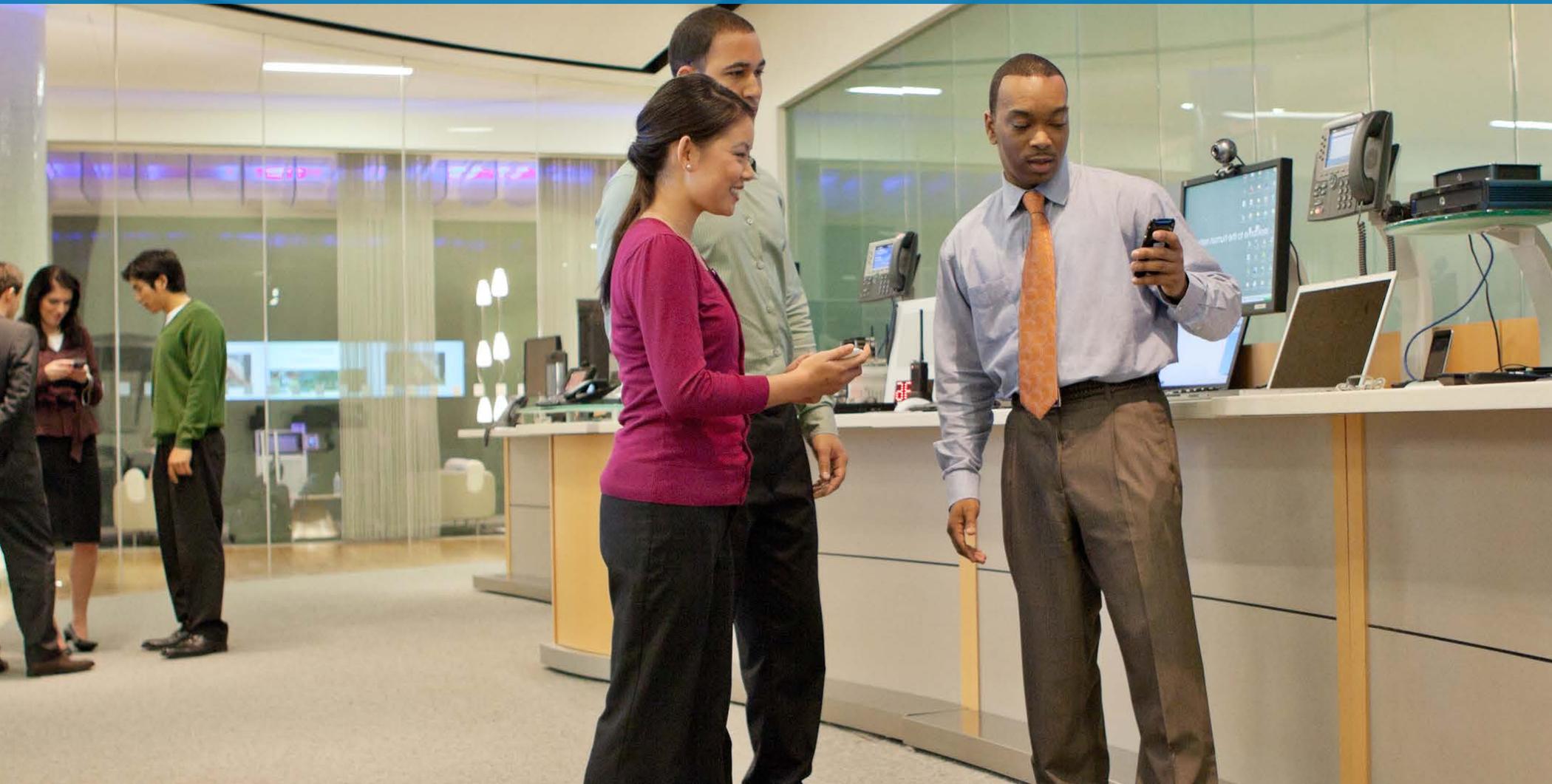


IT Guide for Mobility: Making the Case to Marketing Leaders



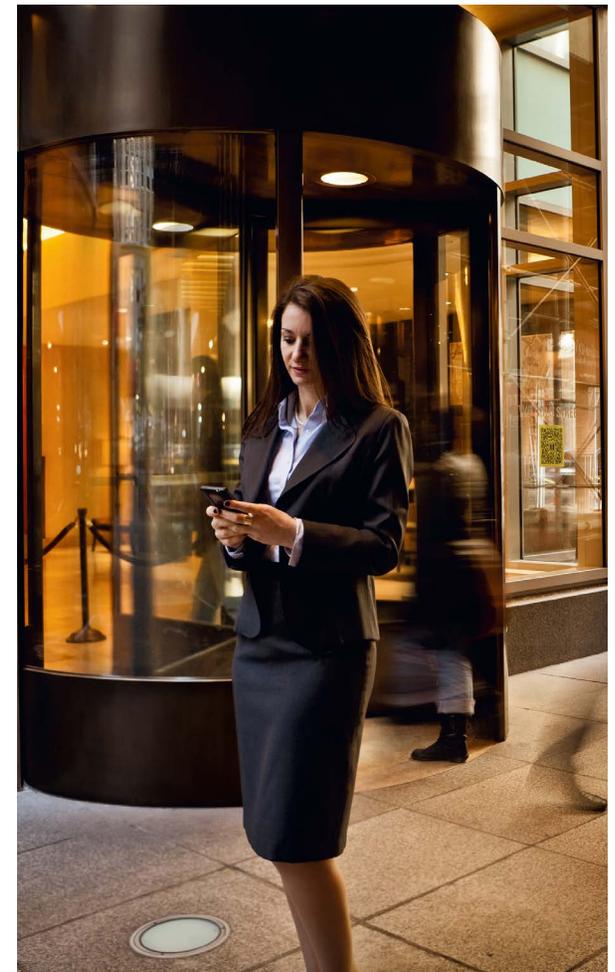
IT and Marketing: Better Together Mobility

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 marketing stakeholders in the organization. It explains why partnering with IT is their smartest path to success.



Opportunities and Challenges

The World Is Going Mobile

Mobility is broadly recognized as one of the foundational pillars for a digital business, together with cloud, analytics, and social.ⁱⁱⁱ Mobility is creating transformation and disruption across industries and organizations by:

