

The Enterprise Mobility Evolution and the Role of Digital Transformation

A Discussion Series featuring industry experts from Google, Samsung, Zebra and Honeywell



Introduction

Leading Voices on What Lies on
the Horizon for the Connected
Enterprise

In-depth Discussions with Industry Experts & Market Leaders

No matter what your industry vertical, you're facing external and internal pressure to navigate and thrive amidst lightning-fast technological change and ever-evolving consumer behavior. For those who will lead and grow, it is a period of profound and lasting digital transformation.

Engaging your organization in transformation through mobile technology, however, involves more than investing in the latest technology advancements. It requires a keen understanding of both individual and organizational behaviors, as well as the perspective of the leading manufacturers and service providers.

To that end, we recently conducted a series of in-depth discussions with industry experts from market leaders including Google, Samsung, Zebra and Honeywell. Each company has unique

and valuable insights and experience on how the mobile tools of today will fuel the digital transformation of tomorrow and beyond.

These collected conversations paint a clear picture of how the products and services chosen by an organization should be purpose-built to empower employees and enact change, as well as the importance of strong partnerships to fully unlock the potential of mobile technology solutions. If you're seeking to get the most out of your mobility programs, read on.

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Mobile, The Presentation Layer to Digital

Sean Ginevan, Head of Global Strategy and Digital Partnerships, Android Enterprise at Google

A Conversation with Sean Ginevan

With various tools at the disposal of today's enterprise, it's a foregone conclusion that employees are able to work smarter, not harder. However, just because we now have more digital applications for business doesn't mean employees are prepared to handle this influx of information. We sat down with Sean Ginevan, Head of Global Strategy and Digital Partnerships, Android Enterprise at Google, to discuss the role of mobile in today's digital transformation, and how enterprises can best leverage emerging technologies to improve the lives of both its employees and customers.

What does digital transformation mean to Google as it relates to Android?

Digital transformation is a pretty broad topic because it means many different things to different people. In my opinion, digital transformation is ultimately a foundational change for delivering value to customers. How that manifests itself may change depending on

what business goals you're trying to execute against. At a very broad level, it's how to use technology, people and process to essentially change how businesses perform.

Many of my customer conversations center around using tech-led disruption to source new business models. How do we find new revenue streams, and how can IT act as a catalyst for that? We're already seeing how companies like Doordash make it easy to order food from my favorite restaurants from a quick tap on my phone. Shop Disney has introduced artificial intelligence into their e-commerce platform, providing recommendations to customers on items that they might want to add to their order, based on what's in the cart and what past customers have purchased. This idea of personalization, and immediacy are just some of the benefits companies are seeing from building digital workflows.

For the Android team, we ask ourselves how we can bring these digital experiences I described into the physical world? How can we ensure the right types of devices are available to retailers



Sean Ginevan

Head of Global Strategy and Digital Partnerships, Android Enterprise at Google

Sean Ginevan currently serves as Head of Global Strategy and Digital Partnerships at Google where he is responsible for the development of market strategy, positioning and go-to-market programs for Android in enterprise businesses.

that want to bring personalization into their store? How do we make it easy for companies to deploy tens of thousands of devices that access digital infrastructure? How do we make sure the security tools are there to protect sensitive data accessed from mobile devices? How do we allow employees to use their own devices to access digital workflows while not putting data at risk? Our goal is to ensure that a company can use the Android platform with confidence, and that its extensible, scalable, and secure enough to meet any use case an enterprise might envision.

What role do you see enterprise mobility playing in this digital transformation landscape?

It's really important that when thinking about digital transformation you don't approach it as a pure technology problem - you need to take an overall look at your business operations. Mobile is the presentation layer to your company's digital infrastructure that the customer ultimately develops. It's also means for how the data you're gathering from the physical world becomes actionable by your employees.

