Does Your CIO View Mobility As An Expense To Be Minimized Or A Strategic Business Enabler?

A global base of over 5 billion unique mobile subscribers continues to influence the development of new technologies at a high velocity, evident in the merger of mobile with desktop even beyond hybrids. Take for example, Samsung DeX, which converts smartphones into PCs and allows you to turn any place into a workplace. With 65% of the population predicted to be using smartphones by 2020, there's no slowing down the advent of new technologies. These developments are also pushing traditional industries to rethink how they do business.

Strategy and Cost-Management Are Not Mutually Exclusive

At the crux of this shift are IT management and Line of Business (LoB). The initiatives of these two departments often lack alignment due to their siloed nature within traditional business frameworks. LoB goals move the business forward by focusing on customers and how to best serve them to increase revenues. At times, this push means having the newest technology available. Meanwhile, IT's goal is to support the enterprise at the lowest cost possible. At times, these initiatives are in competition (at best) or at odds (at worst).

LoB looks for the path of least resistance, which is why we see a proliferation of near-unmanageable Shadow IT. At the same time, IT wants their users to remain on a platform and network they can control, a goal that may be perceived as restrictive or cumbersome by LoB.

An alignment between LoB and IT will allow for both a strategic advantage and cost management. Agility is required to make this happen; the traditional way of managing to particular platforms will no longer work. Instead, the focus should be on supporting a fluid IT environment with the flexibility to handle future devices introduced into the environment. After all, consumers are driving IT changes within the enterprise, and devices will only continue to evolve over time. Organizations that can support future device types more readily are at an advantage.

As IT moves to manage to a process (rather than to a platform) they can set up a program that allows these new technologies to integrate more easily after being approved. End-users will force these new technologies into the business, whether IT likes it or not.

Being agile allows for an easier (and less costly) integration of these new technologies because the company will be able to adapt and achieve a much better time to value (TTV). Ultimately, this agility

will provide future cost savings with reduced costs of change as well as happier, more productive employees who are more invested in the technology decision process.

Leveraging Mobile for Strategic Advantage

Just as IT teams are realizing the importance of agility, organizations are also realizing that work is no longer just a place that you go to but an activity that your team participates in. The most recent Gallup survey revealed a four percentage point increase in the amount of American employees working remotely at least some of the time, coming in at 43%. New technologies have emerged to support employees working on the go. E-learning programs and employee portals are just one example of this initiative as they've become core aspects of Human Resources for training and engaging employees from anywhere.

Other industries are following suit. In healthcare, we see examples such as Mable, which delivers speech and language therapy through online applications. Applications like pingmd allow for secure, HIPAA-compliant communication between medical professionals and patients. In the real estate industry, agents can use mobile applications like KeyAgent to develop floor plans, secure professional photography of listings, and deliver direct mail to prospects.

A Need for a Clear Inventory

With flourishing technologies and devices, a key question ultimately arises: "How can you prepare for the future state without first understanding your current state?" Most organizations think they know their device, application, and data inventory, a belief that makes sense when you consider that 76% of organizations have an inventory of fixed and mobile telecom services. However, our research at Tangoe has shown that having an inventory does not equate to having the necessary visibility into your inventory. Case in point: Our team has identified over $235 million in cost savings this year by providing a holistic view of enterprise inventory.

Enterprise Mobility Management (EMM) stacks can help, but proper configuration and management is necessary. Tangoe supports more than 40% of Global 500 companies with mobile inventory management. The use of best practices supports mobile security as well as the identification of high-value and rapid savings opportunities for optimization and line consolidation. As a result, your organization will be ready for any new device introduced into your environment from an end-user, admin, and expense perspective. For insights into inventory management, access AOTMP's latest white paper, Addressing the Telecom and IT Inventory Conundrum.

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About Tangoe
Tangoe helps its customers grow their bottom line. Leading global brands rely on Tangoe to increase productivity, reduce costs, and drive predictable results. The company's technology solutions are the global expense management and mobility services standards for the world's greatest brands who believe, like us, people work smarter when technology works for them. Learn how technology can make you work smarter at www.tangoe.com.