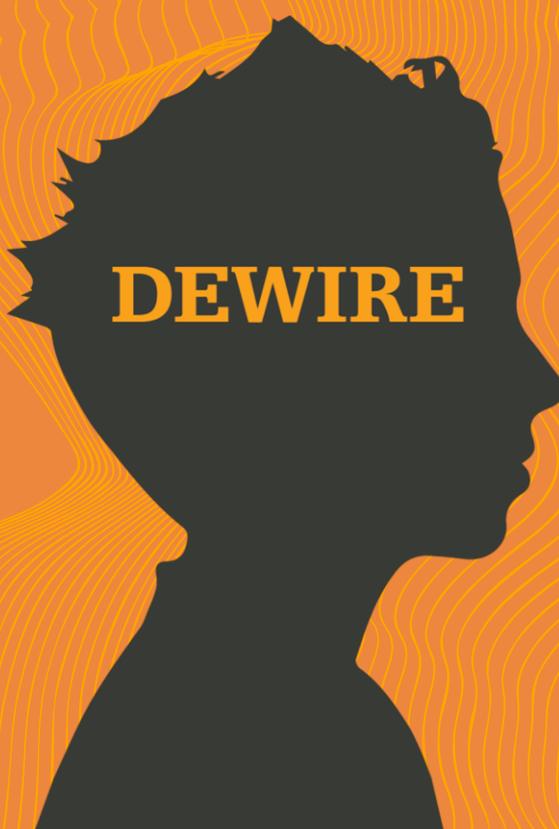# Enterprise Mobility

- Organizational challenges

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Mobile technology is rapidly changing the lifestyle of a major part of the global population. Of the people living in Sweden; over 90 % has Internet access, being one of the most frequent Internet users in the world. The largest increase can be seen in the younger generations where 75% of the 3 year olds in Sweden are Internet users and almost 100 % of people in the age of 12-55 has Internet access. Out of the total population 73% has a smartphone and 53% a tablet computer. The fast adoption of mobility in Sweden has not only led that mobile phone has been adapted to lifestyle and work in general, but also that lifestyle and work has been adapted to mobility.

Being mobile

Technology has, during the last years, improved significantly. It is now difficult to grasp how powerful the digital infrastructure is when combining client technologies through high-speed networks and a variety of cloud-based services. Devices are better adapted to mobile data use, the wireless networks are able to manage higher data throughput and the mobile applications are rapidly emerging.

The trend within organizations today is rapidly moving towards less office situated work with non-conventional work habitats, where business tasks are performed with the use of mobile devices and cloud-based services. Organizations within a number of areas e.g. health care, education and business, are investing large parts of their IT budget in mobile enterprise solutions. New hardware, operating systems, communication software, networks and convergent technologies such as smart SIM cards and omnipresent computing resources represent recent innovations that have been developed to improve the possibilities for mobile connectivity and collaboration. Studies shows that many organizations already have the hardware in place, but do not take advantage of the potential of the technology in full.

Internet access of 12-55 year olds

100%

0%   50%   100%

■ Internet access   ■ No internet access
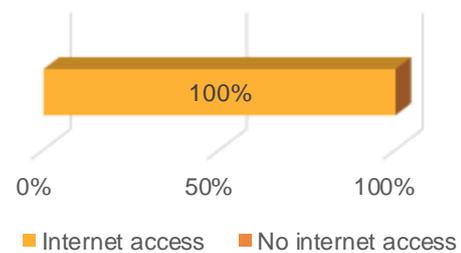
Internet access of total population in Sweden

10%

90%

■ Internet access   ■ No internet access
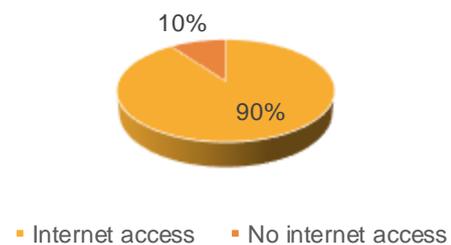
To advance and keep up with the fast changes in the world, organizations must take advantage of new research and the new technology that mobility offers. Easy access to the Internet and a variety of applications available makes mobile devices such as smartphones and tablet computers important tools for people who work on the go. With mobility, work tasks can be made irrespectively of location and time, making it even more important to counteract system downtime while at the same time maintain a high level of security, privacy and control.

