

HOW WILL MOBILITY SOLUTIONS BOOST YOUR SALES?



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CHAPTER

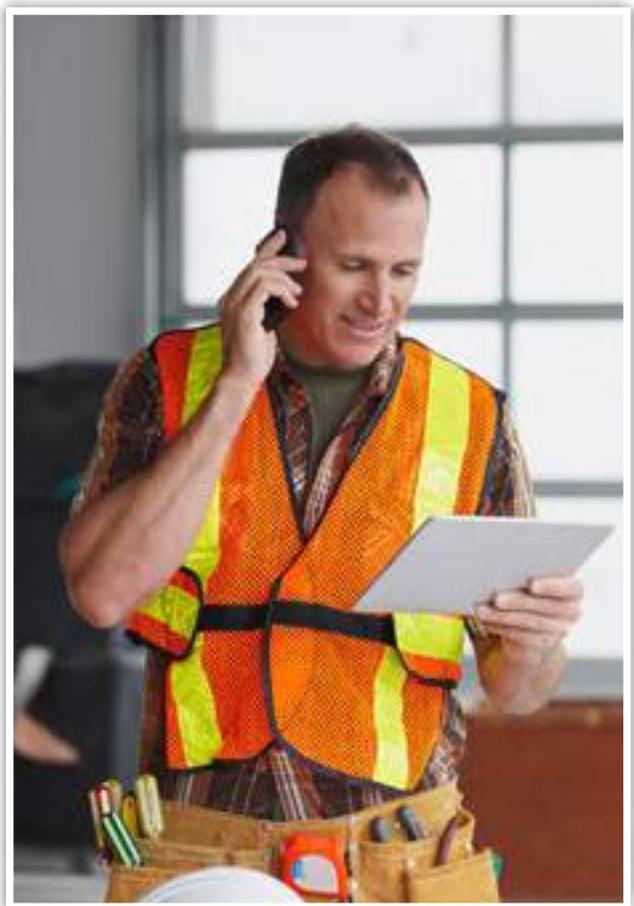
MOBILE DEVICE MANAGEMENT AND MOBILE DATA SECURITY

MOBILE DEVICE MANAGEMENT

As we have early discussed that mobile devices are rapidly becoming a primary communication and computing dais for business. This offers an amazing opportunity for businesses to make their employees more productive on devices that they prefer to use. However, the adoption of these devices in the enterprise introduces cost, security risk, and usability challenges that old IT management tools cannot address. Therefore a new management is required: **Mobile Device Management** (MDM).

Mobile Device Management is the term used to describe a system for managing mobile devices remotely. These mobile devices include laptop computers, smart phones, ruggedized mobile data collection devices and tablet computers.

Due to the technology and the increasing need for mobility, enterprises like yours need to operate efficiently outside of the four walls of a specific business location. You need



to interact with your customers and employees whenever and wherever they are.

Mobility increases productivity and efficiency. Your business gains a competitive advantage by having access to information and applications

necessary to act quickly. Managing the related mobile devices allows you to protect and optimize your operation.

Mobile Device Management solutions will typically provide some or all of the following remote capabilities:

- Distribution of software updates and patches
- Tracking of hardware and software assets
- Distribution of information and data
- Tracking software for license compliance
- Supporting and controlling devices to troubleshoot issues
- Backing-up and restoring critical data.
- Encrypting wireless communications
- Disabling stolen/lost devices
- Managing passwords/access security

Advanced Capabilities of Mobile Device Management Systems

Mobile device management systems can be a huge time and money saver for a business. With these systems in place, corporate leaders and information workers can focus on their main responsibilities and more easily coordinate with other departments. Little time will be required to compile and analyze data because the mobile device management system does most of the legwork, presenting the desired type of data and relevant reporting in easy-to-read formats.

