen, ample storage and high-speed connectivity options. Tablets have also come a long way, with powerful processors, office applications and security features packed into highly portable devices.

Combine these capabilities with modern wireless infrastructures that offer near-ubiquitous access to high-quality network services and cloud-based applications, and mobile users enjoy all the functionality of a networked office setting – anywhere at any time. Clearly mobile technology is poised to reach its full potential.

Along with these technology advancements, leading companies that embrace mobility are enjoying the following benefits:

- **Increased productivity** – Mobile workers spend less time in traffic, work longer hours and can make the most of travel time. Dell's Global Technology Adoption Index study identified efficiency, productivity and improved access to apps and information as the top benefits from a mobility program.^{iv}
- **Better communication** – Mobile workers are available on-demand to facilitate information gathering and decision making.
- **Greater collaboration** – With mobile technology, companies can better support workers in the field by giving them on-demand access to expertise from coworkers and information from applications. And because mobility makes location a non-issue, corporate teams can work across time zones and geographies.

- **Improved customer satisfaction** – Mobility allows people to interact with vendors and service providers when and where they like via mobile apps and social media platforms, making customers more likely to initiate transactions and offer positive feedback. In addition, with instant access to the information they need to interact with customers in real-time, mobile workers are better able to serve their customers.
- **Business transformation** – Enabling mobility across the entire workforce allows organizations to redesign their fundamental business models to achieve new levels of performance. For example, if a company's sales team can reach 25 percent more customers thanks to mobility, it can redefine its sales territories, new hire decisions, employee location options and other factors.

"If you look at it from a business standpoint, the compelling things that are driving the adoption of mobility are the need to be more competitive and to have employees be more productive," says Roger Bjork, Global Product Marketing Director for Mobile Solutions. "It's not about getting my email while I'm at Starbucks anymore – that's old news. It's about 'How do I work smarter now that I have a piece of black glass in my pocket or purse?' And how do companies provide the applications and data employees need to work smarter?"

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*Roger Bjork,
Director, Global Product Marketing
for Mobile Solutions*



Stopping short of success

So if mobile technology is advancing rapidly, and the benefits are becoming clear, why aren't more enterprises betting big on mobile?

A number of issues surrounding mobility are keeping IT managers up at night, prompting them to discourage mobility projects that business leaders propose. There are security and compliance concerns around accessing corporate data, applications and networks from mobile devices, as well as fear of device loss or theft. Increased complexity can result from having to manage many different types of mobile devices, their applications and network access. And the increase in the number of devices supported can negatively impact network and application performance.

And while mobile device and application technology moves forward, mobile device and application management is still tricky. There are many different approaches recommended by different vendors, but few provide a holistic, integrated solution. IT organizations end up adding point solutions for mobile device management and security as the need arises. This piecemeal approach leaves them having to manage multiple vendor relationships and can saddle IT teams with solutions that don't talk to each other or that fail to address evolving enterprise requirements.

What's more, IT needs a way to deal with the BYOD trend that has taken control out of its hands. The IT department's charter is to deliver the applications and data employees need to do their jobs in a secure, managed way. Mobility and BYOD succeed in helping IT fulfill the first part of that charter statement, but often stand in stark contrast to the second part.

At Dell, we believe mobility can empower workers and drive performance to bring the business to

the next level without sacrificing IT control or security. Here's how.

Set the strategy

Building a strong mobile strategy starts with determining key use cases in the organization—taking the time to understand what employees need to do and adding the mobile solutions that would make them most productive in performing those tasks. In general, there are three major challenges that all companies face – regardless of size or vertical.

Enabling secure collaboration on mobile devices, using email, calendaring and contacts to stay aware, agile and productive no matter if they are in or out of the office.

Delivering full application access to mobile professionals who travel extensively and need access to all their work applications, such as customer relationship management or order entry software from the road.

