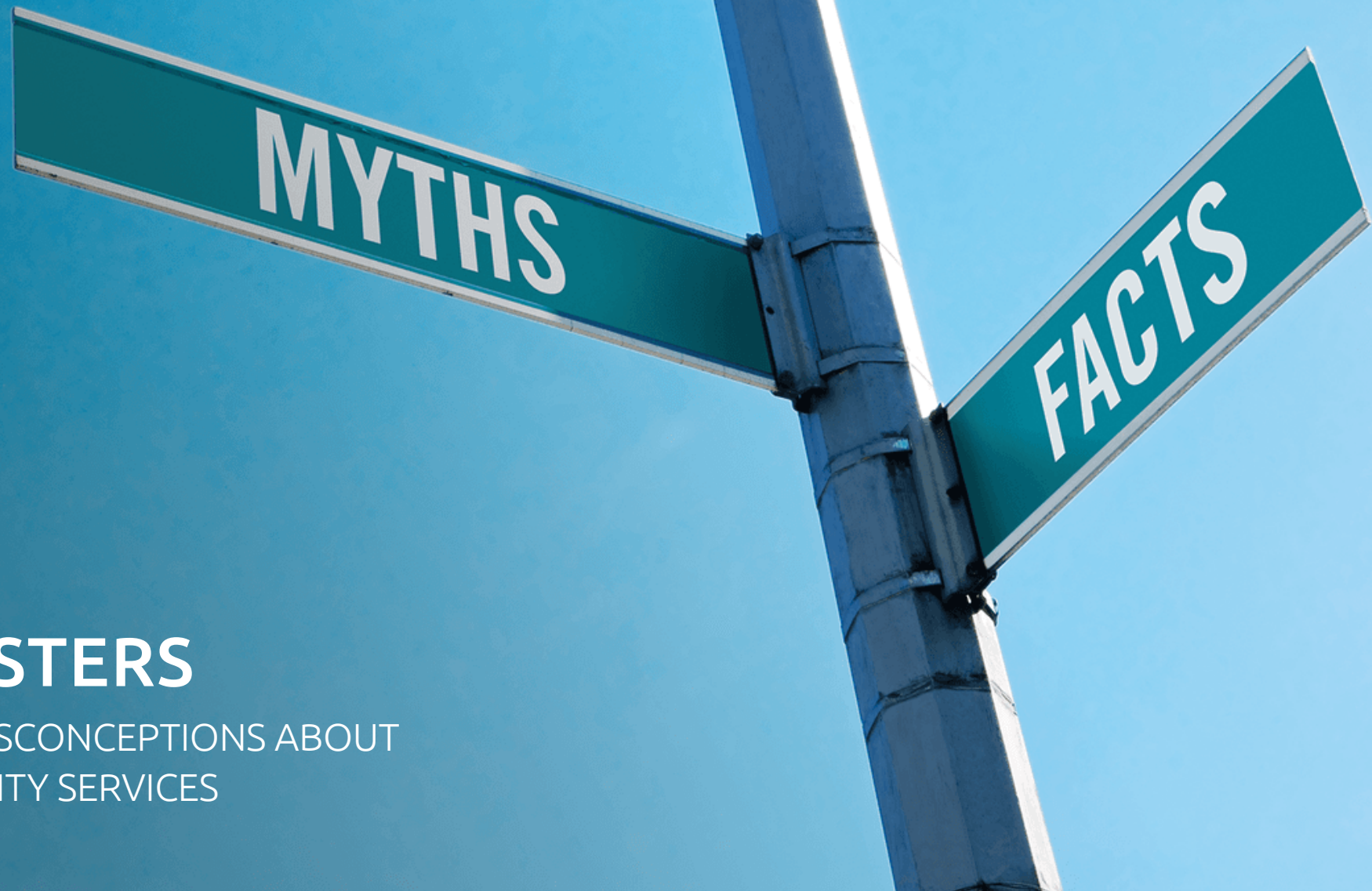


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MYTHBUSTERS

THE 5 BIGGEST MISCONCEPTIONS ABOUT
MANAGED MOBILITY SERVICES



Mythbusters Executive Summary

Executive Summary

Mobility drives modern life.

It's a simple, unavoidable truth. In the span of a little over a decade, mobile devices such as smartphones and tablets have become ubiquitous to our personal and professional lives. There is, however, a very big difference between managing them on a personal, individual level and doing so on a larger-scale enterprise level. It's in that vast gray area that a number of troublesome myths have taken shape.

Like all myths, the pervasive misconceptions about enterprise managed mobility do have some basis in reality. Whatever your industry – be it Retail, Transportation & Logistics, or Manufacturing/Supply Chain – you've probably run into challenges in implementing effective enterprise mobility programs.

