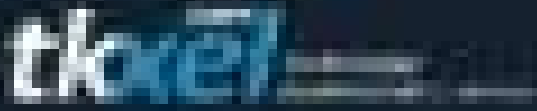
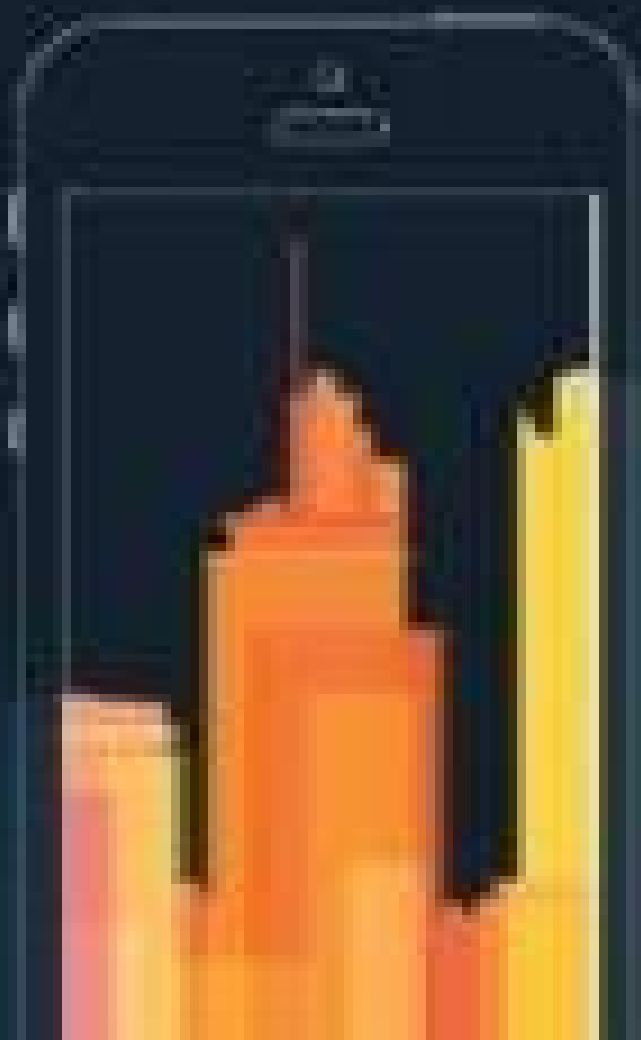


ASHAR SANDANI



YOUR ULTIMATE GUIDE TO

# SUCCESS WITH MOBILE IN ENTERPRISE



# YOUR ULTIMATE GUIDE TO SUCCESS WITH MOBILE IN ENTERPRISE.

*Your guide on how mobile technology is revolutionizing the businesses.*

## **ASHRAM**

Ashar Samdani is a marketer by profession but a product and technology enthusiast by heart. He is passionate about building products and helping businesses leverage technology to simplify complex processes. Highly focused towards customer success, he has guided multiple start-ups & companies on product development & execution strategies.

He loves making new professional acquaintances. Reach out if you want to talk marketing, technology, business or boxing.

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## Section 1:

### INTRODUCTION

If the past few decades have shown us any thing, it's that technology moves at a breakneck pace.

Not that long ago, being available for a call meant tethering yourself to the landline on your kitchen wall or office desk. Fast forward a few years, and the advent of email opened up a whole new communicative medium for businesses. Still, sending and receiving email meant being anchored to a desktop or a laptop with a wired Internet connection. The concept of mobile communication had just begun to develop, and few could fathom its possibilities.

Mobile quickly revolutionized the way we work, the way we interact with one another, and the way we live. The United States went from the introduction of the world's first true smartphone — the 2007 iPhone — to 70-percent market penetration in six years. Similarly, in 2010, when Apple debuted the iPad, most of the world hadn't even heard of a tablet. Now, Forrester predicts that by 2017, the world will have almost one billion tablets, and one in every five of those will be an enterprise device.

Without question, mobile technology has permeated the fabric of our society. The problem is, it happened so quickly, the business world couldn't keep up. Companies have found themselves in need of innovative technology solutions to completely novel problems. **That dilemma brings us to why we created this guide.**

## Section 2:

### WHY DID WE WRITE THIS?

We offer this guide as a resource to help you understand and deploy the enterprise mobility solutions modern businesses need to stay competitive.

