

# HOW WILL MOBILITY SOLUTIONS BOOST YOUR SALES?



by  
**Karen New**

# 2

## CHAPTER

# BENEFITS AND CHALLENGES FACED WHEN EMPLOYING MOBILITY SOLUTIONS

**B**usinesses globally are finding it necessary to utilize all available resources in their control to boost productivity and sales for a competitive edge in the market place. Mobility solutions can provide an organization with such an edge in several ways as we are going to see.

### **BENEFITS OF DEPLOYING MOBILITY SOLUTIONS**

#### *1. Improved Employee Productivity*

One of the major benefits is the capacity to keep employees connected and productive while on the move. Thus majority of mobility solutions are currently aimed at ensuring that employees/field workers on the move stay connected with enterprise network and have access to fundamental organizational resources even from distant locations to ensure utmost employees productivity.

#### *2. Optimum Resource Utilization*

On the go connectivity attained through Enterprise Mobility Solutions



guarantees the availability of a variety of resources such as inventory data, customer information, sales data etc to ground workers /travelling employees. Most of the presently available solutions are tailored to provide streamlined ease of access to available resources amongst customers or clients, employees and the organi-



zation to make the most of resource deployment irrespective of location.

### *3. Improved Customer Maintenance and Satisfaction*

Mobility Solutions lets organizations to interact more efficiently with customers via various CRM applications and enhanced customer-company dealings. The enhancement in customer-company interface allows organizations to offer superior customer support. Evident improvement in customer support leads to decreased response time and creates superior customer satisfaction.

### *4. Streamlined Communication*

Mobility Solutions ascertains the availability of information promptly

and at the right place to aid streamlined communication equally in and outside the organization. Since Mobility Applications are built-up to operate in spite of location or situation, such slick communication ability benefits all stakeholders of the organization together with field workers or employees, management, vendors, clients or customers etc.

### *5. Reduced Operation Costs*

Enterprise Mobility can meaningfully reduce enterprise-wide operating costs. These Solutions facilitate most favorable utilization of resources and people, while curtailing wastage to facilitate a decreased overall operating cost. This is made possible through improvement in employee



productivity brought about by the solutions. Examples of such solutions would include; Document Management Solutions which helps to reduce the overhead incurred by the organization for upholding paper-based office systems, whilst ensuring the accessibility of key documents as and when needed. Lastly the initiation of these solutions also assists companies reduce employee travel-time and reduce fleet maintenance-related operating cost, which adds to the overall savings.

### *6. Increased Sales Revenue and Reduced Sales Cycle*

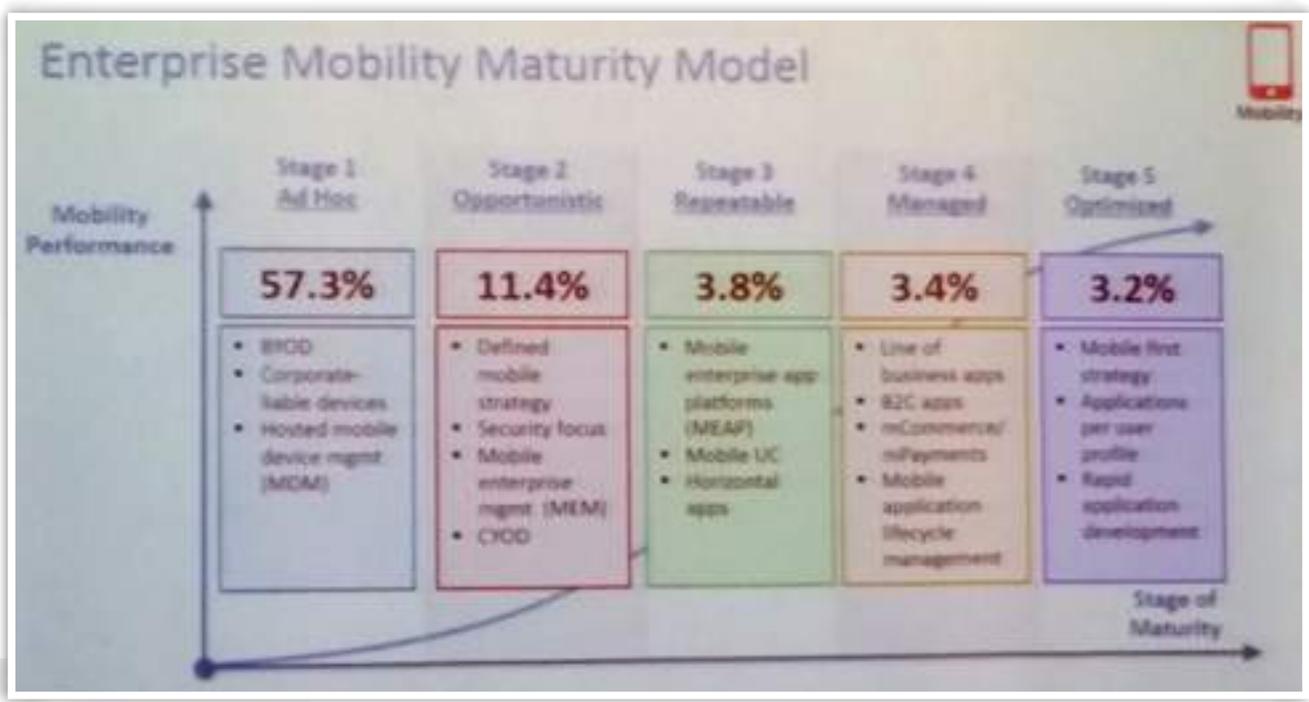
Employment of Enterprise Mobility Solutions escalates the conversion of prospects leading to an increase of revenue generation. Product sales

