

Understanding What You Need in Your Enterprise Mobile Support Program

**10-Minute Enterprise Mobility
Masterclass #3**

*With Alex Kalish, Chief Strategy and Solutions
Officer at Stratix*

Mobile Solutions Aren't Fire and Forget

Meet Your Instructor

You Need a Strategy to Keep Everything Running Smoothly

As mobile solutions play ever-larger roles in business strategies, organizations have learned that supporting mobile isn't the same as traditional IT for a lot of reasons. End users are often dispersed, and IT teams aren't as familiar with the devices, operating systems, and apps. There's a learning curve. Deployment, return, and repair logistics are more complicated and require more resources and scale. While IT support may have been mainly reactive in the past, mobile is so integral to how people do their jobs now that there has to be a sufficient underlying level of support to ensure minimal downtime and prevent loss of productivity. A lot can be automated, but there's still the need for the human touch in many areas to ensure a good user experience.

In this class, we'll look at the components required for a comprehensive support strategy and best practices for implementing them. They include endpoint management, asset management, and 24/7 support channels.



About the Class With Alex Kalish, Chief Strategy and Solutions Officer

About Your Instructor

Alex Kalish is the Chief Strategy and Solutions Officer at Stratix and brings nearly 20 years of experience working in strategy, corporate development and finance functions for global technology companies. [Connect with Alex on LinkedIn.](#)

Automate Everything You Can with Endpoint Management

Prevent Issues Before They Happen

The best first step in supporting mobile devices and end users is to do it proactively. You can do that with a good endpoint management solution that helps you keep devices healthy wherever they are and automate routine IT processes. It's a rapidly evolving area, and there's crossover in the ways different software companies use the same terms, so it can get a little confusing. Broadly speaking, Mobile Device Management—or MDM—is typically device-centric. Enterprise Mobility Management—or EMM—is more user-centric. The latter is especially important if your organization has a Bring Your Own Device (BYOD) policy and you need to control and secure what users have access to regardless of the device they're using.



Benefits of Endpoint Management

Podcast: MDM vs. EMM: What's the Difference?

While enterprises often understand they need endpoint management, there's some confusion around what's in solutions like Mobile Device Management (MDM) and Enterprise Mobility Management (EMM).

[Listen to Episode >](#)

Selecting the right MDM/EMM solution for your organization boils down to what you need it to do, so don't get too hung up on what it's called. Focus on the features instead. Here are some of the things you'll likely want:

- **Device Compliance** – GPS tracking; monitor, update, and troubleshoot devices in real-time; detect non-compliant devices; lock or remote wipe
- **Mobile management** – deploy, manage, and support – push updates, new applications, backup, and restoration
- **Application security** – apply security restrictions, rules around data access, data downloading, sharing, etc.
- **Endpoint security** – mobile threat defense, identity management, antivirus, etc.
- **Data protection** - securing data and access to organization networks, etc.
- **Manage BYOD** – define policies, separate work and play (containment)

What to Consider when Choosing an MDM/EMM solution

The features you require depend on the needs of your organization and benefits like efficiency and security. Here are some questions to consider:

What devices do you need to protect?

- Device type (now and in the future)
- Brand
- Operating system

Any specific capabilities?

- Restricting mobile access to certain times or geographic areas?
- Certain content management requirements?

How easy is it to use the software?

- Does the platform impair the user experience (critical to device adoption and buy-in)
- How simple is device enrollment?
- Is the admin panel user-friendly and uncomplicated?

What are your application needs?

- What do you use now and plan to use in the future?
- Will you be pushing apps and updates through your endpoint management solution?
- Will you require custom-built applications?

What data needs to be protected?

- How sensitive is the data moving between devices?
- Do you have to follow specific industry rules like in healthcare or financial services?
- Will you have to have logs or other records of data movement?

Get Help

MDM and EMM platforms require specific knowledge to implement and manage. They're quite complex. Misconfigurations and mistakes can lead to significant problems for organizations. It's not an area where an internal IT team should be expected to "just figure it out"—especially as so much is riding on getting it right. You can easily get the required expertise by partnering with a managed mobile services provider that can help you pick the right solution and then aid with the implementation and management.



Learn More Opportunity:

International Grocery Retailer Turned to Stratix to Help Manage Growing Mobile Ecosystem

[Read the Case Study >](#)

Podcast

What is Mobile First?

Alex explains what mobile first means and its transformative value for organizations—including significant efficiency and productivity advantages.

