Mobility:
Going your way

By Anna-Lee Muck and Sean Wisdom

Constant connectivity is the new norm — causing a shift in worker expectations that may not align with enterprise requirements. An effective mobility strategy empowers users and improves business performance without compromising essential IT controls.

Mobile computing is transforming the way people interact with each other and with the world around them. As work styles morph along with lifestyles, it's no surprise to see mobility also transforming today's enterprise computing landscape. Employees and business leaders expect constant connectivity, diverse collaboration tools and on-demand access to enterprise applications and content. Employees want to use a variety of devices for work, including their own, to facilitate remote and mobile productivity, but security and personal privacy are big concerns.

In response, enterprises of all sizes are developing mobile enablement strategies to support a variety of device types, including laptops, tablets and smartphones. They may issue corporate-owned devices or allow employees to use personal devices through a bring-your-own-device (BYOD) program. Or they may implement a choose-your-own-device (CYOD) approach that enables employees to use personally owned devices, which they select from a preapproved list. Some organizations combine multiple models.

Anytime, anywhere access opens the way to exceptional gains in personal productivity and organizational efficiency. At the same time, it exposes enterprises to added risk and complexity. If user expectations don't align with business requirements, decision makers must find a common ground for delivering on workforce mobility benefits without compromising the underlying IT environment.

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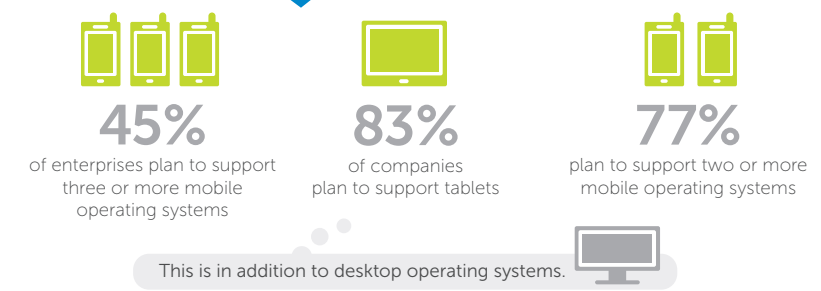
Steer through multifaceted demands

An adaptable, end-to-end mobility strategy helps organizations achieve a significant uplift in workforce productivity and collaboration, together with enhanced operational agility. But first, to realize the full potential of enterprise mobility, decision makers must understand and balance multifaceted expectations and requirements of key stakeholders across the organization: end users, line-of-business (LOB) owners and IT leaders.

End users are driven by the desire to improve personal performance. They want easy-to-use personal productivity tools to help them identify what needs to be done and how to do it. They also want tools that facilitate collaboration with team members and provide access to needed applications and data wherever they are. It's all about getting the flexibility end users require to make their jobs easier.

But the advantages of flexibility are tempered by privacy and security concerns. Many end users will do whatever it takes to get their work done, such as using personal devices and free file-sharing tools. Although they want the freedom to work on their devices of choice, end users expect privacy: They don't want IT to track them, monitor their personal data or delete their personal data if a device wipe is needed. When enterprises try to impose security policies that limit the use of applications and devices, some workers go around the policies to get their work done efficiently — inviting risk into the organization.

Likewise, LOB owners feel constant pressure to improve organizational

performance. For example, they may be plagued by confusion or lack of collaboration among workers in the field. All too frequently, their end users spend significant time trying to get information and help and perhaps worst of all, doing paperwork.

LOB owners need workforce productivity tools to satisfy business goals, but many see IT as too slow or too inefficient to create those tools quickly enough. Today, 55 percent of North American business decision makers agree with the statement "Technology is too important for the business not to be involved."[1] As a result, LOB owners look for work-arounds, perhaps bypassing their own IT department to turn to shadow IT — outside vendors — as a quick fix. This behavior leads to serious security repercussions as well as integration issues and additional cost.

For IT leaders, mobility adds complexity to the operating

As personally owned units flood the workplace, enterprise IT must support myriad device types.

45%
of enterprises plan to support three or more mobile operating systems

83%
of companies plan to support tablets

77%
plan to support two or more mobile operating systems

This is in addition to desktop operating systems.

Device fragmentation leads to security concerns.

72% of all enterprises surveyed said enhancing security is their number-one future mobility initiative

Figure based on "The Evolution of Mobile Enterprise Management," an IDC infographic, sponsored by Dell, November 2013.

Factors driving the need for mobile enterprise management

Anytime, anywhere access opens the way to exceptional gains in personal productivity and organizational efficiency.

environment (*see figure*). IT leaders are spending more time than ever before on business justifications and business cases, yet they are dealing with less money and fewer people than they need to effectively meet end-user and LOB-owner requirements. They must manage a growing number of operating systems, form factors and devices — typically, three per user. Plus, IT is responsible for ensuring security, not only of the device but also of the data as it travels with the end user.

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[1] "Infrastructure Will Drive the Retail Store Experience of the Future," Forrester Research, Inc., April 17, 2014.

To handle changing mobility needs as they arise, many IT organizations have turned to point solutions. However, an ad hoc approach may not easily integrate with the existing infrastructure and typically requires managing several different vendors, which adds further complexity. Considering all the priorities IT decision makers must juggle, end-user productivity can fall lower on the list than they or their internal customers would like.

Dell Mobility Solutions help bridge the gulf between business expectations and IT realities. End-to-end offerings are designed to increase workforce flexibility, heighten productivity and optimize business processes — while providing the essential control IT needs to help simplify management, minimize complexity and mitigate risk.