Enterprise mobility refers to the seismic shift in work behavior that has moved more tasks, data, and employees out of the office. This guide can help you if you're looking to:

#### **Introduce mobility in your organization**

Employees who aren't office-bound need mobile devices and cloud-based services to do their jobs. Supporting them means creating a mobile infrastructure that is adaptable and reliable.

#### **Build a case to stakeholders proving the efficacy of mobile**

Knowing what mobile can do for your organization and exactly how it will do it makes your case far more persuasive. Whether you're looking to get executives or workers on board, our guide can help.

#### **Future-proof an existing mobile infrastructure**

Imagine a modern mobile network consisting of first-gen BlackBerry smartphones and email only. That infrastructure wouldn't survive in today's app-driven, device-saturated mobile world. Find out how to build an infrastructure that can accommodate the future, not hinder it.

#### **Maximize the return on your investment in mobile**

Learning how to future-proof your network by maximizing its agility also means maximizing the return on your investment in a mobile infrastructure.

## Section 3:

### FOR WHOM DID WE WRITE THIS GUIDE?

If your employees perform work tasks on smartphones, tablets, and other mobile devices, your business can benefit from this guide. The roles and businesses this guide may benefit include:

#### **Executives**

Those in the C-suite typically have a say in the nature and extent of a company's mobile infrastructure. This guide can help execs see the value and productivity

#### **Employees and managers**

Managers like a productive employee, and employees appreciate anything that makes their workload easier to tackle. One study of federal employees by Telework Exchange found that mobile devices added nine hours of productivity per week.

#### **In-house IT**

Enterprise mobile comes with a Pandora's Box of security issues. For instance, should you let employees use their own devices? What about mobile malware? Communication interception risks? These issues are by no means insurmountable, and this guide can help IT teams sort them out.

#### **Startups and other growing companies**

Those on the brink of going mobile are often experiencing growth faster than they can keep up. The strategies in this guide will help you deploy mobile solutions that you won't outgrow.

## Section 4:

### HOW WILL THIS GUIDE HELP?

*Our guide has distilled enterprise mobility into four, easy-to-read chapters.*

#### **Chapter One**

Explores the state of mobility in business and lists the ten elements of a winning mobile strategy.

#### **Chapter Two**

Explores the types of enterprise mobility solutions, such as mobile commerce and desktop replacement, and discusses how they relate to your company's needs.

#### **Chapter Three**

We discuss potential roadblocks, such as legal issues, skills shortages, and security risks.

#### **Chapter Four**

Brings everything together, explaining how to deploy enterprise mobility with TkXel

##### *By the guide's end, you'll:*

- *Be ready to develop an agile, future-proof mobile environment*
- *Know how to deploy a mobile infrastructure that boosts productivity, reduces costs, and improves responsiveness to customers*
- *Understand how the various elements of mobile in enterprise work synergistically to create a landscape that serves your company, your workers, and your customers.*



# THE ESSENTIALS OF MOBILE FOR ENTERPRISE AND MOBILITY PLANNING

## TOPICS

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*Overview of Enterprise Mobile*

*Creating an Enterprise Mobility Strategy*

## Overview of Enterprise Mobile

To put it simply, mobile is a really big deal. And every year, it becomes a larger cornerstone of modern life. Consider the words of David Murphy, founder and editor of Mobile Marketing Daily: “The future of mobile is the future of online. It is how people access online content now.” Mr. Murphy isn’t alone in that belief. Eric Schmidt, Executive Chairman of Google, echoed Galligan’s sentiments:

“Mobile is the future, and there’s no such thing as communication overload.”

Long before “mobile” and “the future” became synonymous, mobile enterprise management was as simple as supporting a single mobile application, such as email, on one kind of standard, company-issued device — typically a BlackBerry. In-house IT had no trouble managing these bare-bones infrastructures, but that model is light years away from the mobile landscape of today.

Now, Gartner reports that mobile strategy is the number-two priority of CIOs, second only to business analytics. Mobile has become so important, in fact, that a **2012 Forrester research** report suggested that the creation of a **chief mobility officer (CMO)** is a key factor for success in enterprise mobile strategy.

Enterprise mobile — which includes content, apps, and devices — suddenly went from barely a blip on executives’ radar to a pressing concern. According to the **2014 Kinvey State of Enterprise Mobility Survey**, 51 percent of CIOs say a mobile strategy is important to their business, and **46 percent** say it is critical. Below, we’ve summarized a few key takeaways on the state of mobile in enterprise.

### CIOs expect big things from mobile

76 percent want to boost productivity and reduce costs, 64 percent want to generate revenue, and 12 percent want to disrupt the marketplace.