[Listen to Episode >](#)

Blueprint for a Modern Management and Security Strategy

[Read Paper >](#)

Podcast

How to Increase Security of Your Enterprise's Android Platform

What are the challenges that come with the Android platform and what enterprises can do to improve security?

[Listen to Episode >](#)

Make Your Mobile Strategy Better with a Big Picture View

Know Where Everything Is with Asset Management

While an endpoint management platform gives you a level of visibility around each device's location and its health, a comprehensive support strategy should go further to include a robust asset management component. For example, at Stratix, we leverage our proprietary itrac360 system to get all the data required to keep mobile solutions running smoothly.

Good asset management gives you a cradle-to-grave view of every device and its status—including procurement, provisioning, activation, repair, technical support history, and decommissioning. Systems like itrac360 offer a single-pane-of-glass view of all the chess pieces



Alex Kalish
Chief Strategy and Solutions Officer

Why Asset Management is so Important

Learn More Opportunity

Blog: How Real-time Asset Tracking Improves Mobile Device Lifecycle Management
[Read More >](#)

in your mobile environment so you can quickly see its overall health and any issues that need to be addressed. Alerts can be set up so that you're warned when something needs attention.

The data on trends, repair volumes, and asset distribution gives you key performance indicators like device effectiveness and spare pool levels. That informs purchasing decisions, drives support strategy tweaks, and gives insights on overall program success. Real-time reporting of help desk call volume, ticket status, and other pertinent information—for example—is invaluable for support management.

Learn More Opportunity

Mobile Asset Management: Tough and Getting Tougher

[Read Blog >](#)

Gaining Visibility into Mobile Assets and Performance

[Read More >](#)

Podcast

The True Cost of Mobile Technology: How Fully Understanding Your Total Cost of Ownership Can Improve ROI

Listen to Ross explain how when you have full visibility of your total costs, you can make better strategic decisions that'll bring you a higher return on your mobile technology investment.

[Listen to Episode >](#)



The background of the slide is a dark blue-grey color. It is decorated with an abstract pattern of overlapping, thick, curved lines in shades of orange and yellow. These lines form various shapes, including circles, arcs, and interlocking patterns, creating a dynamic and modern visual effect.

An Expert to Turn to
Makes All the
Difference

Provide 24/7 Support

Automation is the first step in support, but there are going to be issues that you can't automate your way out of. That's when you need channels for people to get effective help quickly and easily. Your support strategy should focus on the end-user experience and quick resolution to minimize frustration and downtime wherever possible.

Hire the Right People and Maintain Enough Capacity

The aim for help desks should be first contact resolution wherever possible. Hiring knowledgeable agents and giving them the right training is key. They need to thoroughly understand the devices and software being used along with your operating environment and workflows. At Stratix, we keep our help desk on-shore and don't outsource so that we can ensure that we have the best people available.



What Makes a Good Help Desk

If you have a complex environment with multiple mobile solutions in use, then make sure the right agents are matched with the right problems. Don't leave folks on hold or transfer them around in search of the right expert. Your

help desk should be staffed so you have the capacity to minimize wait times. Suppose it becomes known through your organization that calling the help desk involves long waits. In that case, people will be reluctant to call, and issues

that affect productivity and the use of mobile solutions will snowball.

Use the Right Software

To efficiently handle operations, using ITSM (IT Service Management) software such as Service Now is a must. It helps manage tickets and resources and provides essential metrics around the effectiveness of your team. The platform allows you to automate and aggregate ticketing through multiple channels like phone, chat, or email. Tickets can be prioritized, and the system is even smart enough (using AI) to route problems to the agent(s) best qualified to handle them.

Track Performance

Because your help desk is so important to the success of your mobile solutions, you want to measure its effectiveness. Some key performance indicators are first contact resolution rate, Average Speed of Answer (ASA), and customer satisfaction. Follow up on resolved tickets and ask end users about their experiences and if they're happy with the solution they got. You'll learn a lot. Something



[Learn More Opportunity](#)

How to Run a Great Mobile Help Desk While Keeping Costs Down

[Read More >](#)

Mobile's Most Daunting Challenge - Support

[View Infographic >](#)

Data Sheet: Mobile Help Desk

[Read More >](#)

[Podcast](#)

Why a Help Desk For Mobile Makes a Difference

Learn how a help desk works, what pieces are required, and the things organizations need to consider to ensure that their employees get the right amount of support to keep them happy and productive.

