GETTING MOBILITY RIGHT

How IT professionals are mapping out mobility strategies with the power to transform business.

Panasonic

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INTRODUCTION

Mobility is here and benefitting the workplace in a multitude of new ways. But it's more than buying mobile hardware. It's about building a new infrastructure for todays' mobile devices — and for future hardware we cannot yet imagine.

Expectations for the completely mobile workforce are high: a recent Harris Poll suggests that mobility will be the focus of IT investments in 2016, with more than 90% of IT decision-makers seeing mobility as critical to customer engagement, competitiveness and productivity. Two-thirds of respondents in the VMware State of Business Mobility Report say they've started or are about to start moving a core business process to a mobile model. But on the other hand, only about 20% of organizations have already put a mobility strategy in motion.[1,2]

Given the promise of mobility, why the delay? Implementing an effective mobility strategy is complicated, because it involves a great deal more than simply passing out devices to employees. To get mobility right, organizations need to see it as a strategic investment in a new mobile infrastructure, not just a component tacked onto their current IT landscape. IT professionals need to find the right solutions for their companies — and they need to lock down their networks while also designing security policies that employees can understand and follow.
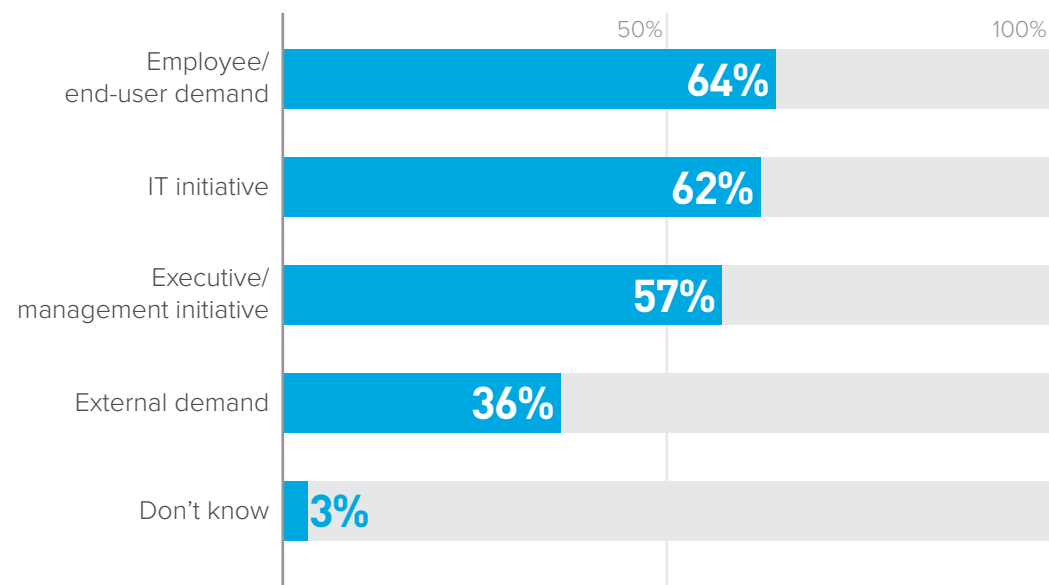
A recent Spiceworks survey asked IT professionals about taking on these tasks as well as what's driving their decisions about products and services. What goes into supporting mobility? Who's using mobile devices, and how has business changed as a result? How are they handling security and compliance? And if they don't have the in-house expertise to tackle it all themselves, who are they turning to for services and support? This e-book presents what they had to tell us.