### Companies are frustrated with app development

CIOs surveyed reported that app development is slow, expensive, and fragmented. Part of the problem may be who’s at the helm — 75 percent of app development is led by functions (e.g., marketing) and product lines rather than enterprise IT professionals.

- *One in three companies lacks a mobile strategy*
- *Most CIOs (69 percent) cite a lack of tools and skills as the reason behind their lagging mobile strategy or absence thereof.*

Fully 62 percent of CIOs cite the impossibly fast pace of change as a reason their mobile strategy is falling behind.



# Creating an Enterprise Mobility Strategy

When it comes to enterprise mobility strategy, remember that you're playing the long game. You don't want to rush in and churn out solutions that are a poor long-term match. A good mobile strategy is a sustainable mobile strategy. And, with how quickly the mobile world develops, sustainable means adaptable.

In the past, companies scrambling to keep pace with mobile's growth would use the "ready, aim, fire" method for mobile technology deployment. The idea was to deploy first, think later. That approach will stifle your ROI and leave you perpetually playing catch-up.

**A smart, sustainable mobile strategy will help you transform and grow your business.**

Instead of deploying technologies without a clue how they fit into your organizational mission. To help you get started, we've summarized the key steps involved in developing a winning mobile strategy.

## **Evaluate what you have and what you want**

Before you invest any money in mobile, you need to understand where your organization is at the moment, including your requirements, business goals, and applications architecture. Take a look at your processes and existing infrastructure and think about how you might leverage them in the mobile world. When you have clear goals in mind, ask yourself what applications and devices will help you reach them?

## **Assemble a cross-functional team to reconcile IT considerations with corporate requirements**

If you'll remember our stats from earlier, a mobile strategy created in a vacuum or functional silo is doomed to fail. A sound strategy requires input from all major stakeholders.

Have your enterprise mobility solutions provider assess your business goals for scalability, adaptability, and manageability. Identify additional opportunities by having different teams discuss how your workforce and customers use mobility to interface with your company.

## **Set a timeline and a budget**

Before the development phase, have a rough budget ironed out as well as a detailed deployment timeline. One of the many benefits of using [TkXel](#) is that we walk you through these initial steps of the strategizing process in our [discovery workshop](#). The workshop ensures that you and your development partner are on the same page. We'll discuss the workshop process in more detail when we discuss deployment in Chapter Four.

## **Think about devices**

When you're deciding what devices to include in your mobile strategy, you essentially have two choices: **BYOD** (bring your own device) or a **standard-issue device**. With BYOD, you won't have to provide the device or issue new company-wide devices every time your standard-issue technology becomes obsolete. On the other hand, BYOD presents unique security and standardization issues. With a standard-issue device, however, you simplify installation and support by dealing with only one platform.

Enabling your employees to work and communicate wherever they are is a blessing to your organization.

### **Don't overlook security**

Enabling your employees to work and communicate wherever they are is a blessing to your organization, but it also exposes you to security threats you've never had to worry about before. You now have sensitive corporate information following employees everywhere, such as the gym, on airplanes, and at restaurants. For this reason, any sustainable mobile strategy requires an end-to-end security strategy — think of them like peanut butter and jelly.

Fortunately, modern mobile devices and apps have more advanced security features than ever before. **Multi-factor authentication**, **remote wipe**, and **document restrictions** are just a few strategies you might consider.

### **Plan to support the cause**

Just like cars need regular maintenance, mobile strategies need **adequate tech support**. Sustaining a mobile infrastructure, especially if you go the BYOD route, can quickly overwhelm your IT department. Few organizations have the tech skills and manpower requisite to deal with enterprise-wide issues on multiple devices and platforms.

This is why so many companies decide to outsource enterprise mobile management to a dedicated company. So instead of incurring the usually exorbitant cost of hiring more full-time, in-house IT staff, let an expert third-party handle your support functions.