Perhaps you haven't seen the return on investment that you had in mind when purchasing a suite of devices, apps and services for your employees. Keeping up with mobile technology trends and what makes the best fit for your enterprise needs can be overwhelming. Maybe you've tried to shift the support burden for a fleet of mobile devices to your already-overburdened IT department as they also deal with desktop, networking and security issues.

Worst of all, you may have simply convinced yourself that managed mobility

cannot truly run, improve and grow your business. The common thread running through all of these “myths” is that enterprises encounter these issues when they take the DIY (do-it-yourself) route in creating an effective end-to-end mobility program for their employees.

Do any of these “myths” hold up when you entrust your mobility to a partner with the expertise, scalability and support to give you the “How” to your biggest mobility challenges?

Let's answer that question.





MYTH #1: Mobile Technology Moves Too Fast to Create Effective Programs

Technology Moves at a Remarkable Pace of Acceleration

For enterprises, that means “the perfect solution” is a dynamic moving target. Unfortunately, your mobile spend capacity and business requirements are not as dynamic, so creating a mobility program for those needs is no small feat. Does that mean that the speed of mobility will always outpace your capacity to engage and harness it for your enterprise?

To answer that, we need to look at three specific areas where a DIY approach can come up short when creating the right mobility program:

- Technology refreshes
- Flexible and always-available support
- Lifecycle management to tie it all together

Mobile device procurement can be a source of great frustration. Meeting your business objectives while tracking with the most current mobile devices and technology can be expensive. The impact of mobile spending for all enterprises is increasingly significant with [worldwide spending on mobility solutions forecast to reach \\$1.8 trillion by 2022](#). It's extremely difficult to stay current if your core business competency isn't managed mobility.

3 Enterprise Mobility Focus Areas

1. Technology refreshes
2. Flexible and always-available support
3. Lifecycle management to tie it all together

Effective support is a must-have, but training and retaining ample personnel to provide an always-available support resource to your employees is easier said than done. Businesses trying to answer these pain points in-house usually struggle with adequate expertise, speed to answer calls and general frustration and lost productivity. The result is often falling behind your competitors and customer expectations over the course of the mobile device lifecycle.

Managing the 360-degree lifecycle of mobile technology involves more than just gating support. You need a comprehensive mobility program that ties together the hardware, software, accessories and services while remaining flexible enough to keep pace with technology trends.

MYTH: BUSTED!

The speed of all of this can be dizzying but finding the right pure-play mobility partner can give you “one hand to shake” and real peace of mind to allow you to focus on what your business actually does.



"The impact of mobile spending for all enterprises is increasingly significant with worldwide spending on mobility solutions forecast to reach \$1.8 trillion by 2022."

✕ **in f**



A person in a blue shirt is working at a desk. In the foreground, a hand is using a silver and black calculator. To the left, a smartphone is partially visible. The desk is covered with various financial documents, including a pie chart and a bar chart. The background is blurred, showing a bright, sunlit office environment.

MYTH #2: Mobile Lifecycle Management is Costly

The ROI on Mobility

If you're reading this, you're probably a decision maker for your business struggling with two acronyms keeping you up at night:

- Total Cost of Ownership (TCO)
- Return on Investment (ROI)

It's natural to struggle with the balance of these two financial key performance indicators (KPI) when you take an in-house approach to mobile device lifecycle management.

After all, mobile technology expenses are increasing exponentially on a per-employee basis across enterprises. The vast majority of Total Cost of Ownership (TCO) comes after you've procured your devices - comprised of hardware/software malfunctions, support calls, downtime from mission-critical devices and personnel and more. This delivers a huge hit to your ROI and strains your internal resources as you try to keep up.

In-house support can't do much to mitigate these impacts on mobile TCO and ROI because they're not agile enough to rapidly provision, return and manage business-critical devices at scale. That takes a special blend of:

- **Spare pool management** to guarantee an appropriate amount of ready-to-function replacement devices to minimize downtime.

- **Return Merchandise Authorization (RMA)** portal that provides real-time management service status and asset tracking to get a full view of where all your devices are.
- **Warranty and repair services** provided by dedicated personnel trained and certified by device manufacturers.

- **Reverse logistics** to refurbish/cycle out devices and provide upgrades.
- **Managing frequent OS and application** requirements so there is no disruption to employee productivity.
- **Decommissioning devices** securely, sustainably and in full compliance.

It's simply impossible to effectively focus on your business objectives and these aspects of managed mobility at the same time.

MYTH: BUSTED!

You need a mobility partner well-versed in these lifecycle management objectives and well-positioned to help you realize a return on investment on your mobility spend.