Travel an open road, from endpoint to data center to cloud

Because there is no one-size-fits-all approach, Dell provides objective recommendations that help organizations develop mobility strategies tailored to meet the needs of specific user groups, environments and business goals. Effective mobility strategies encompass four major capabilities:

- Deliver data through modern apps that are optimized for mobile platforms to enhance end-user productivity
- Manage devices and containers from a central location to maximize IT efficiency
- Secure data from endpoint to data center to cloud — regardless of who owns the device — and differentiate network access privileges to minimize risk of loss, theft and downtime
- Optimize IT infrastructure to handle exponential growth of both data and the number of users accessing that data

Dell Mobility Solutions encompass a comprehensive range of mobile devices with security, network access, systems management, application enablement and services — the key to designing a secure and scalable environment that best serves an organization's stakeholders.

The Dell Mobility portfolio of integrated solutions is designed to address these requirements end to end, from handheld devices to back-end infrastructure. The solutions encompass a comprehensive range of mobile devices with security, network access, systems management, application enablement and services — the key to planning a secure and scalable environment that best serves an organization's stakeholders.

Dell helps enterprises empower employees to use the devices they prefer with the apps they need. For example, Dell supports flexible device options to accommodate different mobile enablement strategies, whether organizations deploy secure, manageable and reliable corporate-owned devices or let employees bring their own. Dell Mobile Application Services help organizations create mobile-optimized apps through approaches that include modernization and custom development. In addition, the Dell Wyse Datacenter portfolio of desktop virtualization solutions gives employees the flexibility to work from anywhere while enabling IT to protect individual user profiles, data, OS and applications on secure servers in the data center.

Through Dell Enterprise Mobility Management (EMM), IT staff can secure and manage their containers and endpoints, including mobile devices, laptops and desktops. This unified solution integrates the following common functions: systems, mobile devices, applications, content, encryption and policy management; secure access to corporate resources; user self-service; and real-time reporting and alerts. Dell EMM eases the adoption of mobility and BYOD by integrating into existing IT environments and helping enterprises manage complexity.

Dell Mobility Solutions also enable enterprises to strengthen data protection and access throughout the IT infrastructure. For example, Dell SonicWALL solutions protect network resources against attacks and enable organizations to set policies for secure remote access. Dell One Identity solutions are designed to simplify access governance with an automated framework that manages user identities, privileges and security across the enterprise — enabling LOB owners to provide individuals with the correct access to perform their jobs.

And Dell Data Protection solutions deliver comprehensive encryption, advanced authentication and malware prevention to help safeguard data wherever it goes — devices, external media or public cloud storage.

The solution set also helps administrators tune network infrastructure to support the mobile workforce of today and tomorrow. In particular, administrators can enhance workload capacity and adjust network bandwidth and coverage for wireless and wired networks through offerings such as Dell Networking W-Series switches.

Drive business transformation and success

Because it takes a holistic approach to create an end-to-end mobility strategy that successfully addresses end-user wants, LOB-owner needs and IT leadership requirements, Dell Mobility Solutions are designed to cover every aspect of mobility, not just parts of it. This portfolio helps remove the complexity of dealing with multiple point solutions and vendors, enabling organizations to quickly launch fresh mobility programs and enhance existing ones.

Moreover, Dell Mobility Solutions enable enterprises to embrace mobility in a way that best suits specific organizational needs, no matter their size, mobility requirements or progress in the mobility journey. (See the sidebar, "3 common use cases.") Because Dell Mobility Solutions support heterogeneous infrastructures and diverse devices, organizations can tailor computing solutions for individual user groups in a way that integrates easily within the existing IT landscape. Through this approach,

organizations gain the flexibility to meet diverse needs and the agility to expand capabilities quickly and efficiently to keep up with changing requirements.

When an integrated solution set works together seamlessly, IT leaders are able to deliver just the right touch of technology where needed to accelerate business and organizational outcomes and optimize the user experience and customer experience. As a result, an end-to-end mobility strategy can become an engine for unprecedented innovation and growth. PS

3 common use cases

The progression toward enterprise-wide mobility covers three typical use cases. At any given time, a mobility program may have workgroups or users who fit any one of the three.

1. **Enabling mobile devices:** Often the first step is to enhance and expand the capabilities of mobile devices to provide secure, easy access to end-user productivity tools such as email, calendar and contacts. This level of application access is all that many end users need to improve their productivity, regardless of where or when they're working.
2. **Delivering full application access:** The second use case involves a large section of the mobile enterprise workforce that could benefit from expanded access to job-specific applications, such as customer-relationship management (CRM) tools for the sales team. The focus shifts to secure delivery of required apps to a variety of device types and platforms that IT can manage centrally.
3. **Transforming mobile use cases:** In the third use case, the focus is on mission-critical roles, such as clinicians and educators, as well as transportation, distribution, retail and construction workers. These individuals are almost completely mobile, and they traditionally have some type of performance metric associated with their roles. For exceptional performance, organizations should consider developing and delivering native applications on business-grade devices to redesign workflows and streamline business processes.

By adopting a comprehensive, integrated solution, organizations can quickly and flexibly add capabilities as their mobility programs expand and business requirements change. Dell mobility consulting services meet organizations wherever they may be on their mobility journey: from assessing needs to helping IT decision makers become effective partners who enable end users and line-of-business (LOB) owners to achieve their goals.

Authors

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Learn more

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