Organizations need to adapt to employee requirements so that everyone can reach their personal information, no matter where they are or what type of device they are working with. The mobile technology also enables organizations to effectively communicate and share information with involved stakeholders such as employees, customers and suppliers. Mobility brings great benefits, and when used correctly, it will increase productivity, employee satisfaction and business agility. It also supports organizations in planning, increases effectiveness and to a greater extent helps to achieve missions and objectives.

Organizational challenges

Even though mobility is evolving in a rapid pace, the organizational development is slow in comparison to the private mobile market. Unlike almost all other areas, it is not the organizations that is leading the evolution of mobile devices, it is individuals. Employees are often willing to buy mobile devices on their own, to satisfy their growing need for technology. In 2011 a survey was made with 4.1 thousand participants from 16 countries, showing that 45 % of full time employees are considering the hardware and software in their own possessions (proprietary mobile devices) to be considerably better than the corresponding devices at their workplace.

Proprietary vs. corporate hardware and software

55%   45%
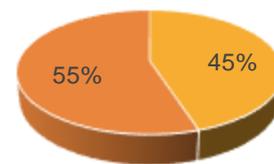
- The proprietary is better
- The corporate is better

Procuring adequate technology tailored to suit the existing organizational solutions is one of the obstacles many enterprises faces in their attempt of having functional mobile solutions. Organizations are driven by ever-evolving business demands and stressed to stay ahead of the massive data growth with a limited budget. Innovative business models visualize the need for data that is portable, accessible and extremely flexible where modern IT platforms need to support both

legacy systems as well as contemporary business strategies and capture fresh insights to be competitive in the global market.

Contradictory to what most people think, is important to focus on the end user and the business needs, not the technology. An often forgotten part of creating a mobile-friendly workplace is that mobile devices and applications need to have a high usability and also to be used by employees in the intended way. Organizations often create mobile solutions or cloud platforms that are too complex or simply insufficient for the tasks they are meant to achieve. This repeatedly forces employees to use shortcuts to reach the intended goals, with the help of proprietary mobile devices and shadow IT. [Shadow IT means that users find IT tools not supported by their organization when they feel that the supported tools are not good enough to cover their needs.] Simultaneously organizations are seldom aware of the functional limitations of the hardware and software neither of the value it could create.

Both proprietary mobile devices and shadow IT are relatively unexplored phenomena's and are also often misunderstood. They provide great benefits if used properly, but also pose an excessive threat to organizations when corporate data is accessed or distributed to devices or platforms that are not secured by the organization. Some of the technical issues that enterprises have to consider, beside the legal perspectives, are the protection of the network traffic and corporate data on unprotected hosts. Enterprises who do not have control over these issues have a natural tendency to blame this on non-compliant users and/or the devices.

Solutions

There is a great value for organizations in ensuring that employees use the intended devices and platform, preferably by creating solutions that are efficient and easy to understand and use.

Our experience shows that it is crucial for all organizations to understand their current IT landscape´s mobile capabilities before start looking at new technology. It is also crucial to identify the needs for mobile work solutions based on the organizations business needs and user needs, which differs from one organization to another. First then you are prepared to take the next step and actually implement the mobile IT-services that will take your organization to a new level of effectiveness and employee satisfaction.

ENTERPRISE
MOBILITY

Most organizations prioritizes delivering value to customers rather than putting efforts in improving their own infrastructure. To get your enterprise architecture adapted for a mobilized future, you probably need to use external by someone specialized in enterprise mobility.

Source: Arlestedt, R. and Lindh, M. 2016, *Enterprise Mobility - Defining and evaluating business digitalization.* Mid Sweden University Publications: *http://miun.diva-portal.org/.*