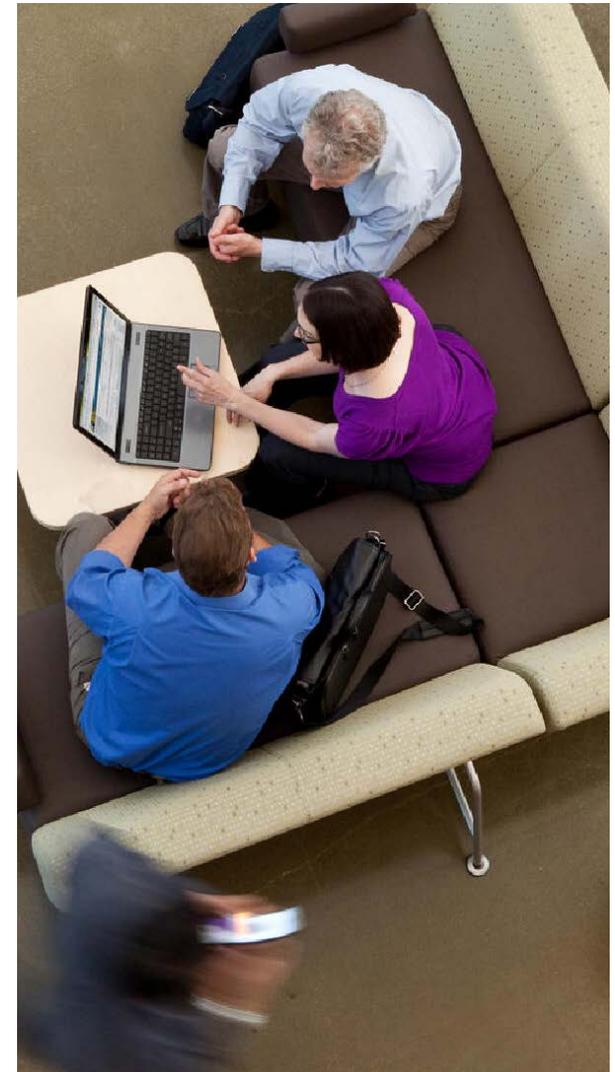
- Delivering more personalized experiences to customers
- Enabling flexible, collaborative, and productive work styles in the workplace
- Providing rich contextual data from mobile apps and devices to power innovative business models and business optimization

Everywhere you look, organizations are using mobility to power new employee and customer experiences, create new opportunities and insights, and increase revenues and cost savings.