> **"Mobile is quickly becoming a strategic imperative for enterprises of all sizes across the globe."** *VMware State of Business Mobility Report[2]*
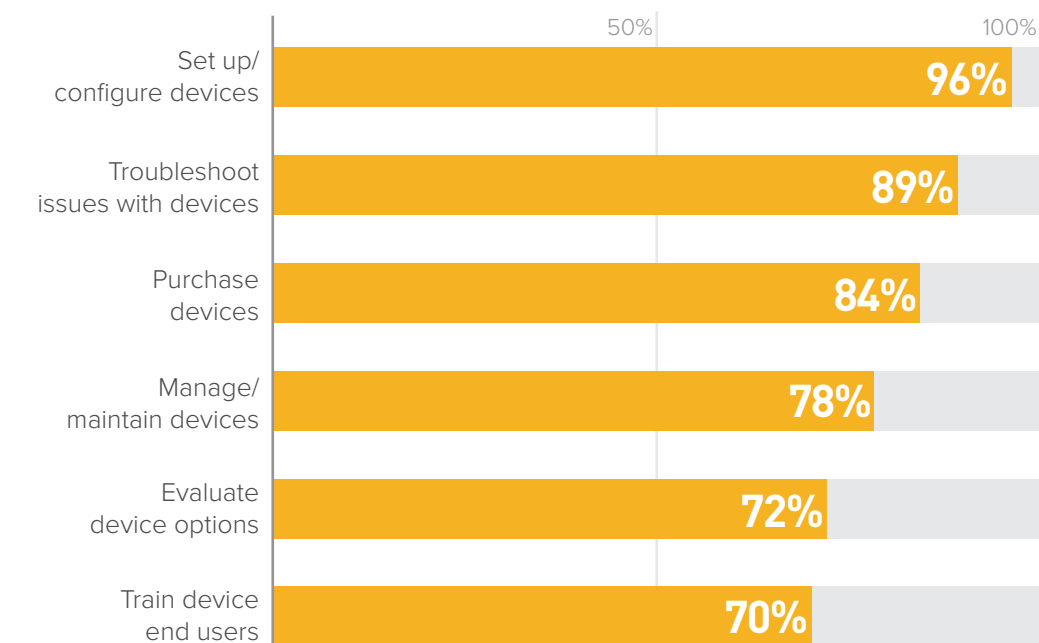
THE STATE OF MOBILITY

The push for mobile support comes from all corners of the organization: IT professionals cite employees (64%), IT initiatives (62%) and interest from executives or management (57%) as the top three drivers behind the shift. And this makes sense, given the wide distribution of devices they report within their workplaces. According to the Spiceworks survey, 42% of the workforce, on average, is currently using mobile for business purposes, in roles ranging from field work to sales, management and IT — and that number is expected to rise in the next three years.

Mobile Device Drivers:

	50%	100%
Employee/ end-user demand	**64%**	
IT initiative	**62%**	
Executive/ management initiative	**57%**	
External demand	**36%**	
Don't know	**3%**	

Support for mobile devices in the organizations surveyed is nearly universal. Almost all respondents (96%) told us they handle mobile device set up and configuration, and nearly as many (89%) handle troubleshooting, as well. The vast majority of organizations (84%) also purchase the devices their employees use. Roughly three-quarters of them also manage and maintain devices, evaluate device options, and provide employee training.

IT Support of Mobile Devices:

|	50%	100%
Set up/ configure devices		**96%**
Troubleshoot issues with devices		**89%**
Purchase devices		**84%**
Manage/ maintain devices	**78%**	
Evaluate device options	**72%**	
Train device end users	**70%**	

CHAPTER 2
CRITICAL CONNECTIVITY

So, how connected are today's employees? According to our survey, nearly all of the IT decision-makers (94%) told us it's important for employees to have constant connectivity and 24/7 data access, and 43% say it's critical. At the same time, more than two-thirds of their organizations (69%) rely only on the device's original connectivity rather than providing employees with hotspots or signal boosters (44%) or modifying or upgrading devices with enhanced connectivity technology (28%). Device modifications and upgrades that can resolve connectivity issues include features such as external antennas, additional SIM cards, multiple carriers per device, etc. This statistic points to a need to purchase devices that offer strong connectivity.
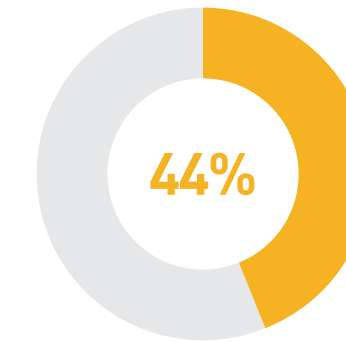
Importance of Connectivity:

■ Critical   ■ Nice to have   ■ Not at all important   ■ Don't know
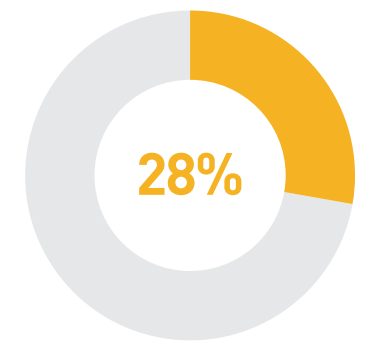
| 43% | 52% | 5% | 1% |

Important Net = 94%
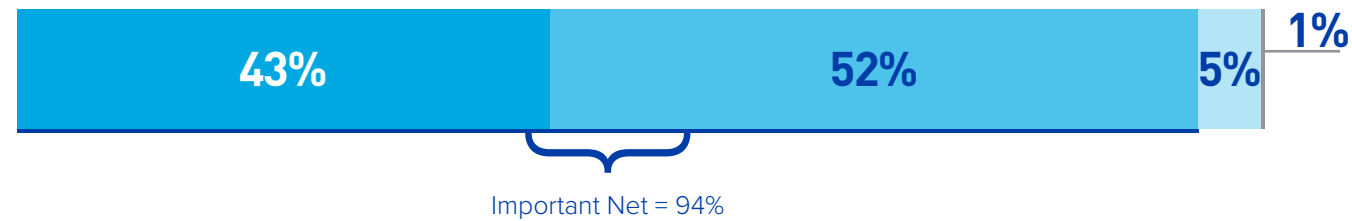
Connectivity Support:
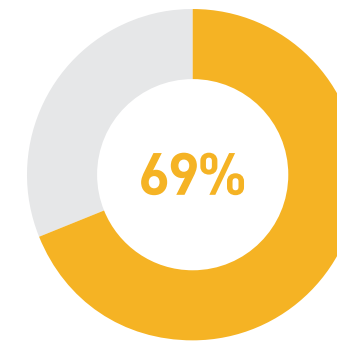
69%	44%	28%
Rely on the device/ service availability	Provide external hotspots/ signal boosters	Modify/upgrade devices for enhanced connectivity

CHAPTER 3
# SUPPORTING MOBILITY: BENEFITS AND CHALLENGES

What do IT professionals have to say about supporting mobility in their organizations? While it definitely provides worthwhile benefits, mobile support is not without challenges...

MOBILE WORKERS REQUIRE ANYTIME ACCESS/CONNECTIVITY

IT professionals tell us that anytime access/connectivity is the top benefit organizations actually experience by supporting mobile devices (73%). They also mentioned increased flexibility (63%), increased productivity (62%), enhanced communication/collaboration (61%) and increased efficiency (55%).

These benefits all point to giving employees more freedom and self-sufficiency to use mobile technology in creative ways to get real work done.

Top 5 Benefits of Mobile Device Support:

73%
Anytime access/
connectivity

63%
Increased
flexibility

62%
Increased
productivity

61%
Enhanced
communication/
collaboration

55%
Increased
efficiency
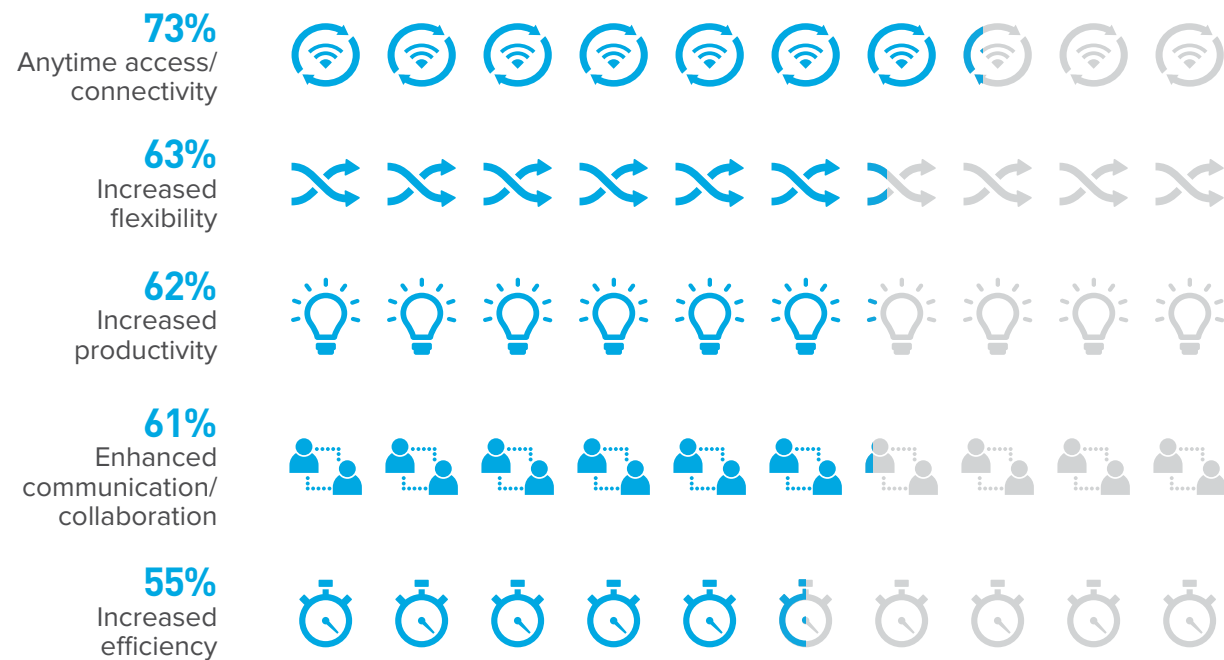
KEY CHALLENGES

What's the biggest challenge to supporting mobile devices once they're in the hands of employees? It turns out that it's a tie — between the devices and the employees. The IT professionals we surveyed told us damaged devices and end-user training and support are their top challenges (57% each), followed by security compliance (48%), device control and visibility (46%) and enforcement of end-user policies (45%). In other words, keeping mobile devices safe, sound and secure is paramount, and having employees participate as equal partners in that task is critical.

Part of the challenge is the very nature of mobile devices. They're subjected to the heat, cold, dust and humidity of outside conditions, and they're carried around from car to office to coffee shop to job site, so they're vulnerable to drops and spills. Because they're out in the world instead of just on desks, they're also more vulnerable to loss and theft. And the same 24/7 access that makes mobile devices such useful productivity tools also makes them security risks as sensitive data is accessed and sent between devices.

Top 5 Challenges with Mobile Device Support:

57%
Damaged
devices

57%
End-user
training/support

48%
Security
compliance

46%
Device control/
visibility

45%
Enforcement of
end-user policies

In addition, mobile devices are at greater risk of security breaches. Studies show that employees are likely to load non-IT-sanctioned, consumer software on their mobile devices if that makes it easier to accomplish a task — or to stream music or check social media. They're also likely to work over unsecured wireless connections, and to unintentionally click links and open attachments that may also open the door to viruses and attacks.[4]

Here are some sobering statistics:[5]

30% of employees have lost a USB drive containing confidential information

50% of employees expose company files or data by uploading to a cloud-based service such as Dropbox or YouSendIt

50%+ of IT managers lack visibility into file and data transfer within organizations

84% of employees use personal emails to send sensitive files because the file size exceeds corporate mailbox quotas or they want to use documents at their next place of employment

That's what makes end-user training and security compliance so important with mobile devices: the safety of company data actually is in employees' hands. It's up to them to keep an eye on their devices, report accidental damage and support the reasoning behind security policies. That's why it's also critical for IT professionals to choose devices that support remote monitoring, and not only provide training to employees, but take their needs and perceptions into account when designing a mobility strategy.

"We rely on mobile devices and apps more than ever. They are always connected and increasingly hold our most sensitive financial and personal information." *Mike Raggo, technology security expert, Wall Street Journal[6]*

CHAPTER 4
CONSIDERATIONS IN EVALUATING MOBILE DEVICES

When evaluating mobile devices for business purposes, IT professionals say their top consideration is — no surprise here — ensuring constant connectivity and reliable access for their users (68%). They also look for devices that are easy to use (61%), offer high performance (55%), provide app support and compatibility (52%) and have good wireless receiver performance (50%).