# 2

## TYPES OF ENTERPRISE MOBILITY SOLUTIONS

### TOPICS

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*Mobile Commerce*

*Mobile Productivity*

*Field Force Management/Enablement*

*Mobile Connectivity*

*Desktop Replacement*

# Enterprise mobility solutions aren't like the new fangled gadget you get just to say you have it.

Every mobility solution arises from a mission-critical business need. Each of the solutions we'll discuss in this chapter is designed to help your organization achieve one or several of the following business goals:

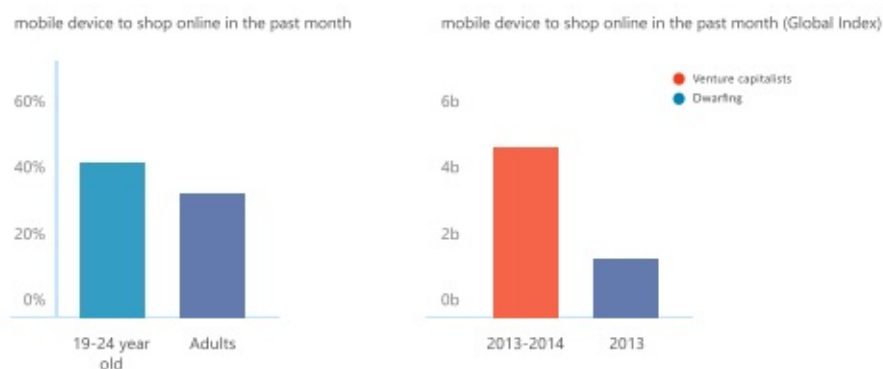


While all the solutions we'll cover in this chapter get lumped under the umbrella of enterprise mobility, each solution is unique in what it can do for your business. Each solution also requires unique delivery and support to realize its potential. Whether you want to equip your sales force with tablet-based POS systems or attract new customers with a useful app, the following mobile solutions will get you there.

## Mobile Commerce

Remember when e-commerce took off in the late nineties with pioneers like Amazon.com leading the way? Now, a popularity explosion at least equal in size to the e-commerce craze is happening with m-commerce, or mobile commerce. M-commerce is simply the purchase and sale of products and services through Internet-enabled mobile devices.

Also known as “next gen” e-commerce, m-commerce offers the appeal of being able to buy just about anything from just about anywhere. **Consider these statistics:**



On Thanksgiving 2014, **52.11** percent of web traffic and **32.33** percent of sales came from mobile devices. Those numbers are a 22 and 25 percent increase respectively

over 2013's numbers.

Those numbers speak for themselves — an m-commerce application is imperative to your company's future. Mobile commerce solutions will allow your customers to browse and buy from you through an app, which is another trend you don't want to miss out on. In 2014, shopping within applications grew by **174 percent**, compared to an increase of only **76 percent** for app use in general, according to **Yahoo's Flurry Analytics**.

What your final m-commerce application will look like will depend on how much customization you want and how complex you want it to be. The important thing with m-commerce solutions, as with all mobile technology, is that you choose an adaptable platform that can evolve with devices and changing trends in commerce.

## **Mobile Productivity**

Allowing your workers to perform their tasks from anywhere around the clock can do wonders for productivity. Imagine one of your teams is putting together a proposal.

**Allowing your workers to perform their tasks from anywhere around the clock can do wonders for productivity.**

Several members of the team are on the road, but everyone needs to review the document before it's sent to your client. Rather than having to wait for the traveling team members to boot up their laptops and find an Internet connection, a mobile workforce can immediately review and collaborate on the document through their smartphones.

Sitting on a plane, in a taxi cab, or between meetings, your employees can do what they need to do more quickly and conveniently. Efficiency and flexibility are the goals of mobile productivity solutions. But what exactly do productivity solutions look like? They can take a number of forms, such as:

- *Mobile intranet capability*
- *Company news and updates delivered to devices*
- *Ability to collaborate on documents remotely*
- *Access to enterprise applications on mobile*

Common things your employees find useful on their mobile devices might include:

- *Employee directory*
- *Important product or customer details*
- *Human resources information, such as available vacation or sick time*
- *Conference room booking schedule*
- *Applications requiring managerial approval, such as requests for time off*

## **Field Force Management/Enablement**

The workforce is increasingly mobile, frequently out of the office for meetings with

customers, site visits, and other critical tasks. Unequipped with mobile technology, field workers are limited to checking in with occasional calls or reports. Neither the field worker nor the business has any way of knowing what's happening in real time. As a result, out of the office usually also means out of touch.

If field employees are a key component of your organization, field force management is the must-have mobility solution that will help you get the most out of your workforce. Field force management or enablement boosts field workers' productivity by automating many of their processes. In turn, this reduces the time needed to resolve customer questions, bills, and documents.

**Field force management empowers your field workers to securely access the important information they need in real time from anywhere.**

From your end, you can track your field workers to better assign them to tasks or customers, streamline their processes, and improve customer relationships by reducing response time.

## **Mobile Connectivity**

Mobile connectivity is the progenitor of today's enterprise mobility solutions. This refers to the most basic tasks of mobile, such as email, instant messaging, and calendar.