How Are Enterprises Using Mobility?

At the highest level, organizations are using mobility in three main ways:

- **To engage customers:** Organizations can use B2C mobile services to engage more personally and directly with their customers—shoppers, visitors, patients, guests, travelers, and more. They can link connected customers with relevant mobile content and gain insights into their behavior. They can deliver context-aware, location-based mobile experiences. And they can increase revenue streams with targeted and personalized advertising, coupons, and promotions.



i. Cisco Mobility Landscape Survey, 2015.

iii. Leading Digital: George Westerman, Didier Bonnet, and Andrew McAfee, October 2014.

- **To improve decision making through analytics:** Organizations are drawing on the power of data delivered by far-reaching mobile devices, applications, and networks. They are using this data to optimize decision making and the path to a desired future state. Network-enabled analytics can gain contextual business and IT insights. Organizations can harness those insights to better engage customers and make the best use of customer venues. They can use these insights to create personalized experiences that better meet customer needs.



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.

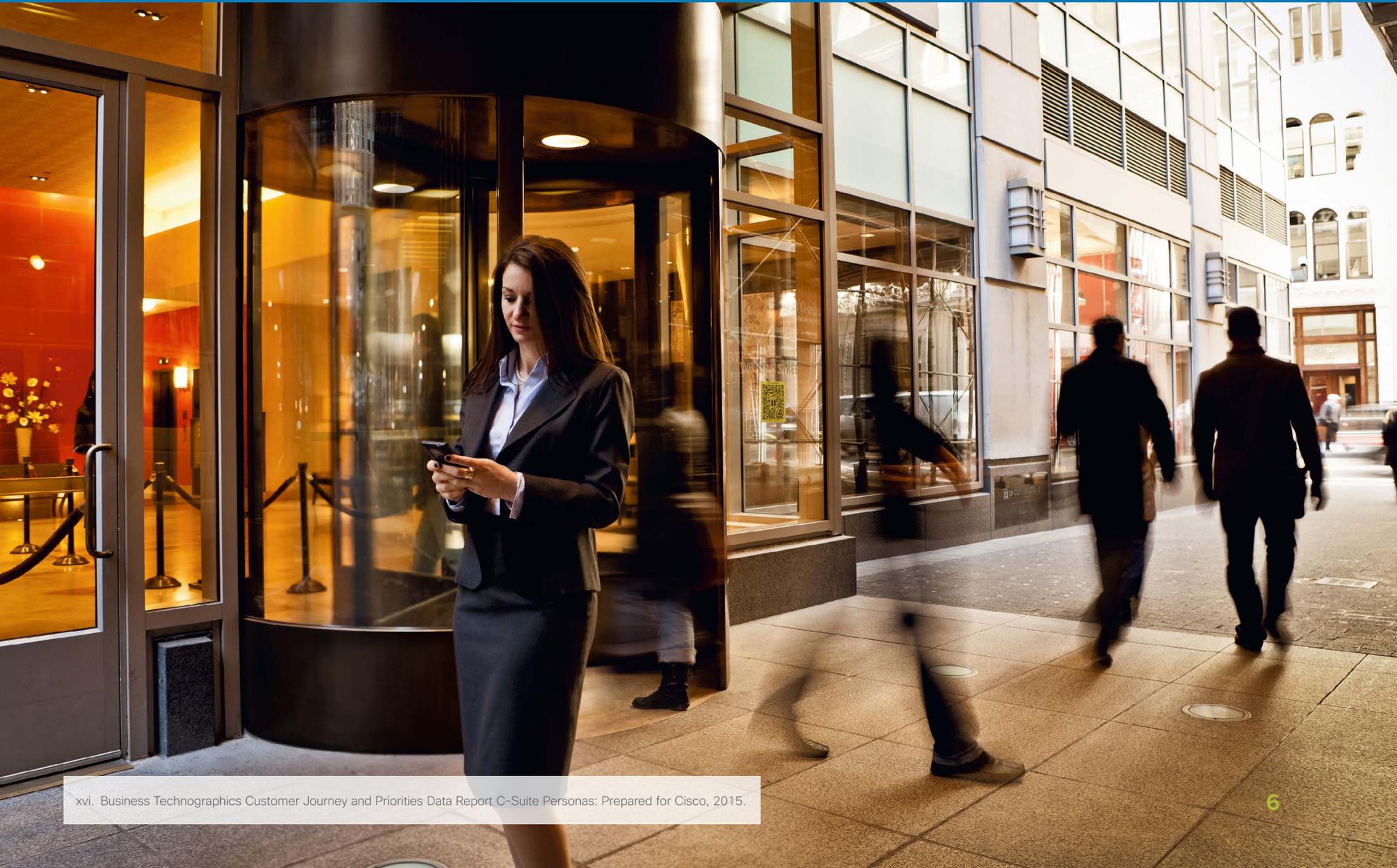
A unified mobility strategy helps ensure that when your business stakeholders need mobility apps, they can be delivered as quickly, cost-effectively, and securely as possible. Those apps can then use an existing application infrastructure to access data from ERP, CRM, supply chain systems, and more. 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.](#)
 iv. [Kinvey CIO and Mobile Strategist Survey, 2014.](#)