Reporting and Business Intelligence

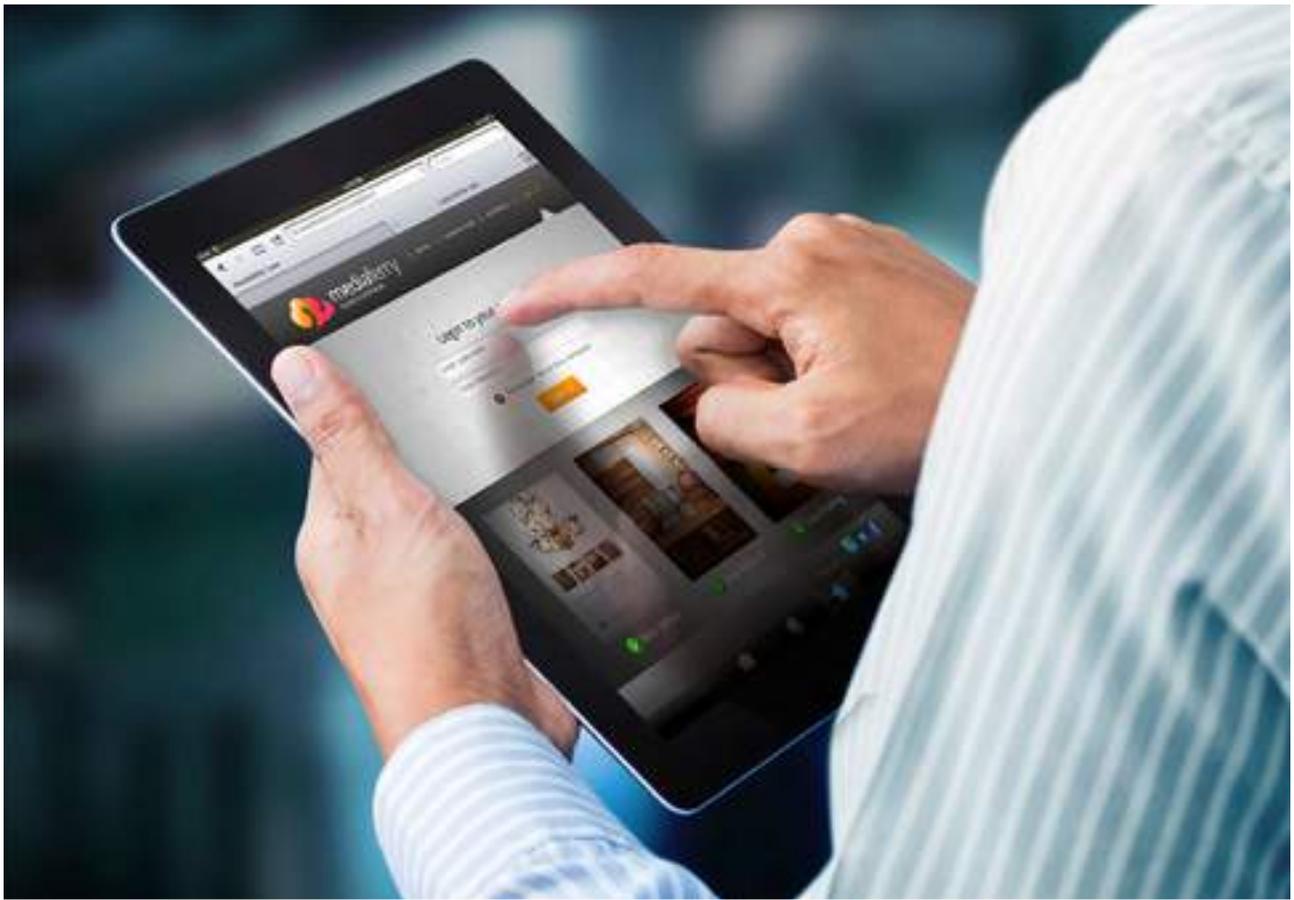
For effective management of communication, a business has to focus on two things;

1. Reporting – This involves having all needed information available in a stint, presented through an approach that is easy to understand and use.
2. Having the most relevant information available – Information workers should not have to dig around to find the information they need. The whole point of automating device management is to make things easier for administrators.

Device management system dashboards provide snapshots of the data considered most important. Administrators can quickly identify usage patterns and expense trends that require further investigation. Email notifications issued through the system alert administrators to areas that need their immediate attention. Telecommunication and data plans can be altered based on the findings, keeping expenses as low as possible.