Company-issued devices, historically BlackBerry phones, have performed these tasks for a long time now.

**Mobile connectivity is the progenitor of today's enterprise mobility solutions.**

Expanding these capabilities to modern devices is not so much the challenge you face here as integrating them with the devices' features. Mobile connectivity might benefit you if:

- *You want to sync employees' work calendars with their personal calendars. This becomes an issue if you're BYOD.*
- *You want to incorporate enterprise contacts into employees' personal phonebooks.*
- *You want employees to be able to communicate via your enterprise instant message system. Mobile connectivity may allow your employees to access your private corporate instant messaging (IM) program securely on their phones.*
- *You need presence-awareness capability. You know how when you're using an IM program, you can see which of your friends and co-workers are on? Presence awareness lets your company do that with, for example, document collaboration. That way, employees can see from their mobile phones who is working on a document at any time so they can conference with one another as they create the document.*

Improved connectivity means improved productivity. For one, an employee who's always connected has less of a need to be in the corporate office. In fact, **case**



studies by Intel and Apperian found that mobility cuts down on office space because only one in ten employees accesses enterprise applications from the corporate office 100 percent of the time. Similarly, in a 2013 report, Intel revealed that mobility saved its employees an average of 57 minutes per day.

## Desktop Replacement

Every year, it looks more and more like desktop PCs, once the beating heart of the corporate world, are going the way of CD players, PDAs, and DVDs. In 2014, mobile hit a milestone when it officially became the preferred way to open email — 65 percent of email is now opened on mobile devices.

The desktop functions users can't do easily on smartphones, they can do on the larger screens of tablets. Tablets and smartphones are portable, lightweight alternatives to desktops and even laptops to some extent. They provide many of the same desktop tools, only simplified.

However, tablets have not necessarily cannibalized PC sales; rather, users have shifted their activities to tablets instead of regularly replacing older desktops. In 2013, this shift prompted Gartner, an IT research company, to predict the imminent demise of the PC refresh cycle. So what does the future relationship between desktop and mobile look like?

Gartner's principal analyst, Mikako Kitagawa, expects desktops not to vanish but to play a subordinate role to mobile devices.

“ Whereas once we imagined a world in which individual users would have both a PC and a tablet as personal devices, we increasingly suspect that most individuals will shift consumption activity to a personal tablet and perform creative and administrative tasks on a shared PC. ”

Desktop replacement is good news for the bottom line. Shifting consumption to mobile and cloud-based services:

- *Reduces IT overhead by minimizing need for labor and resources, such as servers and software installations*
- *Requires less office space to accommodate desktops, thereby reducing overhead*
- *Minimizes breakdowns because tablets and smartphones, unlike PCs, have no moving parts to make them vulnerable*
- *Lowers IT spending because of lower cost per unit of mobile devices*



# MOBILITY CHALLENGES

## TOPICS

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- Security Issues*
- Legal Policies*



## *Making your enterprise mobile will open doors for your organization.*

As we discussed in the first two chapters, mobility creates happier, more productive employees who can work when and where they want.

Mobile also means the power to disrupt the market, engage with customers like never before, and generate new revenue paths. Given those opportunities, it's little wonder that Aberdeen Group discovered that best-in-class enterprises are three times more likely to link business workflow to employees' mobile devices.

But a mobile enterprise also carries risks. Without question, security concerns are at the top of that list. In fact, a BT study found that 68 percent of firms experienced a mobile security breach of some kind in **2013**. Additionally, organizations face a litany of obstacles in constructing their mobility solutions, such as an IT skills shortage and scalability concerns.

Finally, mobile enterprises have to worry about drafting legal policies that responsibly govern mobile usage. Well-drafted policies can help mitigate the risk of hundreds, or thousands, of mobile devices having access to sensitive enterprise data.

### Constructing a Mobility Solution

Building a mobile enterprise requires a significant investment that you don't want to jeopardize with myopic or inadequate planning. A host of challenges can arise as you construct your mobile solutions.

Without a strategy to avoid those roadblocks, you could end up with an overpriced final product that looks nothing like what you wanted or needed. Taking your enterprise mobile without a thorough planning phase is analogous to haphazardly building a house without first drawing blueprints.

For this reason, with every client, [TkXel](#) begins the enterprise mobility process with a discovery workshop. For **two to four weeks**, we bring all stakeholders on board to make sure we understand your vision for mobile. The workshop will help you see what your solution will look like before you invest a lot of money. We'll describe the **technical viability** of your mobile solution as well as its requirements. We'll also estimate your ROI and develop a comprehensive plan.

