WHITE PAPER

Mobile Enterprises Turn to Mobility-as-a-Service

SURVEY FINDS THAT CONCERNS ABOUT COSTS, SECURITY FUEL MOVEMENT TO MAAS.

THIS IS THE AGE OF ENTERPRISE MOBILITY.
At companies of all kinds, business leaders, managers, and employees expect to get work done wherever they are, whenever they want. To enable the mobile enterprise, IT leaders must manage multiple device types securely and economically while giving users a highly responsive and productive experience.

A new survey from IDG Research found that 76% of companies have a well-defined mobile strategy, adequate tools, expertise, and bandwidth, but 20% reported that they nevertheless face challenges supporting it. The survey covered IT leaders, executives, and line-of-business managers at companies spanning a broad range of industries, ranging from healthcare and manufacturing to technology. The number of mobile users at these companies ranges from 3,000 up to 20,000 or more.

An important part of the mobile strategy at these companies is bring-your-own-device (BYOD): 56% of the companies have no restrictions on devices, whereas 40% limit BYOD to certain individuals or departments. Only 4% prohibit BYOD.

To better execute their mobility strategies, many organizations are turning to mobility-as-a-service (MaaS), a bundled offering of mobile devices and managed mobile services from an outside provider.

Mobile Challenges

With mobility widespread, IT leaders are no strangers to overcoming the hurdles inherent in meeting the needs of the mobile workforce. According to the survey, the top challenge is cost management (44%), followed by visibility into performance (34%), implementing policy and process across a complex environment (34%), compliance (32%), and security (32%). The cost issue is fueled by several factors. The survey drilled down into various cost-of-mobility concerns and found that the respondents ranked them in this order:

1. Cost of supporting multiple device types (42%)
2. Time/resource costs (40%)
3. Unpredictable variable costs (38%)
4. Financial debt from past refreshes (38%)

User management is also a major area of responsibility in enabling the mobile enterprise. And among user management issues, security is the top concern, at 44%. The related issues of setting and administering mobile use policies (32%), device lifecycle management (30%), and performing custom device configurations (30%) also rank high.

Mobility Challenges Are Perceived Differently

As organizations address mobility challenges, they may need to reconcile different perceptions. The survey found that IT and non-IT managers can have very different understandings of the same issues. IT managers' concerns, perhaps not surprisingly, focus on practical implementation issues. For example:

- IT managers were more likely to report that they are struggling to support their mobile strategy (33% vs. 13%).
- IT managers said implementing policy and process across a complex environment is a top challenge (51% vs. 24%).

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- IT managers said managing device inventory (33% vs. 16%) and performing custom device configurations (44% vs. 28%) are mobile user management issues.
- IT managers reported that unpredictable variable costs are a top concern (61% vs. 25%).

Non-IT managers, for their part, look at mobility from a different perspective:

- Non-IT managers consider their organization to have a well-defined mobile strategy (84% vs. 61%).
- Non-IT managers cited improving user satisfaction as a benefit of MaaS (38% vs. 17%).

Businesses would do well to reconcile the divergence of viewpoints between IT managers and non-IT managers. Such a variance could lead to fights over mobile strategy and budgeting. Where IT managers focus on implementation, non-IT managers see mobility as part of business strategy and an essential productivity enabler for corporate users.

"There is a need to get IT and line-of-business managers aligned," says Gary Lee, chief solutions officer at Stratix Corporation. "As mobility is driven more and more by line-of-business needs, it's critical that the needs of the business and the needs of IT are aligned and can be achieved. Managed mobile services, including mobility-as-a-service, provided by a third-party provider can help achieve this," says Lee.
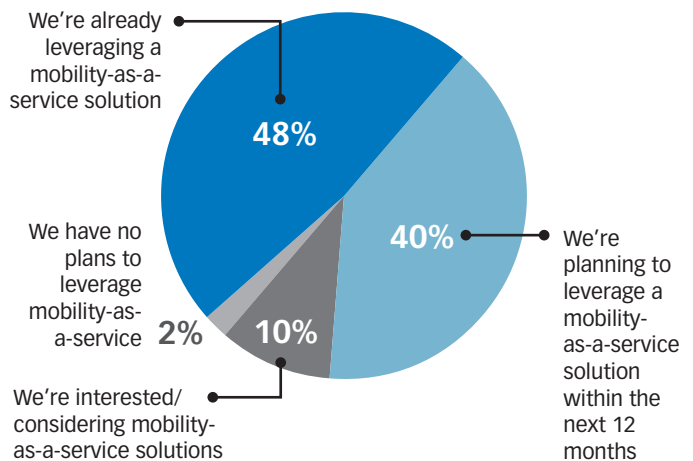
Mobility-as-a-Service

Mobility-as-a-service can provide IT managers as well as non-IT managers with a mobility solution that meets the needs of a mobile enterprise. A MaaS provider eliminates the up-front costs of purchasing mobile devices, by providing a turnkey solution that includes the mobile devices and managed mobility services, including acquisition, deployment, and 7 x 24 support. MaaS providers also offer the ability to upgrade devices under a predictable flat per-device monthly cost.

The survey found that many organizations are embracing mobility-as-a-service to implement their mobile strategies.

Stratix and Samsung are dedicated to providing enterprise-ready solutions to help companies connect and manage their business. This partnership is delivering innovative mobile lifecycle services for Samsung devices in the enterprise — ensuring that mobile succeeds and grows with your organization.

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FIGURE 1. **Deployment of MaaS** SOURCE: IDG Research, 2017

We're already leveraging a mobility-as-a-service solution — 48%

We're planning to leverage a mobility-as-a-service solution within the next 12 months — 40%

We're interested/considering mobility-as-a-service solutions — 10%

We have no plans to leverage mobility-as-a-service — 2%

Nearly half — 48% — of the survey respondents said they are using some level of MaaS offerings, and 40% are planning to use MaaS within 12 months. And, perhaps tellingly, those with a well-defined mobile strategy are most likely to have MaaS (61%).

The benefits of MaaS cover a broad spectrum. The survey respondents listed the most-appealing benefits in this order:

1. Increase business continuity (46%)
2. Increase IT productivity (42%)
3. Improve access to expertise (42%)
4. Improve security (42%)

In a finding indicating that the need for MaaS is understood by those who have not yet deployed it, those without a well-defined and well-supported mobile strategy (58%) said they will use MaaS in the next 12 months.

Conclusion

Organizations recognize the importance of mobility to their workforce, and most have a mobility strategy in place. But many face challenges, particularly in terms of managing costs and mobile users. IT and non-IT managers perceive the challenges of enterprise mobility differently, a potential source of conflict that could hamper their ability to implement an effective mobile strategy.

MaaS is being embraced by many organizations' leaders, who say that it delivers numerous benefits, most importantly enabling them to execute their enterprise mobility strategy cost-effectively and securely in a way that increases business continuity as well as IT productivity. Because MaaS affords clear benefits in terms of strategy, user experience, and implementation, it can bridge the differences between IT and non-IT managers, setting businesses on a path to success in the era of the mobile enterprise.