increase as well following the introduction of such applications due to better customer support and better-quality customer satisfaction. The cut-back in sales sequence of an organization following the implementation of such solutions is attributable to faster adaptation of prospects to income-generating customers after mobility solutions such as CRM and business intelligence apps are introduced in an organization.

### *7. Superior Data Security*

Security is a crucial aspect of any mobility solution established for enterprise use. Presently, developers are making sure organizational data is satisfactorily protected by implementing a range of security solutions, for instance; Identity Provisioning





and Encryption, Digital Signature. Furthermore, majority of the mobility devices are also build up to support remote wipe and supplementary authorization measures to guarantee compliance with up to date data security norms. Protection of likely sensitive business data from illegal access has consequently emerged as

a serious differentiating factor in the present enterprise mobility market.

*8.Reduced Personnel Costs*

Consequent to launching of mobility solutions in an enterprise, standard employee productivity of an organization intensifies significantly. As a result of the improved productivity, orga-



nizations are in a position to right-size their workforce and cut overall personnel costs and at the same time ensure availability of sufficient manpower to perform all business tasks efficiently.

### *9. Advanced Competitive Differentiation and Enhanced Brand Perception*

This is an organizations capability to differentiate its product or services from like products/services presented by competitors. Such differentiation is generally achieved via superior pricing methods, product/service quality or the worth of customer services offered by an organization. The employment of mobility solutions allows organizations to initiate product differentiation by concurrently plunging operational costs, improving product/service quality as well as facilitating the availability of superior customer interaction/service. Customer service enhancements as well as additional operational features of an organization perform an important role in improving the brand insight for customers. Development in brand perceptions and advanced competitive differentiation assists an organization to draw more customers plus gain an upper hand in the market place.

## **CHALLENGES FACED WHILE DEPLOYING MOBILITY SOLUTIONS.**

When contemplating about a productive and convenient work environ-

ment, enterprise mobility comes first in the minds of most of the information technology directors. But some of them still avoid it due to the challenges involved in its implementation. But all the challenges involved can be easily overcome with just a little care. The things that intimidate most are its integration into the organization's network, the security of the data and the huge costs of the implementation. But all such fears are baseless these days when various companies are offering state of the art enterprise mobility solutions which bring in convenience, security and affordability at the same time. Let's understand them in a better way.

### *Securing Data*

In today's world, one of the major concerns of information technology organizations when implementing enterprise mobility solutions is securing corporate data. The results of lots of surveys second this fact. When it comes to enterprise mobility services and solutions, modern service providers are offering an extensive range of options which provide immense data security and allow the decision makers to concentrate on their core operations in the absence of the fear of data loss.

The security features of such solutions include encryption, passwords, and restricted access to data etc. A good service provider will always pay attention to all these facts and will provide solutions that take great care of the security of the data.

## issues in the MOBILE ENTERPRISE



### USABILITY

- Platform appropriate UI



### SECURITY

- Corporate Owned Devices  
B2B, B2C,
- Employee Owned Devices



### PLATFORM

- Multiple form factors : Tablet, Handheld
- Multiple Operating Systems



### CORPORATE DATA

- Connectivity to Line of Business Systems
- Corporate Documents

### *Coping with Budget Specifications*

The cost of implementing an enterprise mobility plan include the cost of acquiring devices, creating a platform for mobility and arranging remote access to all the devices employed for the purpose. All these things are necessary for any enterprise mobility plan. But implementation of such plans saves a significant amount of money to be expended on the commutation of the employees and thus become highly cost effective for the organizations.

### *Multiple Device Integration*

You can find several of companies which have adopted “Bring Your Own Device” (BOYD) concept in which employees buy their own devices or utilize what they already own in the workplace to execute their tasks on the job. For instance, employees who have to make calls to the clients and work out in the field can make better use of laptops than desktops. Such employees can employ their own laptops for performing their duties. Similarly, people can use their Smart



Moreover, you can find umpteen of service providers who offer a variety of plans to be selected from. You can find a good plan which caters to all your needs and fits perfectly in your budget considerations with a short online research.

phones and tablets to execute their official tasks as well.

Integrating these devices into a company’s network is impossible without a good asset management program. There are lots of challenges



which can be dealt with only with an efficient enterprise mobility application or plan. Software applications that are compatible with a variety of devices are not really that easy to find

and integrate. Cross platform solutions are the need of the time and only an experienced enterprise mobility service provider can provide it.



## HOW WILL MOBILITY SOLUTIONS BOOST YOUR SALES?

**Copyright © 2014 by Karen New**

**All Rights Reserved.**

No part of this publication may be reproduced in any form or by any means, including photocopying, scanning, recording, or otherwise without prior written permission of the copyright holder.