



SMALL BUSINESS GUIDE TO **MOBILITY**

yellowspring 
Business IT Solutions

THE MOBILE REVOLUTION



Since the turn of the millennium, the way in which we work, communicate and consume products and services has undergone a significant change.

Technology, connectivity, device proliferation and a flexible working revolution has transformed work from somewhere you go, to something you do.

Mobility has broken down the barriers of geography and availability that restricted small business' ability to compete effectively with larger organisations and has brought with it improvements in productivity, responsiveness, customer service and cost management.

Far from an IT fad, mobility will become the business norm for workers across organisations of all shapes and sizes. Arguably, more than any other technological advance over the past decade, mobility has also impacted on consumer behaviour.

It is this combination and convergence of consumer and commercial activity that will see mobile become the commercial platform of the future.



The average user has **41** applications installed on their Smartphone



53% of email opens occur on a mobile device



74% of workers use 3 or more devices every day

BUSINESS DRIVERS FOR MOBILITY



The rapid adoption of mobile services and solutions has been driven by the “perfect storm” of hardware, software, connectivity, business challenges and consumer demand.

1. Consumerisation of it

Technology has become an integral part of everyday life. Business users are also consumers and they are using mobile devices in all aspects of their day-to-day activity; from social media to online shopping, email, video capture and gaming.

Mobile devices are more user-friendly; interfaces are intuitive, customisable and consistent. As a result, the consumer experience is having a significant impact on what users expect from their business applications.

2. Ubiquitous Connectivity

As technology has come to dominate business processes, workers need constant access to data and applications if they are to work effectively. Users have come to demand access to information anywhere, any time and on any device.

Business users also depend on real-time communication to facilitate collaboration, speed up decision making and deliver an excellent customer experience. Mobile devices, flexible working and cloud-enabled computing allow users to operate as a part of a team, wherever they are.

3. User-Centricity

Convenience, flexibility and performance are key features of mobile computing.

Instant-on devices and cloud-based services put the user at the heart of the process. Desktop virtualisation and bespoke business apps are replacing traditional, feature-heavy business applications.

As users become more mobile, they become increasingly frustrated with traditional IT. Mobility provides the flexibility, efficiency and convenience that modern users demand from their technology.

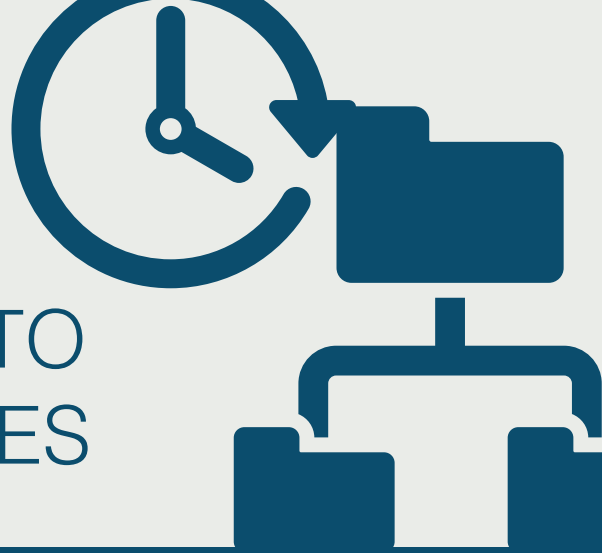
4. Cloud Computing

As businesses continue on their journey to the Cloud, processes become more data-driven and device-independent. Public, private or hybrid Cloud infrastructures are being used to deliver business essentials such as email.

Collaboration, Office 365, CRM and file synch and share applications are not device-driven. Users are able to exploit the inherent benefits of Cloud services on their device of choice; making mobile not only a viable option, but the most effective.

5. Cost of Ownership

Competition amongst mobile device and platform providers continues to drive quality up and prices down. Screen resolution, processing power, battery life and security continue to improve and with most devices in the workplace becoming user-owned, the fixed costs of provisioning and replacing devices is being eliminated from the business, allowing IT to spend Op Ex on device and application management.



