tangoe

Execute on Your Mobile Strategy

A step-by-step guide to a successful enterprise mobile deployment

Introduction

Step-by-step mobile device deployment

The overall objective of equipping the mobile workforce is often to boost employee capability and productivity to compete when so many business processes depend on mobile activity. Most companies find that successful execution of a mobile strategy requires following a dependable roadmap that includes these - and frequently additional - key tasks:

- Identify and engage the stakeholders.
- Give employees a choice of approved mobile devices.
- Negotiate with providers, and procure the smartphones and/or tablets.
- Load the selected apps directly, and add branding images.
- Activate the mobile devices and deliver them to the right users.
- Maintain network and data security–as well as user productivity.
- Maximize the benefits of your EMM investment.

Step 1. Plan the Mobile Future

Your vision for enhanced, well-governed corporate mobility will drive the implementation plan.

To go from strategy to a successful deployment, you'll need a step-by-step plan with consistent detail.

Decision Points
A successful mobile upgrade or deployment will have several key steps, and require making choices in the following areas:
- Which employees receive new devices.
- Cost, training, support, maintenance, and security.
- Logistics and schedules by location.
- How the deployment workload is allocated -- who is best able to execute each task.

Consider
You'll want clear criteria to gauge deployment success. Adhering to a stable, known deployment cost and monthly cost per device is a strong starting point. Meeting the delivery schedule is another; so is having all devices arrive in working order with the right apps loaded. Lowering the average number of support calls in Months 1, 2, and 3 is a better measure of productivity than a typical user happiness poll.

Checklist for Step 1
- ☐ Include key stakeholders in planning process.
- ☐ Identify the most important use cases.
- ☐ Establish the goals.
- ☐ Bring in best practices from other enterprise deployments.
- ☐ Have necessary systems, procedures, and expertise in place.
- ☐ Decide who will manage and implement each stage; assign responsibilities.

At Stake: Mobile productivity has never been more important. Every company is unique, but key elements of the mobile environment are common to most companies. Make sure your plan does not overlook any element that is critical to success.

2. Specify and Source the Mobile Devices

Select, negotiate, and give employees a choice.

Not every employee needs the latest model, but most employees appreciate the option of choosing from an approved list of devices.

Decision Points
- Select your platforms, devices, and equipment providers.
- How to offer a degree of choice to your employees, without increasing complexity.
- Carrier-independence or locked devices.

Consider
Which mobile platforms does our enterprise need?

Is last year's model good enough for our business?

Negotiation strategy with device makers.

What corporate content needs to be pre-loaded?

Tracking systems ready to help the project run smoothly.

Checklist
- ☐ Guarantee a low, predictable cost and define the service levels needed.
- ☐ Define device choices and policies that meet your budget and employee needs.
- ☐ Give users a sense of ownership – without undue bureaucracy – for example, via self-service device selection.

At Stake: The dollar cost of mobile devices, apps, cases, and upgrades can easily go into 7 figures. The positive impact to the business should be considerably larger, and a robust procurement process is a strong starting point.

3. Get the Devices Ready

Stage, load, and kit thousands of smartphones and tablets.

Without turning company conference rooms into a staging workshop, the deployment requires a suitable facility for assembly-line kitting and preparation.

Decision Points
- Do different groups use different apps, data, and accessories?
- Where and how will the devices be used?
- Choose images (on-screen branding).
- The site: where will prep and kitting be carried out?

Consider: Scale, Choice, Kitting, and Complexity Challenges
People with your level of responsibility for end-user computing usually mention scale, detail, giving employees a choice, and getting the indicated apps and data on each phone. It's a lot to keep track of.

Checklist
- ☐ Take a lifecycle approach to each asset.
- ☐ Track each stage it hits along the supply chain.
- ☐ Workflow systems custom-designed to support each phase, for each device.
- ☐ Find and prepare the right secure workspace for kitting thousands of expensive mobile devices.

At Stake: Ensuring that your mobile workforce has the apps, accessories, and configuration to be productive as soon as they switch on their new smartphone or tablet.

4. Activate and Deliver

Put new smartphones/tablets into the right hands, on the right day.

Next, tackle the logistics of shipping and verifying delivery of new mobile devices.

Decision Points
- Timing, locations, and method of delivery.
- Will different locations and employee groups activate on different carriers and/or plans?
- Do deliveries need to dovetail with training at specific locations?