Business Case for Marketing

Mobile Customers Expect Personal Experiences

Making marketing matter in a fast-changing customer environment is harder than ever. Marketing leaders need to consistently prove the value of marketing to business leadership in terms that can be clearly measured. And they are challenged to use technology to their best advantage to keep pace with the competition, grab the attention of their customers, and strengthen their brand. In fact, most marketing organizations now embrace a mobile-first approach.

As they contend with these changes, marketing managers are wrestling with tough questions:

- How can I create more effective and personalized digital marketing campaigns?
- How can I use analytics to get a better understanding of our target customer behavior, needs, and wants, so I can make more informed choices?
- How can I ensure that brand experiences live up to changing customer expectations across multiple channels?
- How can I project an image of innovation to the market?
- How can I be more effective and targeted with my advertising?
- How do I find new ways to raise brand awareness and strengthen brand loyalty?

What Can Mobility Do for Marketing Leaders?

- **Capitalize on huge adoption of mobile devices** as an additional, always-on, always-available engagement channel.
- **Create new engagement opportunities** that capitalize on the unique characteristics of mobile technology, such as context, location, apps, and social networks.
- **Use mobility to engage customers in venues**, including retail stores, stadiums, hospitals, hotels, airports, and other public spaces.
- **Use mobile data and analytics** to better understand and cater to customer preferences and behaviors.
- **Personalize the customer experience** to cater to each customer's preferences, location, activity, and other attributes.

Scenario: Mobility for Improved Customer Engagement

Jolene, the chief marketing officer (CMO) of a global hotel chain, wants to use mobile technologies to grow the business and keep increasingly connected and demanding guests coming back.

Drawing on a unified mobility strategy and mobile application platform, Jolene can deliver a more complete and satisfactory customer experience:

- **Increase visibility:** Gain insights into guest behavior, including preferences, dwell time, peaks and troughs, and movement patterns.

 - **IT support:** Use Wi-Fi-based presence and location-based analytics and reports.
- **Improve customer Internet access:** Provide fast, easy-to-use, and personalized Internet access.

 - **IT support:** Give mobile users simple guest access. Customize their experiences with a location-enabled captive portal and contextual information and promotions.
- **Enhance customer engagement:** Connect social with mobile to boost brand recognition.

 - **IT support:** Encourage guests to log in via the hotel social media page to strengthen the brand and relationship.
- **Personalize mobile experiences:** Give mobile users contextual information based on past preferences, location, and hotel promotions and activities.

 - **IT support:** Enable mobile push messages, promotions, digital signage, and navigation services by integrating location information into mobile apps and CRM systems.
- **Improve operational efficiency:** Identify service bottlenecks and allow guests to provide real-time feedback. Provide personalized guest notices that translate to improved satisfaction and net promoter scores.

 - **IT support:** Deliver a flexible application platform that allows integration of location services, mobile apps, and other operations and CRM systems.



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.

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.

Learn how Cisco has helped customers like [Hyatt](#), [Intu](#) and [Copenhagen Airport](#) improve their customers' experiences.

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