Top 5 Factors of Mobile Device Consideration:
(Of those who selected the factor is very or extremely important)

68%	**61%**	**55%**	**52%**	**50%**
Connectivity/ reliable access	Ease of use	Performance	App support/ compatibility	Wireless receiver performance
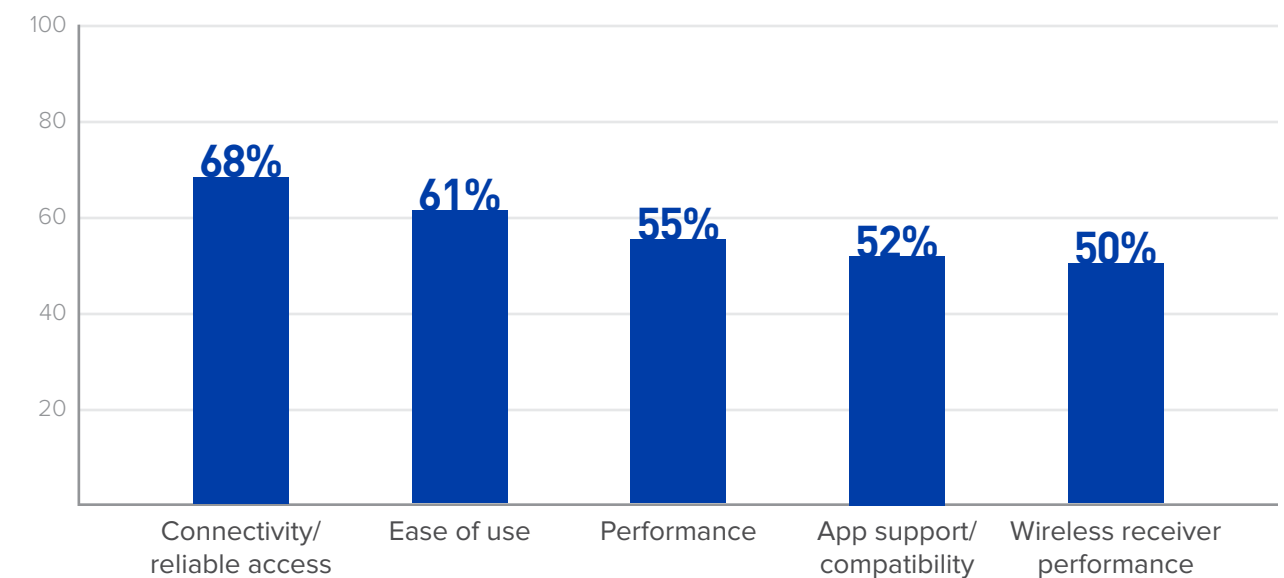
Based on IT professional responses to the survey, here are the main takeaways:

CONNECTIVITY AND ACCESS
Mobile devices for business should employ the fastest 4G LTE broadband connectivity and should reliably connect in all types of environments. The manufacturer should offer vendor-neutral data service and/or multi-carrier modems.

SECURITY
Devices carried offsite should have enterprise-grade security as well as monitoring and management features that allow IT to remotely lock down or erase sensitive data if the device is lost or stolen.

DURABILITY
Devices that will be used outside — from fieldwork to a café meeting — should be built to handle dust, heat, cold and rain. They should be able to survive not just a coffee spill, but also an outright fall off a table or a tumble off a car seat during a sudden stop.

PRODUCTIVITY
Ruggedness and connectivity help make a device user-friendly, but in the business world, it's of course critical for devices to help get work done efficiently and effectively. That means long battery life and industry-specific features like the ability to use devices with gloves or read the screen in bright sunlight.

