IT and Operations: 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 operations and workplace 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.

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

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¹. Cisco Mobility Landscape Survey, 2015.
Business Case for Operations

According to Rifiniti Inc., a workplace business intelligence firm, the average Fortune 1000 company uses 3 million square feet of office space, at a cost of $200 million per year. But those large companies are using only about 50% of that office space.xiv

xiv. The Boston Globe, BetaBoston, “Rifiniti Gets $1.9 Million to End Wasted Office Space for Big Biz.”
Business Case for Operations and Workplace Leaders

**Workplace Transformation Enabled by a Digital Workspace**

Chief operating officers (COOs) and executives responsible for workplace facilities and real estate are grappling with major trends that are reshaping the workforce. They’re contending with shifting demographics and evolving social contracts. The nature of work itself is changing, with dramatic growth in unstructured work. And they’re seeing an explosion of new technologies—cloud, mobile, and big data—that have profound implications for the business.

At the heart of all this disruption, COOs face constant pressure to:

- Reduce operational expenses
- Reduce real estate costs
- Use workplace analytics to improve visibility into and control of business operations
- Provide a workplace that attracts the next-generation workforce and supports greater flexibility and collaboration
- Assure regulatory compliance and reduce risk

Mobility can be a powerful tool to help address all of these concerns. By applying mobility technologies, applications, and data in the workplace, COOs can better utilize space and workplace assets. They can maximize the value of their real estate while providing a better employee experience.

Mobility can also empower operations managers to improve efficiency in customer venues. Operations managers can apply mobility analytics in customer-facing venues to optimize staffing efficiencies real-estate utilization and inventory forecasting.

Employee satisfaction ranked as the highest workplace transformation success factor, with 17% of respondents identifying it as a measure of success. Cost savings ranked second at 15%.

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Across all regions surveyed, between 62% and 65% of respondents indicated that their organizations were either in the process of implementing or planning to implement a workplace change program.

**For More Information**

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What Can Mobility Do for the Workplace and Operations Leaders?

- **Optimize real estate investments** by using mobility to increase occupancy rates without sacrificing productivity.

- **Empower workplace transformation** with action-oriented workspaces and mobile roaming across the campus.

- **Provide a better worker experience** with seamless roaming across public and enterprise mobile networks.

- **Optimize workplace resources** with location-based services.

- **Improve workplace and real estate utilization** with context-rich real-time and historical data about how people are working.

According to Telstra, a leading telecommunications company, prior to their workplace transformation, average space utilization in their Melbourne and Sydney offices "peaked" at 60%. It increased to 75% after their transformation.\[xv\]

\[xv\] Telstra, “Future Ways of Working,” 2015

\[xi\] Society of Human Resources Management (SHRM): Flexible Work Arrangements Survey
Scenario: Mobility for Workplace Optimization
Jacques is the COO of a leading telecommunications company that occupies multiple geographically distributed facilities. He is committed to creating a more efficient and engaging work environment.

Aiming to reduce real estate costs and improve employee satisfaction, Jacques launched a workplace transformation project. His first objective was to gather a fact-based, current-state picture of workplace utilization:

- **Collect workplace efficiency analytics:** Gain a deeper understanding of how people use the workplace. Then develop models for space design, information technology, and change management that best support business objectives.
  - **IT support:** Deploy a Wi-Fi hyperlocation system that accurately gathers space and meeting room utilization trends.

- **Collect work-style analytics:** Gather data to create activity-based environments aligned to the type and style of work being performed.
  - **IT support:** Combine Wi-Fi hyperlocation analytics with collaboration tool analytics to understand what types of work are done where and when.

With this data, Jacques can plan a workplace transformation project to improve efficiency. At the same time, he can create a flexible and dynamic workplace that boosts collaboration, innovation, and employee engagement.

- **Create collaborative mobile workspaces:** Deliver a balance of shared and dedicated workspaces, meeting rooms, and collaboration spaces that meet different work activity needs.
  - **IT support:** Deliver a consistent application, video, and collaboration experience across workspaces for both fixed and mobile devices.

- **Personalize work environments:** Save costs and enhance worker experience by having lights, AC, and other work environments adapt to presence and personal preferences.
  - **IT support:** Control work environments through apps and sensors that connect to smart building capabilities like Digital Ceilings.

- **Personalize shared workspaces:** Even shared workspaces can be personalized with an environment that automatically configures the space or room when an employee walks in.
  - **IT support:** Use location services and mobile apps to automatically configure voice settings, meeting settings, desk and lighting preferences, and even environmental controls.

- **Provide navigation services:** Save time and increase productivity with “wayfinding” navigation apps that help users quickly find the room, device, or person they need.
  - **IT support:** Deliver location-based mobile apps to provide real-time indoor navigation.

- **Empower partners and suppliers:** Provide partners and suppliers access to the resources they need on campus.
  - **IT support:** Provide secure bring-your-own-device (BYOD) access to authorized company and Internet resources over a secure Wi-Fi network.
Capitalize 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.

You can also deploy our mobility technologies and solutions to enable Cisco’s portfolio of Workforce Experience Solutions designed to help employees be more productive, innovative and engaged.

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.

Learn how Cisco is helping customers like Deakin University and Rakuten by enhancing their workplace environments with mobility.

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