*The workshop will help you see what your solution will look like before you invest a lot of money.*

Without a discovery workshop, it's all too easy for a mobile solution to get off track in the execution phase. Either the solution fails completely or has to be reworked, creating inefficiencies and unnecessary expenses. Some of the drawbacks for not conducting a discovery workshop are below.

### **Scalability constraints**

As we said earlier, mobile in enterprise is a marathon, not a sprint. You don't want to make a massive investment in an **inflexible mobile infrastructure** only to have it become

## Skills shortages

Enterprise mobile technology is an unwieldy, complex concept that radically differs from traditional IT. In a traditional desktop environment, IT has complete control over applications and devices. Not so in the mobile world; instead, users have power over platforms and apps.

Without a strategy to avoid those roadblocks, you could end up with an overpriced final product that looks nothing like what you wanted or needed. Taking your enterprise mobile without a thorough planning phase is **analogous** to **haphazardly** building a house without first drawing blueprints.

“ Your user interface (UI) should come as close to that of consumer-grade apps as possible. This influences the user experience (UX), which in turn improves adoption, fosters productivity, and reinforces the experience of your brand. ”

## Managing user/employee expectations

Your user interface (UI) should come as close to that of consumer-grade apps as possible. This influences the user experience (UX), which in turn improves adoption, fosters productivity, and reinforces the experience of your brand.

## Lack of planning

We've said it before — poor planning means poor results. You can't dive into choppy water without a life preserver. TkXel's discovery workshop will leave you with a well-defined project plan that includes a **budget, timeline, diagrams**, and prototypes.

## High app development costs

It's not uncommon for enterprises to spend six figures on a mobile solution prototype. Few businesses can afford that, which is why we offer a solution where you can build a prototype for less than \$30,000.

## Security Issues

Virtually every study that has explored the impediments to enterprise mobility and BYOD programs cites security concerns as the primary roadblock. To understand the security risks inherent in mobile, consider that your organization has as many devices out in the world as you have employees, if not more. Assuming each of those devices has 32 to 64 MB of memory, how much information do you stand to lose, or have compromised, if that device is lost or falls into the wrong hands?

More and more devices now connect to an organization's internal network, and also access corporate content caches and business applications. If these devices are not monitored or governed, which many are not in BYOD programs, they can hurt your company's compliance status and expose your network to threats.

The damage such threats can do is not cheap, either. Several studies have examined

the cost of mobile security threats — one study by the **Ponemon Institute** estimated a cost of **\$250** per lost record. Similarly, Symantec's State of Mobility Survey estimated the cost of a mobile breach at \$429,000 for an enterprise and \$126,000 for a small business.

Those figures include costs such as lost productivity, lost data, harm to the brand, lack of customer trust, and direct financial costs. Implementing appropriate mobile security measures is clearly a business imperative, but it also requires striking a balance between risk management and productivity.

Lax security measures can cause financially devastating breaches, but excessive security can smother workers, impeding their work rather than facilitating it. A sound security strategy will preserve the productivity benefits of mobile while also addressing its **three major threats**:

### **Greater mobile access**

Mobility means that more devices than ever will have access to your network and corporate data. The security risks are exponentially higher when you have more devices with more access than ever before. Creating a separate, secure mobile gateway is one way to mitigate these threats; you can limit what employees access via mobile and equip the gateways with tools like firewalls and data-loss prevention tools. You can also configure devices not to connect to unsecured Wi-Fi and hide Bluetooth from discovery.

**The security risks are exponentially higher when you have more devices with more access than ever before.**

### **Explosion of file-sharing tools**

One of the most common mobile security solutions is the ability to lock or wipe devices that have been lost or stolen. However, that solution doesn't protect at all against cloud-based consumer file-sharing programs. The threat of lost and stolen devices pales in comparison to the threat of data leakage from these sharing tools. For example, **Dropbox** and **Evernote** are commonly blacklisted by enterprises because they allow users to save data outside of your company network.

That data is then shared with every device that is connected through the tool. Your mobility solutions should offer a viable, more secure alternative to these popular tools to keep your employees happy and your data safe.

### **Legal Policies**

Inextricably entwined with security issues are the enterprise mobile policies you put in place to define how employees may access corporate data and servers and use their devices. Of course, a well-written acceptable-use policy will help protect your company's information, but that's not its only purpose. Mobile policies can also safeguard against liability and help ensure compliance with any regulations that apply to your business.