[Read More >](#)

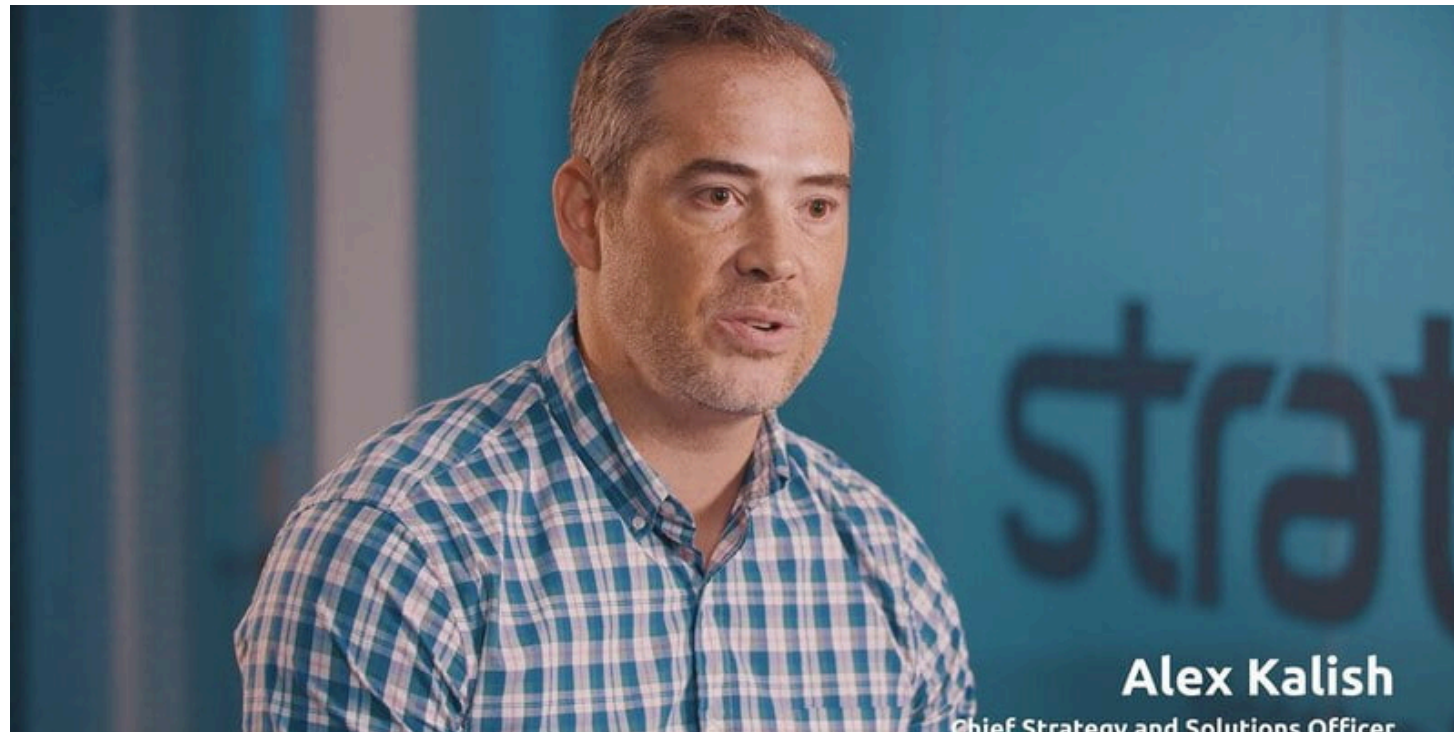
else to track is agent satisfaction. Good people are hard to find, and you want to ensure that you're giving them the tools, culture, and incentives that will keep them around.

Protect Your Investment

Enterprise-scale mobile solutions are not fire and forget. They require constant care and attention to keep them running smoothly. Things are going to happen, but you want to ensure that they have as minimal an effect as possible on operations, productivity, and user experiences.

With proactive device management, asset tracking, and a skilled and effective help desk, you can achieve that.

A well-thought-out comprehensive enterprise mobility support system is your defense against unexpected and unnecessary problems that could ruin all the time and money your organization has put into its mobility strategy.



Why It's Important

Premier LTL Carrier Enables ELD Compliance and Digital Transformation for All Fleet Operations

Learn how this leading carrier migrated from DIY device management and legacy devices to a modern managed mobile technology for its drivers.

[Read Case Study >](#)

Congratulations on completing *Understanding What You Need in Your Enterprise Mobile Support Program*

Got more questions, ideas, or challenges to solve? We're here to help. Sign up for office hours with our subject matter experts to get your questions answered.