Workflow Automation

The best mobile device management system can be integrated with accounting and other enterprise system. Getting mobile device cost centre reports into accounting software is no longer a frustrating process because comma separated value reports can be exported quite easily.



This reduces time spent entering data and preparing bills. Direct integration may even be available, eliminating time and effort required to get data from one system to another.

This process enables corporate departments to collaborate rather than working against each other. Accounting will get the information it needs whenever necessary, without hounding information workers for the data. Streamlining this aspect is reason enough to take advantage of the advanced features of a device management system.

ESSENTIAL COMPONENTS OF A MOBILE DEVICE MANAGEMENT SYSTEM

Resolving that a system is needed to administer corporate mobile devices is easy. Finding the best mobile device management system is not, not unless the business representative knows what to look for when comparison-shopping. With a variety of systems available, it is easy to make the wrong choice when lacking experience in this area. To make the investment a valuable one, consider these factors when shopping for a new mobile management system.

Systemizing the Procurement Process

A good mobile management system starts by streamlining the procurement process. Users see the hardware presented to them, which uphold a consistent asset stand within the company. An efficient ordering process promptly puts the right mobile devices into the hands of users. The program administrator denotes the source of hardware and intervenes in the approval process. This process is then preset and can contain internal procedures like purchase order tracking.

Managing relation with multiple providers and carriers should be simplified by using this system. The administrator should have the ability to control and process fulfillment of orders and the relevant information should be maintained by system for later review and assessment. Bottlenecks are prevented when the system features a point-and-click process for device and plan approval. A good system should be able to provide fulfillment services from various vendors for the majority of mobile carriers.

Expense Management and Analytics

The need to manage expenses is among the main reasons that companies begun implementing one of these systems. Expense management is simplified when data is centrally located, leading to one place where all

communication costs for all accounts, location, and carriers can be accessed.

Identifying opportunities for mobile communication savings is easier when information workers are able to recognize changes in usage patterns. Through alerts, a system can notify the administrator of user changes, helping to optimize communication expenses. Information workers can use this information to make changes to devices or plans for calling or data. By customizing cost allocations for future users, businesses can ensure the most effective mobile device spending for each worker.

Managing The Mobile Lifecycle

Device management responsibilities don't end with the distribution of the devices. Everyone in the organization should take responsibility for the mobile device budget.. A system with an employee portal makes this possible. Device users are able to quickly see their usage and related costs, making them more aware of how their actions affect the corporate bottom line.

The cost and sophistication of mobile devices has made it more important for mobile device management system to focus on lifecycle management. The system should enable information workers to follow the lifecycle of each mobile device from acquisition to replacement. These enables more accurate forecasting of hardware costs, improved efficiencies in timelines, and the abil-



ity to take advantage of new mobile technologies.

SHOPPING FOR A MOBILE DEVICE MANAGEMENT SYSTEM

Workers demand tools that will raise their productivity as business grows, therefore corporate leaders make decisions to distribute mobile devices to the workers. As much as there are good reasons for doing this, they might be frustrated by the decision as wireless telephone and data costs get out of control and managing the device becomes burdensome. Therefore comes a time when

a Mobile Device Management system is required.

Candidates for systems that manage mobile devices

All businesses can use a mobile device management system regardless of size. A small business can benefit from the enterprise-level reporting that provides an overview of users and costs. Corporate leaders are able to identify where telecom and data expenses stand and how things have changed with time.

Mediums sized businesses can provide managers with access accountability. Time needed to finish tasks like monthly purchase and expenses

approval is reduced when these processes are automated.

A large business can use the system to manage huge fleets of mobile devices. Customized reporting provides information to workers with the data they need within seconds. Structure of the system can be modified as with changes in needs of the business, allowing for savings in service cost in any business environment.

Device management system options

There are several alternatives for a company when it comes to choosing a system to manage mobile devices. Many software applications are available for purchase and these range in terms of features and complexity, with some being very labour-intensive and quite expensive.

Another option is an online system that doesn't require the business to enter a long-term contract and offers a pay-as-you-go option. Many companies are finding this to be the preferred solution.