Bluehill Research recommends that enterprises earmark two to three full-time employees to manage every 1,000 deployed mobile devices – each pairing can cost as much as \$256,000 per year!



**MYTH #3: DIY
Endpoint Management
is Easy**

The Complexities of Endpoint Management

In-house Enterprise Mobility Management or Endpoint Management may seem like a simple proposition, but the proliferation of devices, service providers and apps to choose from – along with the many security vulnerabilities they bring – makes getting it done right a little more complex. That's why the worldwide market for third-party management solutions [is predicted to grow to \\$3.3 billion by year-end 2021!](#)



What makes this such a challenge?

- Every hour spent on mobile endpoint management is an hour not spent on revenue-generating projects.
- Your business can't be flexible when it has to dedicate so many resources to the various aspects of endpoint management.
- Your mobile endpoint resources provide "big data", but you don't have the insights to use it to create efficiencies and best practices.
- Scaling these resources is difficult and a huge cost driver
- Security threats manifest daily targeting device apps and operating systems.
- Visibility of your mobile tech and its usage relies on outdated database-generated reports

Having native IT infrastructure is one thing but scaling those resources to support enterprise-level endpoint management is quite another.

That's enough to slow down even the most capable IT personnel. These obstacles, however, don't have to slow your business growth down. You need a trusted mobility partner to augment your IT resources with robust Endpoint Management services.

MYTH: BUSTED!

Managing enterprise mobility for corporate and field employees requires a different skillset than your in-house IT teams possess. Your mission-critical operations take place in a range of environments and require flexible endpoint management resources to both proactively reduce complexities and respond quickly to disruptions.



MYTH #4: Day-2 Support for Mobile is the Same as Other IT Resources

Support: Largest Factor in Mobile Cost

As mobile devices have grown indispensable for enterprises, so too has their ability to disrupt mission-critical work when they malfunction or when other complications arise. The support obligations that come with mobile technology deployments are considerable. Just because you have an in-house IT help desk team doesn't mean you're meeting all of those obligations. [A Blue Hill Research study](#) estimates that your IT department can overspend by up to 20% versus dedicated managed mobility services.

That's just one reactive piece of the puzzle. A fully integrated Day-2 mobility support program offers the following advantages:

- It **reduces cost drivers** like unnecessary RMAs, missed revenue and lost productivity.
- It **empowers personnel** to quickly and effectively get resolutions by phone.
- It **lets you maximize value** on your mobility spend by redeploying or refurbishing impacted devices.



- It **handles sensitive data securely** to reduce liability.
- It **provides visibility and analytics** on all device repair histories, usage and more to inform valuable business insights.
- Most importantly, it **does this all at scale** so you don't have to scale your workforce up and down with demand

Your in-house help desk isn't equipped to offer these advantages, and investing heavily in more computers, devices, internet bandwidth, personnel and training isn't an option. That means you're leaving efficiency, revenue and employee satisfaction on the table.

The good news is that this "myth" doesn't have to affect your business. Selecting the right managed mobility partner with the experience and agility to handle the immense logistical challenges of true Day-2 support is the most important aspect in creating effective nonstop mobility for your business.

Consider this myth "busted"!





MYTH #5: Mobile Can't Grow My Business

Investing in Managed Mobility Strategy

This may be the biggest myth of them all because mobility can absolutely grow your business. It simply needs to be managed mobility. Your competitors already understand how much of a growth driver this is, which is why the market for managed mobility services is expected to grow by \$15.1 billion by 2026. The question is whether your enterprise is positioned to keep pace.

Whether you're a retailer figuring out the best strategy to maximize your brick-and-mortar stores in a challenging landscape or a manufacturer struggling with increasing efficiency and productivity in factory environments, managed mobility is essential to transforming your business in this hyper-competitive landscape. Unfortunately, some still believe these myths that keep them from enabling effective managed mobility for their enterprise.

That's the kind of play that simplifies the complex mobile landscape, reduces risks and makes your mobility deliver when you need it most.

That's the kind of strategy you need to run, improve and grow your business. Leave the myths to storybooks and get ahead of the challenging realities of enterprise managed mobility. Get nonstop mobility.

What if there was a better way to do this?

What if you could find a managed mobility partner that could help you create a mobility program that could:

- Evolve with the speed of technology in a cost-efficient fashion.
- Reduce carrier overcharges and budgeting headaches.
- Offer custom accessories and enclosures to help your field personnel be more productive with their devices in challenging environments.
- Provide valuable insights from 35+ years of experience in managed mobility.
- Meet your mobile support obligations with on-shore 24/7/365 scalable help desk with industry-leading satisfaction scores.
- Bundle your hardware, software, services and support into a single monthly payment for a predictable spend.



Thank you for reading

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