Consider: Organization
The coordination necessary to deliver thousands of correctly loaded smartphones and/or tablets to the right employees and location, according to schedule.
And the simple question: Who will guarantee that deploying thousands of mobile devices to hundreds of addresses won't devolve into a confused mess?

Checklist
- ☐ Tracking systems to maintain organization.
- ☐ People to carry out delivery logistics.
- ☐ Confirm that devices have arrived and are in use by the employee.

At Stake: Delivery can be timed to coincide with training provided at each location. On-schedule delivery may be key to new business practices. Equipping new employees on Day 1 is also crucial to productivity.

5. Security and Governance

Protect sensitive company data from malicious mobile activity.

Distributing a coherent and consistent set of practices across devices, carriers, platforms, and data sources. Exploiting the benefits of your EMM investment.

Decision Points
- Security measures once the mobile device is in the hands of its new user.
- What happens if the device is lost or stolen?
- Govern wisely - what are the data access limits and guidelines?
- Is security up to date? Passcodes, blacklisted apps, international travel risks.
- Is there an EMM platform or service in place?
- Are EMM policies optimized for your enterprise structure?
- Do you have all the expertise in-house to apply EMM consistently across carriers?

Consider: Asset Exposure
You may be distributing $1 million (or more) in small, expensive devices to 1,000 or 10,000+ employees. They'll carry these assets out in the wild – to gyms, restaurants, and vacation spots.
Factor in the value of the data on these devices, and you could start losing sleep.

Consider
There are many tradeoffs to calculate in establishing appropriate access to company-permitted apps, data, content, and services; such as corporate email, slide decks, marketing material, and RFPs.

Checklist
- ☐ Support for security-related network connection issues.
- ☐ Immediate response to lost or stolen devices, including remote data wipe.
- ☐ Inventory tracking system.
- ☐ Make sure the necessary underlying resources and tools are in place and working properly every day.
- ☐ Maintain the EMM stack and ensure it is properly integrated with your organization's environment.

At Stake: Regulatory compliance, business reputation, and business continuity. Safety of company data.

6. Support, Repair, Replace

The "here to eternity" commitment.

The more employees rely on a robust mobile infrastructure, the less they can tolerate going without their smartphone if it's damaged or lost.

Decision Points
- What is the level of support and helpdesk education required to keep employees "always on"?
- How quickly should lost or damaged devices be replaced?
- How to deliver replacement devices to end-users so they can stay "always on"?
- Will you stock inventory, and provide hot swaps?
- On-going maintenance and support for end-users.

Consider: Organization
Mobile support often differs from the software-oriented topics that your IT helpdesk is probably accustomed to handling.

Checklist
- ☐ Options for internal support, and established support as a service.
- ☐ Ensure the appropriate mobile skills so service desk calls are completed on a timely basis.
- ☐ Maintain consistent, correct configurations across platforms, devices, and carriers.
- ☐ Keep your upgraded mobile ecosystem working.
- ☐ Inventory and hot swap spares.
- ☐ Repair and replacement plan.
- ☐ Ensure that the appropriate mobile skills and expertise are in place, so service desk calls are completed in timely manner.

At Stake: Day-to-day "continuity of productivity" and user satisfaction. Mobile upgrades impact many employees – the smartphone is the only work tool they keep close at hand 24/7. It's fundamental to their personal lives as well. Mobile problems affect them acutely, and produce immediate reactions.

Your Mobile Deployment: The Outsource Option

If your deployment is large and detailed, consider giving responsibility for success to a proven, experienced external partner.

When Handing Off the Implementation Makes Sense
If you decide to enlist the expertise of an external partner for your mobile deployment, look for an organization that has:

- Manufacturer-certified repair and logistics facilities.
- A detailed deployment template honed through experience.
- A proven track record of satisfied customers.
- The dedicated personnel and purpose-built tracking systems to ensure efficient implementation.
- Reliable, ongoing support to ensure ongoing employee productivity.

When a potential implementation partner has all these elements in place, it should be able to deliver on schedule, on budget, while maintaining the stable, low TCO and high user satisfaction levels you need to maintain.

Execute on your mobile strategy.

For more information on how to plan and implement your mobile vision, visit www.tangoe.com or call 844.484.5041.