With this second type of system, mobile device data is encrypted and stored in a secured facility. Authorized users access it through URL featuring password-protected access. They can view monthly usage and expense report. Various levels of access are supported so each user sees only the information he or she needs, maintaining security of valuable corporate data.

Value-added services

Corporate customers may have the ability to request a third-party analysis of the data generated by this system. Mobility experts will review the information and make recommendations for productivity and cost saving improvements. It may also be possible to request an analysis of a particular set of data or ask for a specific type of analysis. This allows companies to pinpoint issues before they become major problems that cost money and valuable resources.

A client can request that changes recommended by the analysts automatically be made with respective device career. Special situation like international travel can also be accommodated, allowing workers to minimize roaming costs. Clients are also able to request alerts that draw attention to prospective issues, allowing them to identify situations that they may have missed without such a system in place.

Selecting the best Mobile Device Management software for your operational needs is essential. It is important to identify your needs, both current and future and review all software options. We will look at a few guidelines to consider before selecting your software:

1. Find out which are the specific application your business and employees use or need.
2. Go for software solution that is able to manage multiple

operating systems without need for additional infrastructure. Also find one that offers an appropriate feature set for your critical operating system.

3. Look for an MDM solution that integrates with your existing management platform rather than a standalone solution. This will allow you to maximize your existing IT investment.
4. Ensure the solution is able to scale to match your future growth.
5. Contact references and if possible, test the product before purchasing/implementing.
6. Asses the hidden cost associated with the solution. These can include costs associated with the initial implementation and on-going costs such as help desk, repair and trouble shooting.

MOBILE DATA SECURITY

All businesses are becoming more and more concerned that information held on mobile devices can be lost or easily accessed. It is for this reason that a good quality mobile data protection system is put in place in order to prevent these issues from occurring.

A number of surveys have been performed on companies where a big percentage reported that information on their mobile devices had either been misused or lost. A number of the companies were also worried that the leaking of vital data would increase over the next few years.

Many businesses currently have various data protection systems in place both for the PC's that are within the confines of the business and the mobile ones. They will often include various different access control devices on to their hardware which should hopefully prevent others from being able to gain access to the information held within. Some of the features included in these protection systems include the following;

1. Access control list
2. Allowing access to permitted personnel only through a certain set of definitions they have come up with.
3. Encryption of all data that is essential and of high importance.
4. Firewalls which prevent others from outside being able to gain access through hacking.

But very few forget that most of the access gained to their company's information is being archived through electronic access, whether it is accidental or predetermined. There are companies therefore which have come up with products designed to help stock data leaks in the business network from occurring.

It is therefore advisable for all that use any kind of laptops or other mobile devices as part of their regular business that it is essential they get a good mobile data protection system installed. Go for those that monitor and then detect if anything untoward has been able to gain access to the

device and therefore the data contained within.

Most major manufactures of mobile devices ensure they have a good mobile data protection system installed and they test the system to ensure that they work effectively prior to sale

DATA SECURITY TIPS

Most businesses owners are less aware of the subject of data security, let alone implementing and putting in place effective data security measures. Here are some set up tips to facilitate and help in understanding and implementing effective data security measures.

Organize your data

All types of organizations have sensitive data, regardless of their size

or nature of business. Data such as financial reports, HR biographical data and customer related information is considered sensitive and therefore should be protected with fool-proof measures.

Take Control of your data

Once you have identified susceptible data, you will need to control access to it. Always remember this rule, never give out employees complete and unadulterated access to receptive data, this include networking employees and top management employees. Sometimes businesses become victims of data theft originating from within the organization.

Monitor mobile devices

It is most likely that most of your employees are bringing their own devices to work such as tablets and





smartphones - a trend referred to as Bring Your Own Device (BYOD). Consequently, it is also most likely they are connected to the company's wireless network. If that is the case, you need to control access of mobile devices on your company's network with the various network security tools available for commercial businesses. Alternatively, if your organization can not afford to set up network security tools, then you can simply put in place strict policies regarding mobile data connectivity at the workplace.