MOBILE SOLUTIONS TO BUSINESS CHALLENGES

Modern businesses are faced with a wide variety of challenges, both internal and external. Whether it be workforce or consumer satisfaction, business productivity or simply cost management; mobility has a role to play.

| Challenge | Solution |
|-------------------------|---|
| Staff Morale / Turnover | Flexible Working / BYOD |
| Workforce Collaboration | Remote File Sync and Share |
| Customer Communication | Presence / Unified Messaging |
| Productivity | Wireless Access / Bespoke User Applications |
| Process Improvement | Systems Integration / Real-Time Communication |
| Data Security | User Authentication / Device Management |
| Cost Management | Cloud Adoption / Reduce Business Expenses |

BYOD

By the end of 2015, more than 80% of organisations had adopted a formal or informal BYOD policy. For most, it was a case of succumbing to the inevitable; with upwards of 90% of employees using their personal Smartphone for business use and 70% downloading personal applications to company-issued devices.

Smaller businesses (under 50 employees) were the most likely to allow personal devices to be used for work purposes. There are compelling reasons why.

Firstly, it just makes sense for your workforce – being able to communicate anywhere, anytime and on any device has become a given. Secondly, it eliminates a potentially significant capital investment in business-owned hardware.

Empowering users to access business critical data and applications from their personal devices is not without its risks. For IT, supporting a wide range of vendor devices and operating systems can introduce an unnecessary degree of complexity.

Paramount amongst concerns is security – both of devices and data. One third of data breaches last year were traced back to a lost or stolen device. Sloppy security practices can expose your organisation to greater risk so ensure user authentication is in place and make sure you remove business data from ex-employee's devices.



Cloud-Based Application and Device Management

As device proliferation continues, one of the biggest challenges facing IT is the effective management of hardware and applications across a broad portfolio of vendors and operating systems. The solution is to minimise complexity by offering device and application management, both on-premise and in the Cloud, from a single console.

Benefits

- Deliver and manage apps across a broad range of devices, including iOS, Android, Windows and Windows Phone, all from a single management console
- Simplify administration by deploying apps automatically during enrolment and allowing users to easily install corporate apps from the self-service directory
- Maximise productivity with the Office mobile apps your employees are familiar with whilst providing application data security
- Remove corporate data and applications when a device is unenrolled, noncompliant, lost, stolen, or retired from use

Simple, Secure Access Management

As users adopt SaaS applications, maintaining control over access to corporate assets and Cloud services can become a challenge. The key is to provide secure user identification and access without impacting on productivity; delivering enhanced functionality such as multi-factor authentication and behavioural analytics to

Benefits

- Create and manage a single identity for each user across your business; keeping users, groups and devices in sync
- Provide single sign-on access to your applications, including thousands of pre-integrated SaaS applications
- Enable application access security by enforcing rules-based, multi-factor authentication for both on-premises and cloud applications
- Improve user productivity with self-service password reset and application access requests for directories in the data centre and the cloud

Data Protection

As business processes have become data-centric, remote users require access to corporate resources in order to collaborate effectively. Organisations face the challenge of delivering effective mobility and data sharing whilst ensuring the security of potentially sensitive data across a borderless infrastructure.

Benefits

- Collaborate more securely by protecting virtually any file type on any device platform using intelligent rights management
- Safely share files in email or using your favourite cloud storage service such as Microsoft OneDrive or Dropbox
- Choose from flexible on-premises or cloud deployment options based on your organizational needs
- Track your shared documents to learn about document use or abuse



Desktop Virtualisation

Virtualisation of the desktop environment has revolutionised the way users access corporate resources; providing a consistent experience across multiple devices and operating systems.

Virtualisation allows users to run standard windows desktop and applications, is instantly scalable and provides essential data security as the device is merely an access point, with data and applications stored in the Cloud.

Benefits

- Deploy Windows applications in the Cloud and make them available on any device
- Scale up or down effortlessly to meet changing business demands
- Provide a rich remote user experience similar to applications running on a local PC
- Maintain data compliance by keeping sensitive corporate resources off user devices

ABOUT YELLOWSPRING

Yellowspring is a specialist in providing IT Support, Cloud Computing, Datacentre and Infrastructure-as-a-Service solutions to small and medium-sized businesses in London and the South East. What makes us unique is our attention to detail and focus on exceptional service delivery.

We like to view ourselves as a new breed of IT Service Provider. We are not an IT Outsourcer, a Datacentre or a Hosting Company; we are all of these things. Most of all, we are a service company.

We are judged on the service we provide to our clients and the impact that the services we deliver have on their business.

Our aim is to be a seamlessly integrated part of our client's organisation; fully understanding their business needs and using our knowledge and experience to deliver exceptional IT. We focus on what we are good at, leaving you to focus on what you are good at - your business.

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