Tangoe

Return on Mobility: The Power of Mobility to Catalyze Business Growth

A Tangoe/CFO Research Report

CFO

These days, enterprises are increasingly recognizing mobile as a de facto standard computing platform. In an effort to better understand the issues that CFOs are dealing with related to management of mobile technology, infrastructure, and processes, CFO Research recently conducted a survey of 104 senior finance executives, sponsored by Tangoe.

The survey found that CFOs are making difficult choices and tradeoffs related to their firms' mobility strategies. On one hand, survey respondents clearly want to catalyze revenue growth and reduce expenses using mobile technology. On the other hand, finance chiefs also expressed clear concerns regarding security, information access, ease-of-use, integration with other systems, dependability, regulatory issues, and of course ROI.

While two-thirds (64%) of senior finance executives indicated that they have at least a basic mobility strategy to support their companies' normal work, only half (56%) said that their companies' mobile-technology infrastructure (sourcing, support, connectivity, risk/compliance, control) is performing well. In addition, six in ten (59%) respondents reported that their companies are neither developing nor deploying apps that reflect mobile-optimized processes that would support their business.

Survey Reveals Trade-offs and Opportunities Facing CFOs in Mobility Management

In a survey of senior finance executives on the topic of mobile technology management, CFO Research and Tangoe found...

CFOs increasingly recognize mobile as a standard enterprise computing platform.

- **64%** say that their company has at least a basic mobility strategy.
- **56%** say their company's mobile-technology infrastructure (sourcing, support, connectivity, risk/compliance, control) is performing well.

However, companies are not necessarily realizing the business opportunity presented by mobile technology. Only:

- **18%** have created mobile applications that reflect mobile-optimized business processes.
- **30%** have created mobile applications that mimic traditional business processes.

In support of specific company goals, current mobility strategies are seen by CFOs as:

- Effective in supporting increased operational efficiency, employee productivity, and customer-centricity.
- Less-effective in reducing total mobile expense (as usage increases) and improving top- and bottom-line results.

In the world of the CFO, these survey findings can translate into expenses not being well-managed as mobile usage increases, corporate resources not being adequately secured, employee experience being negatively impacted, and most importantly, corporate growth efforts not being fully supported.

Outsourcing Solutions

A decision to outsource a company's mobile technology infrastructure (sourcing, support, connectivity, risk/compliance, control) to an industry leader like Tangoe can bolster the bottom line as it addresses the concerns the CFO has regarding mobility. A typical outsourced solution will:

- Secure corporate resources through the use of Enterprise Mobility Management (EMM) and Mobile Device Management (MDM) solutions
- Provide end-users with multi-level helpdesk and real-time monitoring of device performance
- Allow for device choice within corporate policies including Individual Liable (IL), Corporate Liable (CL), BYOD, and various stipend, reimbursement, and allowance (SRA) scenarios
- Provide near-100% uptime with forward and reverse logistics
- Reducing operational overhead
- Support improved business outcomes

For many companies, their de facto mobility strategy is simply to roll out mobile access to as many employees as possible, i.e., to realize the network effect. And unfortunately, many firms stop right there.

To receive the full value that mobile can provide an enterprise, it's necessary to re-engineer processes and deploy either off-the-shelf or custom solutions that do far more than extending a data network–they leverage the power of mobility to produce better business outcomes. Planning and development is essential to realizing the value of mobility, and choosing the right partner is the best way to begin the journey.

Tangoe Managed Mobility Services

Tangoe has been at the forefront of mobility management since the very beginning and offers a deliberate and methodical approach to meeting the challenges of the mobile lifecycle with its unmatched MMS Solution.

Tangoe's lifecycle approach supports current day-to-day management of mobility while enabling the build-out of advance infrastructure and future app-centric environments. Tangoe designed it's MMS solution to alleviate the complexities of mobility and bring order and alignment to enterprise mobility via the following lifecycle methodology:

1. PLAN – Assist customers with understanding their current environment, identifying strategy for using mobile technology for competitive advantage, and charting a course to implementation. (Includes advisory services, benchmarking, contract negotiations, invoice and inventory audits.)

2. ACTIVATE – The systems, processes, and services supporting the front end on-boarding of mobile users, devices, applications, and access to corporate resources in alignment with corporate strategy. This includes procurement, fulfilment, forward logistics (staging, kitting, and loading), and catalog creation.

3. TRACK – The systems, processes, and services supporting the ongoing management of mobile assets, device inventory, personal vs. business, liability models stipends, reimbursements, and allowances.

4. SECURE – The systems, processes, and services supporting the ongoing security and policy management of the devices as well as network access control, communication, and management associated with applications, content, and end users.

5. EXPENSE – The systems, processes, and service managing all aspects of mobile expense for which the corporation is responsible including optimization, budgeting/forecasting, benchmarking, audit/resolution, invoice payment, invoice processing, and real-time telecom expense management (rTEM).

6. SUPPORT – The systems, processes, and services managing all aspects of mobile expense for which the corporation is responsible.

7. RETIRE – The systems, processes, and services for retiring unused assets, performing data cleanses, and recycling devices.

Learn More

To learn more about Tangoe's MMS and mobility capababilities, please visit www.tangoe.com.