The mobility practices of certain industries are subject to more stringent regulation than others, which makes an acceptable-use policy essential for compliance purposes. For example, if your company processes credit cards, you're subject to the Payment Card Industry Data Security Standards. Likewise, if your company is publicly held, you have to comply with Sarbanes-Oxley.

Even if your company isn't bound by these regulations, drafting a thorough acceptable-use policy is still good business. Such a policy will set clear parameters for what information is considered confidential, who can access that information and how, and what the consequences are for violations.

An acceptable-use policy is especially critical to the success of BYOD programs, as the lines between business and personal are inherently blurred. Here is a summary of the BYOD policy checklist recommended by the Security for Business Innovation Council:



# 4

## ENTERPRISE MOBILITY DEPLOYMENT WITH TKXEL

### TOPICS

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*Creating a Mobilization Plan*

*The Role of TkXel's Discovery Workshop*

*Choosing an Enterprise Mobility Solution Provider*

*TkXel Deployment Success Stories*

*Conclusion*

## **Deploying enterprise-wide mobility solutions is no easy task.**

Budget and time constraints often put pressure on organizations to rush deployment. As a result, IT teams counterproductively accelerate deployment in order to meet management's expectations and stay ahead of the competition. These pressures are compounded by the difficulties that come with onboarding any novel technology, especially if you have the added complexity of BYOD.

Throw security concerns and impatient users into the mix, and you can see why deployment can easily overwhelm in-house IT teams. The stakes are also incredibly high — no matter how well-thought-out your development process is, a poorly executed deployment can derail your entire mobility plan.

The most effective way to keep your mobile deployment on point is to shift the process to an experienced enterprise mobility solutions provider. TkXel can offer **deployment and management** services to ensure that your mobile initiatives achieve an optimum ROI. This chapter will explain TkXel's process and offer a few of our success stories.

# Creating a Mobilization Plan

Getting the most out of your mobile implementation requires a detailed, goal-informed mobilization plan. Prior to onboarding mobile technology, consider the following:

## Support from all business areas

For deployment to go smoothly, the whole organization needs to be on board. Do you have the support of your employees, finance, IT, and project managers and have you adequately prepared them?

## Mobile app development

Remember that deployment applies to your enterprise mobile apps as well, not just devices. Your app deployment strategy is just as important as the app development process. Think about how you'll **distribute**, **secure**, and **manage** your mobile apps. For example, you might have to consider containerization to encrypt company apps and set them apart from personal apps for security purposes.

## Growth goals

Any enterprise mobility solutions provider will tell you, in deploying mobile, you don't want to "**boil the ocean**." Trying to onboard too much new technology in too short of a time period will backfire.

“ A phased rollout will help you introduce devices and apps strategically, periodically evaluating adoption levels, security, and the stability of your mobile infrastructure. ”

Think about where you want to be with your mobile rollout at various points to create a timeline.

## IT capabilities and availability

Will deployment drain resources from ordinary responsibilities, especially your IT department? With TkXel, you don't have to worry about depleting your in-house tech support with deployment. Our team of deployment experts will do the heavy lifting, so your IT team can assist while also fulfilling their typical duties.

## The Role of TkXel's Discovery Workshop

Because the above considerations are so integral to the success of an enterprise mobile deployment, TkXel fully addresses each point in its initial discovery workshop. TkXel's discovery workshop is a collaborative, scope-and-time-bound phase where we define your idea from business, technology, and design perspectives.

One of the objective of the discovery workshop is to develop a comprehensive plan to guide deployment.

One of the objectives of the discovery workshop is to develop a comprehensive plan to guide deployment. Specifically, we will work with you to create a well-defined plan for developing and deploying the product. We'll also outline in detail the timeline, resources, and cost involved to help the decision makers decide whether to go with the project or not.



# Choosing an Enterprise Mobility Solution Provider

By first looking at your existing infrastructure relative to your mobility objectives, you can choose a custom deployment plan that will keep disruptions to your business to a minimum. Most of the risks inherent in deploying mobile can be mitigated by partnering with an experienced enterprise mobility management company. **Security risks, disruptions, and data loss** can all be minimized by choosing a provider with a track record of success in enterprise solutions. Look for a provider with the right skill set, focused on creating the perfect end-user experience.

Of course, you can judge prospective providers by their past work, which we encourage you to do by reading our success stories below. Additionally, one of the simplest ways to get a feel for a provider's skill level is to build an app prototype. Before you commit to anything more, TkXel will build you an app prototype for as little as **\$30,000**.

