

Business Mobility Opens the Door to New SP Revenue Streams and Deeper Customer Relationships

Service Provider FastFacts

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The revolution in mobility is transforming the ways in which people live, learn, play, and — in particular — work. Fueled by an increase in mobile and remote workers, the “virtual workplace,” and a need for greater productivity, the mobile revolution is creating both challenges and tremendous opportunities for service providers (SPs).

To gain a better perspective on the latest trends in business mobility, Cisco® Consulting Services (CCS) conducted an extensive survey in March 2013. Comprising 4,800 respondents across eight countries, it is one of the largest and most comprehensive studies of the needs, interests, and behaviors of end users of business mobility. In addition to revealing mobility trends for enterprises and small and medium-sized businesses (SMBs), the study uncovered important implications for service providers.

Mobility Offers Significant Upside for SPs

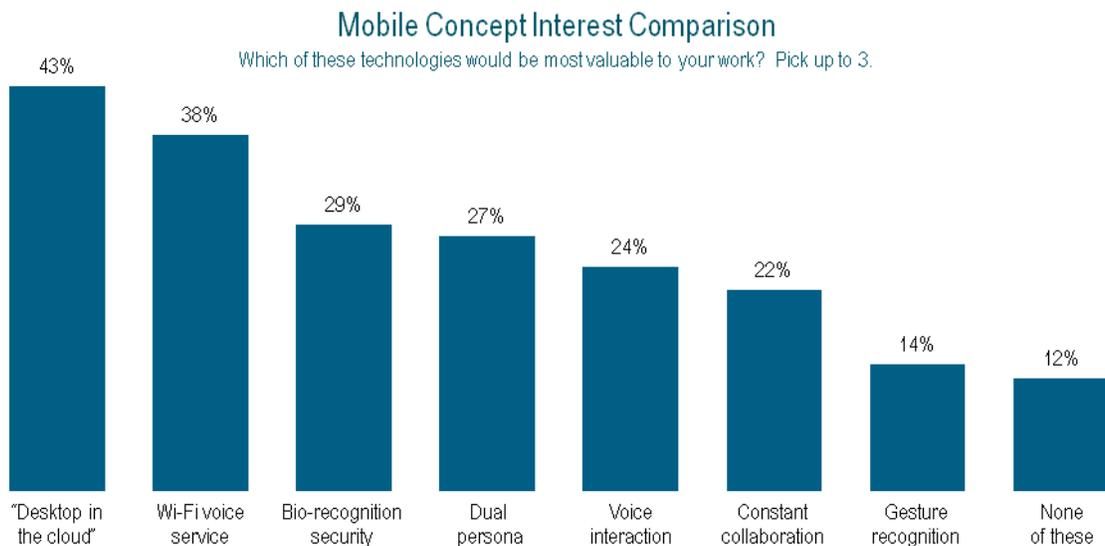
Business mobility represents an opportunity for SPs to generate new revenue and to deepen their business customer relationships. But they will need to step up to these new opportunities quickly, or risk losing out to device manufacturers and over-the-top (OTT) players. Apple, for example, is exploiting its positive standing with consumers to pave its entrance into enterprise technology. In fact, the whole “bring your own device” (BYOD) phenomenon began when senior executives demanded IT support for their personal iPhones and iPads.

SPs can answer this new challenge by introducing business services that have the same simplicity and ease of use employees enjoy in their personal devices and applications. Consumers are starting to use cloud-based mobility applications, and online services such as Dropbox and Carbonite are migrating their consumer offerings to businesses. The convergence of next-generation cloud services and business mobility is a game changer that will provide SPs with unique opportunities to offer cloud-delivered mobility services and address the IT needs of enterprises and SMBs in unprecedented ways.

New Business Models Create New Revenue Potential

Our research shows that employees are interested in unique offerings, such as “desktop in the cloud,” Wi-Fi voice, and constant collaboration (the ability to collaborate anywhere, any time, with any device). Business users desire mobility services that offer a distinct and clear value proposition. Even a service such as dual persona, which is not readily available, generated interest among 27 percent of users (see Figure 1). In short, SPs can consider offering a plethora of advanced, managed mobility solutions that already intrigue customers. In light of the continued erosion of voice and data prices in the consumer segment, these offerings provide new growth opportunities for service providers.

Figure 1. Wi-Fi Voice and Desktop in the Cloud Were the New Service Concepts that Garnered the Most Interest.



Source: Cisco Consulting Services, 2013

SPs have a tremendous opportunity to provide a more integrated, end-to-end value proposition. Most SPs currently offer devices and some after-sale support, but have a limited play in software-as-a-service (SaaS) applications. If service providers were to bring all aspects of devices, applications, and managed services into a single compelling package, they would create strong competitive differentiation. This has the potential to increase the average revenue per user, reduce churn, and increase customer satisfaction.

Next Steps for SPs: Accelerating Business Mobility Initiatives

SPs should focus on solutions and access for knowledge workers while providing businesses with an easier way of acquiring, using, and paying for those services. In addition, service providers have an opportunity to provide new business services to meet the needs of business users' "DNA"— devices, networks, and applications:

- **Devices:** With nearly 40 percent of employees expecting to use more devices in the future, SPs should aggressively pursue device-management offers. In fact, SPs can offer device management services independent of providing the mobile service; this can prove valuable for enterprises with a global footprint that rely on different mobile SPs.
- **Networks:** Develop solutions to separate personal and business usage for the employee. Offer additional security options to reduce fears concerning mobility.
- **Applications:** Offer applications that improve the basic mobile experience, and improve employee productivity. Consider developing an app store to help business users manage the complexity.

Service providers that can harness the benefits of mobility, cloud, and collaboration will capture a greater share of enterprise spending across all three DNA dimensions, accelerating the next phase of business mobility.

For a more complete analysis of the CCS business mobility research, please download our white paper, "[Next-Generation Knowledge Workers: Accelerating the Disruption in Business Mobility.](#)"

More Information

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