HELPFUL SERVICES

It's crucial to free up IT to formulate infrastructure strategy and focus on business-critical issues rather than fix-and-repair tasks. Achieving that goal requires mapping out a mobile device strategy that involves choosing services that help save IT time and effort, including:
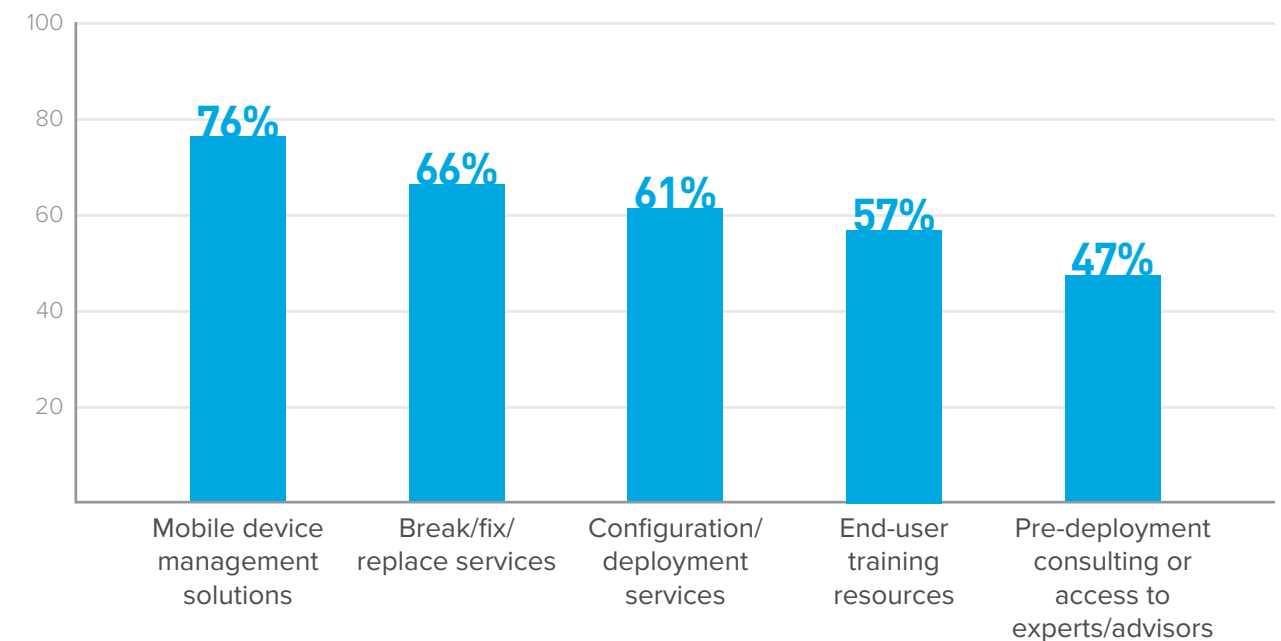
- device security
- device maintenance and support
- resource planning

Some or all of these and additional services can come from third-party providers.

Three-quarters of IT professionals in our survey identified mobile device management solutions (76%) and repair and replacement services (66%) as their top priorities in the services area. Just over half said that configuration and deployment services and user-training resources were important, as well.

Top 5 Most Helpful Provider Services:
(Of those who selected the service as helpful, very or extremely helpful)

76%	**66%**	**61%**	**57%**	**47%**
Mobile device management solutions	Break/fix/ replace services	Configuration/ deployment services	End-user training resources	Pre-deployment consulting or access to experts/advisors

Here are some types of service offerings IT professionals should be on the lookout for when purchasing mobile devices for the organization:

INTEGRATED SERVICES

Partnering with a provider that oversees every component of their managed mobility services makes it faster and simpler to get support and questions answered. Providers that take responsibility for high-quality, end-to-end services can also become trusted partners to help organizations prepare for the future.

DEPLOYMENT

These services include data protection services and management of initial imaging, delivery and deployment — which means in-house IT staff can focus on more mission-critical tasks. They also help ensure that every mobile device performs consistently and efficiently right from the start.

WEB-BASED ASSET MANAGEMENT

Remote management increases security, lowers the cost of monitoring and managing devices in the field, and makes it possible to delete data if a device is lost or stolen.

