IT Guide for Mobility:
Making the Case to HR Leaders
IT and HR: Better Together Mobility

Modern organizations are expanding mobility initiatives across virtually every business function. According to Cisco’s 2015 Mobility Landscape Survey, 72 percent of business leaders believe mobility is a strategic imperative for their organization’s success. In fact, in many businesses today, line-of-business (LoB) leaders are increasingly funding and making decisions about mobile applications and solutions.

But mobile app deployments show best results when they’re based on a coordinated, organization-wide mobility strategy and platform. IT leaders responsible for mobility can play a central role in building a coordinated strategy that helps the business realize more value from mobile experiences. IT can help the organization roll out mobility projects faster, more securely, and at a lower cost.

If you’re going to be an advocate for mobility in your organization, you need to be able to communicate with business leaders about what IT can do for them. You need to shift the perception of your role as a responsive manager of technology services. Instead, you can be a proactive, trusted advisor who understands their business objectives and needs and is invested in their long-term success.

This primer offers some strategies to help IT communicate the full value of mobility to key HR stakeholders in the organization. It explains why partnering with IT is their smartest path to success.

69% of business leaders agree: “Over the next 10 years, mobility will impact our organization as much as the World Wide Web has over the last 20 years.”

i. Cisco Mobility Landscape Survey, 2015.
Unlock the Business Value

Seeing the Complete Mobile Landscape

Your organization can accelerate and realize the full value of mobility. IT can play a central role by creating a unified, consistent mobility framework that aligns to the business priorities of the organization. This should encompass a high-performance mobile network infrastructure and app platform. And it should include network, security, management, and application delivery best practices.

A unified mobility strategy helps ensure that when your business stakeholders need mobility apps, they can be delivered as quickly, cost-effectively, and securely as possible. Those apps can then use an existing application infrastructure to access data from ERP, CRM, supply chain systems, and more. A unified platform also gives your employees and customers a consistently good user experience across all the mobile apps your organization delivers, anywhere, on any device.

Benefits of a Unified Mobility Strategy

- **Speed app rollouts** through consistent practices for implementing mobile apps and experiences for all lines of business.
- **Reduce risk** through consistent policy management, verified security enforcement, and compliance across all devices, locations, and users.
- **Enable mobile workstyles** by delivering secure access to all apps, data, and communications services on any device, from any location.
- **Lower costs** through a reusable mobility application platform, rather than lines of business continually building one-off solutions from scratch.
- **Increase innovation** by capitalizing on context-rich mobility data across the network, the organization, and its customers.

---

i. Cisco Mobility Landscape Survey, 2015.

---

36% of LoB respondents said they are rarely or never consulted on mobility initiatives.¹

For More Information
Business Case for HR

Roughly two thirds of Gen X, Gen Y, and HR professionals believe that an organization that has adopted a flexible, mobile, and remote work model has a competitive advantage over one that requires employees to be in the office from 9 a.m. to 5 p.m. every weekday.\(^x\)

\(^x\) Cisco Future of Work Survey, 2014.
Business Case for HR

The Changing Workforce Needs Mobility

Human resources leaders are focused on the culture of the organization, employee engagement, and attracting and retaining the best employees. They are acutely aware of the changing nature of work. Workspaces and workdays are becoming more flexible, and employees now expect to be able to work anywhere, from any device. These priorities are increasingly intertwined with technology.

You can work with HR leaders to develop a shared understanding of current and future workforce challenges. And you can show how mobility and digital workplace initiatives can help address these challenges.

What Can Mobility Do for HR Leaders?

- **Improve employee engagement** by giving people more choice to work where, when, and how they want.
- **Increase productivity** with a digital workspace environment that provides consistent experiences and tools from anywhere, on any device.
- **Improve team effectiveness** by putting communication and collaboration tools (voice, video, messaging, conferencing) at their fingertips, everywhere.
- **Better understand the workforce** with insights into where, when, and how employees are using the tools at their disposal.
- **Optimize the workplace** with location-based services and analytics that provide insight into workplace utilization.

---

i. Cisco Mobility Landscape Survey, 2015.


Scenario: Mobility for Better Employee Engagement

Janet, the chief human resources officer of a global pharmaceutical company, is on a quest to attract a millennial workforce.