Building a prototype lets you assess the **product's viability**, such as technical problems and accurate requirements. That way, we can weed out approaches that don't work long before they throw a monkey wrench into your deployment phase.

## TkXel Success Stories

TkXel has unsurpassed experience building ideal mobile applications that help your business function more effectively and efficiently. In addition to collaborating with some of the most respected companies in the industry,

“ we have delivered more than 50 enterprise mobility projects and countless discovery workshops for mobile strategy implementations. ”

We consider all of our mobility projects unique successes, but here are a few case studies to showcase what we can do for you.

### Broadland Housing Group

**One of the largest social housing group in the UK.**

For high-volume, field force led businesses, a journey to optimized work flows and managed staff at all levels can be a powerful enabler in increasing efficiency and providing customers with enhanced customer services.

Being a strong proponent of this particular school of thought, BHG intended to initiate a strategic field force transformation to modernize the operations of its workforce. Through transformation, BHG sought to automate the entire survey process – from scheduling, assignment to execution of work performed the work-force.

In that pursuit, TkXel formed collaboration with Reidmark to help BHG's 200+ site surveyors conduct 20,000+ monthly paper based surveys in a tremendously efficient

and effective manner through a mobile solution.

## **Sterne Kessler Goldstein Fox**

**One of the top 10 US based law firms famous for the handling IP suit of Apple vs. Samsung.**

In organizations where 70 - 80 percent of the costs are directly associated to employees' monthly pay-checks, doing more in less becomes a strong exigency at a point in time.

That's where SKGF and TkXel realized to leverage technology and adapt a mobile-first strategy to improve productivity resulting in significant cost reductions. We gave a whole new perspective to enabling mobile technology that lowered the cost of delivering services and improving workforce performance.

We took one of their core existing systems and delivered a mobile solution which allowed SKGF's staff to do their tasks on the fly. Through our optimized docketing application, we helped their attorneys stay well ahead of time and save **hundreds of productive hours**.

# Conclusion

Perhaps **David Murphy** expressed it best when he said the future of mobile is the future of online. With how much you stand to gain from mobile implementation, the question about mobile solutions is not “why” but “how.”

**Here is a brief summary of our guide to help you pull everything together:**

- *Mobile has the ability to lower your operating costs, boost worker productivity and satisfaction, disrupt the market, open up new revenue opportunities, and engage with customers wherever they are.*
- *Mobile also comes with certain risks; namely, security, legal, and development issues, such as skills shortages.*
- *To avoid the challenges inherent in mobile, you'll need a sound mobile strategy and deployment plan.*
- *Deploying new technology in the workplace is difficult enough, and mobile poses its own unique set of challenges, particularly with BYOD programs. With the complexity of modern mobile solutions, few organizations can support a deployment with in-house IT.*
- *Attempting a mobile deployment in-house often results in a poorly executed mobile infrastructure that offers little ROI.*
- *A simple, cost-effective way to protect against nearly all the risks associated with mobile is to partner with an experienced enterprise mobile solution provider like TkXel. .*

If you would like to arrange a discovery workshop or simply learn more about it. Please contact us at [services@tkxel.com](mailto:services@tkxel.com) or call us at **(703) 251-4810**

## AT THE END OF THE **WORKSHOP**, HERE'S WHAT YOU GET

### 1. Clickable Prototype

Visualization of your idea in form of a clickable prototype that works on your web browser & mobile device.

### 2. Requirement Document

A detailed document created by bringing all stake-holders on board develops a synergy between you and tkxel's team - essential for a successful project.

### 3. Project Plan

Detailed project plan outlining the cost & delivery timelines.

### 4. Technical Evaluation

Evaluation of technical challenges and crafting the best possible technology solution. Definition of risks.

Have an app idea?

[Get in touch](#)

# Do you imagine your business growing bigger and better, with optimized and re-engineered processes?

Either way, we can help you with that

At Tkxel we have an unmatched enterprise mobility strategy building and application development expertise to help businesses accelerate growth. We've worked for the best in the industry, having delivered 100+ Enterprise mobility solutions and conducted multiple workshops for Mobile Strategy Implementation.

If you would like to know more about Tkxel's Enterprise Mobility Solutions and how we have helped Enterprises overcome the challenges they are facing,

Please visit our website

[www.tkxel.com](http://www.tkxel.com)

or drop us a line at

[services@tkxel.com](mailto:services@tkxel.com)

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