ADAPTING MOBILE ENTERPRISE STRATEGIES

While it may seem like the mobile phone is a rudimentary and essential element of life and business today, the possibilities of mobile for the enterprise have yet to be fully realized. In fact, the number of smartphone users will exceed 2 billion worldwide by the end of 2016. Although many companies have initiated strategies that enable them to compete more effectively thanks to mobile, others are only now recognizing its impact on business. Mobile devices offer instant connectivity to the internet, which enables business across industries to rapidly communicate, consume, or disseminate information. Adapting mobile enterprise strategies will enable businesses to leverage new opportunities as the landscape evolves.

NAVIGATING A CHANGING BUSINESS CULTURE

While productivity solutions, applications, and tools are available on mobile devices to help improve bottom-line results, it is also important to understand the ways in which these technologies impact the employee experience. In 2015, Gartner reported that 70 percent of businesses see offering more mobile support to employees over the next 12 months as a critical priority.

The proliferation of mobile technology means employees are connected to work, even when they leave the office. According to a study by Bank of America—55 percent of respondents sleep with their smartphones next to their bed to avoid missing texts or calls during the night. 35 percent said their first thought of the day was about their smartphone. With employees more likely to receive a call work call or text message after traditional work hours, the lines between work and home continue to blur.

ADAPTING TO A MOBILE BUSINESS

Today, enterprises across all industries have empowered their workforces with mobile technology to increase productivity and communication. But in order for businesses to thrive and compete in a mobile centric environment, they must implement a

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Source: Bank of America

variety of applications and technologies that analyze and provide access to data. Business Intelligence (BI) allows companies to access, study and test against the data they collect, improving and optimizing decision-making and employee performance. By applying applications and technologies across mobile, companies can gain access to even more data, allowing for insightful analysis that results in better and real-time decision-making. For example, Oracle's Hyperion is an agile business intelligence tool that uses mobile and other platforms to support and enables enterprise-wide planning, budgeting, and forecasting. With all bases covered, companies can ensure financial alignment across the enterprise.

> " WITH MOBILE-CONNECTED DEVICES SURPASSING DESKTOP USAGE IN LATE 2016, IT IS VITAL THAT BUSINESSES ENACT NEW MOBILE STRATEGIES FOR THEIR BUSINESS "

DEPLOYING CLOUD BASED SOLUTIONS

Today, companies are moving to cloud-based solutions, which offer connectivity to software and data anytime, anywhere. According to Verizon Enterprise Solutions' 2016 State of the Market: Enterprise Cloud report, 84 percent of enterprises say their cloud use has increased in the past year. This interconnection allows teams to find quick solutions and distribute valuable data instantaneously. Cloud-based apps provide solutions for businesses to take care of billing, budgets, scheduling, and more. Teams can access and disseminate documentation at any time, amplifying collaboration and making workflows more efficient.

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This also gives management full visibility of work in real-time. Additionally, cloud based solutions can automatically update software, including security updates, leaving CIOs and IT directors the ability to focus on the business.

THE SECURITY ISSUE

This "new normal," where workers are expected to be reachable at all times, requires companies to set boundaries and policies to safeguard both the well-being of employees and the data they can access off-site. Remote encryption software on devices helps to separate work data into a secure area on an employee's device. Additionally, a written policy should be implemented for workers who can access work data on personal devices. By highlighting and tackling any security issues ahead of time, companies can reduce the security risk of implementing a mobile or BYOD (Bring Your Own Device) strategy.

With mobile-connected devices surpassing desktop usage in late 2016, it is vital that businesses enact new mobile strategies for their business. However, deploying the correct mobile strategy for your business can be challenging and entrepreneurs should be flexible when exploring the opportunities that mobile applications and devices can provide. While it may seem as though mobile devices have already revolutionized our world—we are just beginning to explore the possibilities.

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