With that in mind, Janet is working with her leadership team to enable greater workforce flexibility:

- **Adopt a hybrid employee model:** Use a flexible combination of traditional full-time employees and contingent workers to quickly meet changing business priorities and worker preferences.
  - **IT support:** Enable application virtualization for fast, secure onboarding of contingency workers.

- **Increase worker choice and freedom:** Make information and services available on demand, anywhere, anytime, on any device.
  - **IT support:** Deliver secure mobile access to applications and data on all employee-owned and corporate-owned devices.

- **Increase virtual team collaboration:** Create a consistent, collaborative work experience across physical (office) and virtual (home, mobile) environments.
  - **IT support:** Provide a high-performance, fully immersive, and video-enabled collaboration platform and applications on any device, anywhere.

  **Improve millennial engagement:** Empower employees who’ve grown up in the world of social media to interact and share information in real time.
  - **IT support:** Provide cloud-based virtual meeting rooms where workers can form teams, meet physically and virtually, and exchange ideas quickly and effectively.

  **Create a modern and secure workplace:** Attract the best and brightest with a flexible environment that lets employees work where, when, and how they choose.
  - **IT support:** Provide centralized context-aware policy management and enforcement, so that workers can get the information they need without compromising security.

Janet also wants to empower her leadership team with new insights by collecting and applying workforce analytics:

- **Improve visibility:** Gain more detailed and accurate information about workforce engagement for more informed decision making.
  - **IT support:** Create an engagement dashboard to visualize levels of employee interaction and collaboration using location-based services and collaboration analytics.

- **Improve employee engagement:** Communicate, survey, and interact with global employees more often and effectively.
  - **IT support:** Deliver video-enabled interactive group meetings and town halls on any device, anywhere to engage a distributed workforce.

---

**For More Information**

- PharmaExec, “Attracting a Millennial Workforce,” August 2015.
Capitalizing on Mobility with Cisco

Cisco can help you at every step of your organization’s mobility journey. As you implement a unified, coordinated mobility infrastructure and platform, we can provide end-to-end solutions and services to help you capitalize on mobility.

Cisco provides innovative mobility solutions, from Cisco® Connected Mobile Experiences (CMX) that delight your customers to Cisco Mobile Workspace and BYOD solutions that empower employees.

With Cisco Enterprise Mobility Services Platform, quickly create and deploy context-aware experiences that engage people on their mobile devices.

Cisco also delivers strategy and analysis services that can help IT work with business leaders to develop an overarching mobility roadmap using a structured and methodical approach. Cisco Services provides strategic guidance to design a comprehensive mobility framework that encompasses the IT infrastructure, security, and mobile application strategy.

Working in partnership with you, we can help you:

- **Engage**: Elevate customer experiences and build workspaces that move with workers.
  - Quickly create mobile experiences with a cloud-based software platform.
  - Influence customers at the point of decision with location-specific captive portals or enhancements to existing native and web apps.
  - Provide workers anytime access to digital tools, services, and experts on any device.

- **Protect**: Extend security and compliance everywhere, identify and contain threats, and reduce the attack surface.
  - Deliver secure access to applications, data, and collaboration services from anywhere, on any device.
  - Create a defense-in-depth strategy with multilayer, context-based policy management and enforcement.
  - Provide guest access with fast, secure onboarding.

- **Accelerate**: Enhance mobile experiences and optimize access to apps, data, and services.
  - Assure quality mobile access in high-density environments.
  - Improve user experiences for business-critical applications everywhere: on the campus, in the branch, at home, or on the road.
  - Optimize all app delivery models—native, web, software as a service (SaaS), virtual, and more.

- **Discover**: Uncover insights to continuously optimize the workplace and improve customer engagement.
  - Monitor workplace efficiencies to enable workplace optimization.
  - Turn network data into actionable intelligence for faster threat detection.
  - Gain actionable insights into in-venue behavior and preferences of workers, consumers, fans, patients, students, travelers, and more.
As IT leaders, you have the opportunity to create the conditions for your organization’s mobility strategy to flourish. Engage your business leaders to understand how mobility can best serve the organization. Create a technology foundation that delivers the security, application experience and seamless connectivity your business leaders, employees and customers need. Reach out to Cisco and our partners to learn how we can help you every step of the way.

www.cisco.com/go/mobility