REPAIR AND REPLACEMENT

This service makes it possible to send damaged devices to an authorized service center, view repair history and manage disk imaging so employees can easily get back to work on the repaired device with their data and apps intact.

WARRANTY AND RECYCLING

Basic and extended warranties guard against accidental physical damage, while recycling programs guarantee that any data left on a device will be securely removed and the components safely recycled when the device is traded in or retired.

TRAINING AND ADOPTION

Training services are crucial to ensuring successful mobility adoption and excellence. Solutions providers can add significant value by helping to identify needs and perceptions of employees, working with IT onsite during deployment and installation, and providing training for the workforce on the use of their devices.

CHAPTER 5
PANASONIC CAN HELP WITH YOUR MOBILE DEVICE STRATEGY

Mobile devices have become a mission-critical component of so many organizations. It's crucial to choose a highly experienced mobility partner with superior, purpose-built devices, proven solutions, and value-added services. That's why Panasonic is the smart choice.

No matter where business takes place, Panasonic Toughbook® mobile computers and Toughpad® tablets are the most reliable on the market, with an annual failure rate six times less than the industry average. Their lower total cost of ownership and higher reliability deliver a better overall user experience, cost savings, and improved return on investment.

But Panasonic doesn't stop there.

We're committed to the success of your company's mobility strategy. So, we work with you to help craft a mobility solution that's tailored to your organization's needs and goals.

Part of our involvement in the planning process can include conducting ride-alongs with workers or shadowing them to learn about their workday, gain their insights and learn their pain points. And, we share learnings from existing end user customers that have been through similar challenges in the past. All to better inform your decision-making.

"High performers of the future won't merely consume more technology. They will enable their people to accomplish more with technology." *Paul Daugherty, CTO, Accenture*[3]

We offer comprehensive services to help you plan and successfully deploy your mobile strategy. As we have for other organizations like yours we can accompany enterprise IT teams and work with them on-site throughout the process of deployment and installation, to ensure the best possible outcome.

We provide technical assistance to FTS engineers to optimize the performance of the solution in the field. We'll also work with ISVs who have tested and certified the solutions. Importantly, we deliver training services that can speed adoption and productivity gains.

PRODUCTS
Rugged Panasonic Toughbook mobile computers and Toughpad tablets are affordable, reliable, and designed to stand up to the challenges of the real-life business world. Integrated solutions include advanced wireless technology, embedded hardware security, and mobile device management.

SERVICES
Panasonic offers expertise and comprehensive support services that make it easy to finance, deploy, manage, and secure devices from the moment they're purchased until the day they're retired.

CONCLUSION

Mobile devices are just starting to transform the way we do business. To move from simply handing out computers to leveraging the full potential of mobility, IT professionals should examine their business models, listen to and involve employees, and then search for the mix of devices and services that's going to work best.

A comprehensive mobile device strategy puts the right tools into the hands of employees, empowers greater connectivity and access, provides training and support, and lays out a security compliance policy that protects devices and data without compromising the ability to get things done. With that roadmap in hand, businesses can be in position to make the most of every innovation, change and improvement that a creative and empowered mobile workforce can invent.

Panasonic offers both the mobile devices and the services that IT professionals need when mapping a mobile device strategy for their organization.

To learn more, please visit **us.panasonic.com/Toughbook** or **us.panasonic.com/proservices**

Call Panasonic for consultation and advice on mobile hardware and IT strategies 800-999-9999.

ABOUT PANASONIC

Companies that seek to deploy and manage a mobility system that's reliable, efficient, and secure trust Panasonic to provide a total solution backed by extensive vertical market expertise, key partnerships, support services and the most reliable and purpose-built mobile technology available. Panasonic creates customized solutions according to each customer's technology requirements and business goals.

Panasonic

TOUGHBOOK®

ABOUT THE SURVEY

Panasonic commissioned Spiceworks to conduct an online survey in November 2015 to learn how businesses are using mobile devices and identify their top challenges, benefits and considerations. A total of 157 U.S. surveys were collected from IT professionals with influence over mobile device decisions for companies already using or planning to use mobile devices. Respondents came from a mix of industries excluding government, education and nonprofit and companies ranging from SMB to enterprise.

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