Transforming mission-critical work in hands-on jobs, such as field service, manufacturing, retail and in-home healthcare. Jobs of this type dominate the worldwide workforce. At Dell, believe the greatest return on investment is realized by developing mobile solutions for these mission-critical workers, as their performance can determine the success of the entire company. Mobilizing their job-specific applications so they can access data wherever and whenever offers the best potential for business performance gains.

Enabling secure mobile collaboration
We used to live in a world where we defined work groups as mobile or non-mobile employees. That antiquated perspective just doesn't apply anymore. Exceptional mobile broadband, ubiquitous WiFi and the broad adoption of mobile devices means everyone in an organization is mobile to some degree.



Even workers who were traditionally office-bound are now spending more time in collaboration spaces, on customer locations and working from home. Providing mobile collaboration tools like email, calendar and contacts has a huge benefit to this new mobile workforce, regardless of what role they play.

Until now, mobile device management (MDM) has been the primary solution for providing email, calendar and contacts to these users. But MDM often utilizes native email applications found on mobile devices, which open the door to loss of corporate data through social networking, cloud file-sharing sites and consumer applications. For example, an app that turns a mobile phone's camera flash into a flashlight was recently found collecting personal information and sending it to hackers. Clearly, MDM is not the future of secure mobile collaboration.

Organizations need a way to ensure that mobile workers can use the tools they need in a secure manner. This is where secure workspaces come into play. Secure workspaces, or containers, wrap corporate-managed devices in encryption and policy management for security and control. For employee-owned devices, they create a managed, encrypted workspace, completely separate from the employee's personal data and applications. This allows the IT department to push enterprise data while maintaining data-loss protection, policy management and secure business productivity and collaboration applications.

Delivering full application access to mobile professionals

When mobile professionals are on the road, they need secure but unfettered access to the same productivity applications they rely on in the office. To cater to this group's needs, a recent crop of tablets has emerged that offer the portability of a tablet, the power of a laptop and the familiar user experience

offered by a desktop. These business-class tablets feature exceptional battery life, durable design and a full-sized HD screen. They can be used as a tablet for content consumption, with an attachable keyboard for on-the-road productivity or with a docking station and up to two full-sized monitors for a complete desktop experience. From these business-class tablets, mobile professionals have ultimate flexibility as well as access to the productivity and collaboration applications they need.

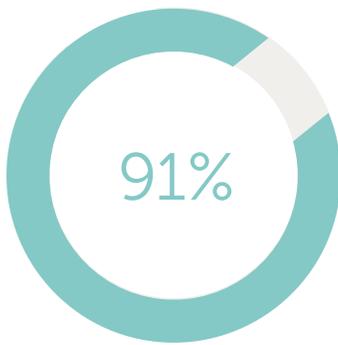
For organizations operating in highly-regulated industries, extra measures must be taken to ensure security and compliance. Desktop virtualization is the most reliable way to give IT departments control over devices, applications and data. Because data is housed in an organization's data center, instead of residing on a mobile device, IT can better ensure compliance with regulations. Employees can access their applications from any device through single sign-on to the network, device deployment and desktop management becomes easier for IT and backup, protection, OS migration and software patching can be automated in the data center.

Desktop virtualization solutions that offer an integrated portfolio of infrastructure components, endpoint products, software and services help organizations accelerate deployment and simplify ongoing management, leading to greater efficiency and time to value.

Finally, an organization embracing the bring your own PC (BYOPC) trend need to provide employees with a secure desktop workspace that delivers a complete enterprise environment to the user but that is isolated from the host system. This way, IT can enable anytime, anywhere access to corporate data and applications from the workspace in a way that's both manageable and secure.