Utilize the cloud server

Regardless of all the negative remarks you probably heard about cloud security, presently cloud storage is more dependable and secure than storing data on site. Cloud services not only provide superior encryption of data, but also eliminate the risk of employees trying to physically steal your company's server in a bid to extract sensitive data.



Encrypt your data

At one point or another, it is likely that you would need to access and work with sensitive data on your PC. Thus receptive data stored on your computer's hard drive is also at risk of being stolen. Therefore, such information should be encrypted and password-protected with data security software.

INNOVATIONS IN SALES— EXPLOITING THE 'CUTTING EDGE' OF MOBILITY

Improved representative effectiveness

One leading company is considering leveraging location based services to notify sales representative when they are near an account where they owe a follow up. Driving more timely and consistent follow through can lift the performance of the sales teams, increase customer satisfaction and help to improve sales.

New levels of flexibility

A leading global pharmaceutical company is redesigning its traditional sales tools for tablet devices to create new levels of role and geographic flexibility. By disaggregating the individual functions into smaller, bite-sized functions, the company can use one common sales force automation platform to deploy different combinations of sales force tools to different types of sales representatives across the globe.

Locating nearby opportunities

A leading telecommunications company is taking advantage of location based services on Apple iPads to show nearby opportunities and unclaimed leads. With this information in hand, representatives can take advantage of downtime between sales calls to prospect qualified leads that are in close proximity.

Remote presence

Several high-tech companies are exploiting the connectivity and rich media capabilities of tablets by implementing live video conferencing to enable their sales representatives to bring remote subject matter specialists directly into the customer conversation. In this case, mobility is making it possible for the sales representative to deliver answers at the point of need and minimize follow-up work.

Richer customer dialogue

A number of companies are exploring ways to make sales representatives' conversations more interactive and engaging by using a tablet's touch screen capabilities to deliver content. For example, the instant on capabilities of the Apple iPad make it easier for sales representatives to launch quickly into customer presentations. In addition, tablets can deliver rich, interactive media based on customers' preferences as they select content that is directly relevant to them. This might include collaboratively building a customer's quote or proposal in real

time, or viewing a customer's order history to answer questions during the meeting.

Real-time order placement

An organization is enhancing the use of its existing enterprise systems by building a front-facing ordering application for the Apple iPad. The application leverages the 24x7 connectivity of tablets and allows sales representatives to place a customer order immediately after making the sale. This makes it possible for the organization to realize revenue more quickly and allows the sales representative to confirm orders with customers on the spot.

HOW AND WHY YOU SHOULD RESEARCH MOBILITY EQUIPMENT ONLINE BEFORE BUYING

Mobility equipment dealers are often more than prepared to hand over the information you need about the functionality you desire, but these big ticket shopping trips are stressful if undertaken while unprepared.

This guide is going to help you discover new ways to improve your comparison shopping efficiency by using the internet to get a better deal.

Further Than The Sticker Price

You can go store to store in your local area and look at price tags while fielding sales representatives, but that still doesn't give you a very good idea

of overall value and this is where the power of the internet comes in to play.

Websites that sales mobility supplies generally provides more than just a price and picture, they include all the information that a consumer would normally after purchasing. This includes the specification sheet, owner's manual...Everything you need to know either at a glance or within a simple download.

Price comparisons are only the beginning. It is a good idea to understand factors like the cost of ownership.

Getting The Best Deal

We suggest printing the information you need, this way you can easily reference your chosen specifications when it is time to direct questions towards the sales representatives. You will have the upper hand during any haggling or negotiation because you already know the plain facts.

Since you have the information, you have the power to set your own

price. Shopping for mobility equipment online doesn't mean that you need to buy it online. The internet is useful because it provides information. Use the resources at your disposal to get the best deal whether comparing or researching your potential purchases in advance.

CONCLUSION

Mobile solutions have the potential to create dramatic benefits for a sales organization. Effectively planning and then executing a strategy that is focused on the sales representative and customer experience, through alignment with existing process, methodologies and technology, is critical to help drive success. As smartphones and tablets evolve, CRM and cloud technologies become more powerful, and consumer behaviors continue to drive enterprise innovation, the opportunity for defining a mobile-enabled sales strategy has never been greater.



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