Transforming mission-critical work

Mission-critical workers are the lifeblood



91% of IT professionals say they saw an increase in the number of personal mobile devices connecting to their networks over the past two years.



of many organizations, as they control the performance metrics that decide whether an organization succeeds or fails. These workers are floor staff in retail, doctors and nurses in healthcare and production line managers in manufacturing. If they can't do their jobs, the company suffers. The great irony of mobile solutions today is that mission-critical workers get less access to mobile solutions and applications than any other class of worker. Yet they are the teams that could benefit most from mobile access to applications that help them do a better job at the point of impact. Mission-critical workers are often hampered in the field by confusing processes, missing information and tedious paperwork. They need applications that can provide them the required information to complete their tasks while also eliminating paperwork—whether or not workers are connected to the network.

Dell believes enabling mobile transformation of mission-critical work is where companies should begin to focus their mobile strategies. With mobile application services, organizations can get the help they need to create job-specific, touch-optimized applications that deliver field workers needed information to reduce downtime and improve service and performance. Or they can update existing applications for mobile platforms to help them more quickly realize their mobility strategy.

Because the work these teams do is so critical to company performance, it's also important to outfit these workers with enterprise-grade devices to access their job-specific applications. Their performance is too critical to trust to a consumer-grade device that may not have the battery life, durability or accessories to stand up to eight or more hours of mission-critical work.

Enable the Secure Mobile Enterprise

By defining the needs and work styles of your various user groups, you can build a mobile strategy that drives greater performance from more members of your workforce. It is crucial to augment these solution deployments with foundational security solutions to further protect your organization. In addition to secure workspaces for all mobile devices, you should also make sure your data is safe on unsecured WiFi networks by implementing an SSL VPN. Secure remote access capabilities extend SSL virtual private network (VPN) access to mobile employees with two-factor authentication to mission-critical resources from virtually any endpoint—including desktops (PCs and Macs), laptops, tablets, smartphones and cloud-based virtual clients.

Next-generation firewalls deliver intrusion prevention, malware protection, application intelligence and control, real-time traffic visualization and inspection for SSL-encrypted sessions at the gateway—all without impacting network performance so that mobile workers can have secure remote access and be as productive as possible.

Enterprises also need a comprehensive approach to identity and access management (IAM) that is mobile-aware. With such a solution, IT can implement centralized, yet varied, security policies appropriate for each employee in the enterprise. Comprehensive IAM can reduce disparate authentication methods across the organization so that IT can more easily understand who is accessing what.



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Project plan for creating The New Mobile Workforce

1. **Prioritize business outcomes** – Within every organization there are a series of metrics that are the key focus over a particular month, quarter or year. Find the one or two metrics that have the greatest potential for driving an increase in bottom line performance.
2. **Define user groups** – For every metric there is a workgroup that is driving it. After prioritizing the performance metrics, draw a clear map back to the workers who can influence it.
3. **Establish an IT/Line of Business core team** – Once you have defined the outcome and the users who can best change the overall performance of your business, it is time to bring in your Information Technology partners. By describing a very specific problem for them, they can collaborate with you to select the best mobile solution to securely create the results you want.

4. **Engage a mobile solution provider** – For every mobile initiative there are several different solutions that might work. It is crucial to engage with a solution provider that has the breadth of portfolio and the broad customer expertise to help you pick the right solution for your specific mobile challenge.

With the right strategy and technology, mobility can become an engine for transforming today's enterprises. Mobile solutions allow employees to be more aware, agile and productive. They streamline application access and business processes to eliminate paperwork and loss of productivity. But more importantly, a more productive and efficient workforce allows you to re-imagine your business strategy and consider new business models, offerings and expansion plans that previously were unthinkable.

Learn More

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ⁱ [IDC Worldwide Quarterly Mobile Phone Tracker, August 2014](#)

ⁱⁱ [Statista Worldwide shipments of tablets, 2010 to 2018](#)

ⁱⁱⁱ Press Release, "Global Survey Identifies Mobility as a Top Priority for the Enterprise", Citrix Research, Oct. 29, 2013, retrieved at: <http://www.citrix.com/news/announcements/oct-2013/global-survey-identifies-mobility-as-a-top-priority-for-the-ente.html>

^{iv} <http://techpageone.dell.com/betterway/tech-hype-meets-tech-reality/>