I'll give you two examples; one is in manufacturing. A common theme or idea in digital transformation is the concept of digital twins. Theoretically, you can map out an entire bottling line at a brewery and know exactly how it's performing because you've gathered every metric about it. This data about the bottling line is stored in the cloud to analyze as well, and with enough data from the process, I can do predictive maintenance to understand how machines are performing, and if any pieces of hardware are close to failure. While knowing if a machine is about to fail is valuable, it's not enough. Someone on the floor needs to know which machine is about to break, and how to fix it. That's why mobile is so critically important because you need to get that data into the hands of those people that are working on the factory floor.

Another example we are seeing with many enterprises is in retail. Walmart, for instance, is a company that is now bringing a lot of digital data directly onto the store floor which has several benefits. The first is that it makes the store associates more efficient because they



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Sean Ginevan, Head of Global Strategy and Digital Partnerships, Android Enterprise at Google

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can execute common tasks directly from where they are, rather than having to run back to the back office. The second is that it improves the customer experience, because a store associate has the right information at their fingertips to answer a customer's question.

As well, they've started to instrument cameras within the store for automated inventory tracking. This not only tightens the supply chain, but also ensures the right items are there for the consumers - at the right time. But when something's completely off the shelf, mobile is still fundamentally the way the action happens. A store associate gets notified in real-time prompting a need to stock more supply on shelves.

If you haven't thought about mobile (both fundamentally and pervasively), then you'll have a hard time adopting some of these more evolving and emerging technologies to execute against digital transformation. In essence, mobile is the presentation layer to digital and the way digital data becomes actionable.



What types of emerging technologies do you think will be most prevalent in 2030?

I think there's a lot of emerging opportunities in augmented reality. We're seeing this already in the retail space where brands like Ikea are using AR to help consumers browse their digital catalog and visualize how desired inventory would look like in their own physical space. You can imagine how valuable that would be for things like store planning. So, before a new sale, we can go through and understand exactly what that store display is supposed to look like, and even maybe play around with potential displays to get the best look and feel for that particular

location. While still fairly nascent right now, virtual reality is also going to be an area with tremendous promise, particularly in areas like training. When you combine AR and VR, we see technologies like Google Glass really helping the end user.

How does Android alleviate security concerns to allow enterprises to work safely? As well, how do you ensure a balance of proper security features and usability?

Security is foundational to Android and we build it into the hardware layer. That hardware helps validate that the OS hasn't been tampered with,

and that the keys that encrypt data on the device are kept safe. In addition, Google uses machine learning models to analyze all of the apps in the Google Play Store as well as apps the user may have tried to install off the web or via other sources. When we look at manageability of Android as part of that security framework, we make sure users are able to do the right things on that device with the right policies and configurations in place.

In terms of blending that with usability, organizations certainly need to make sure security doesn't encumber progress. But they also have to make sure data is protected; obviously that's a balancing act. Through the Android platform, we can help protect against data loss with a personally-enabled wall which separates personal data from private using a unique work profile. So, we make sure our corporate data is not interacting with other things the user may have brought in to the device. IT has several tools available to them to really lock down the device and prevent it from being tampered with, and potentially made less secure. This can be either whitelisting what apps

are allowed onto the device or restricting access to certain users.



How do you leverage emerging technologies to benefit your customers?

With Android, we see a lot of interesting tools being used from the platform. We talked about AR and Google Glass. Another one to note is machine learning and artificial intelligence. We're seeing really interesting use cases in field services where customers built a custom machine learning model to understand things like the identity of bugs. With better identification, you know what kind of treatment

plan is required and that helps improve the efficacy of treatment. We've seen use cases in other industries like insurance, where a field adjuster can take a picture of a car and the machine learning model knows what kind of car it is and where the damages are, to aid in the assessment and make the claims adjustment process much more efficient.

Digital transformation starts with understanding your customer journey and how digital can streamline it. Enterprises must know how customers and employees interact with your organization and then work in reverse to understand where all of these different digital technologies can actually make processes more effective. It all ties back to digital, but also you have to see if a solution is going to be usable by the people constantly interacting with it on a daily basis.

One of the things we've seen when assessing digital failures is a disconnect from the executive team. Another is a lack of employee engagement. If employees either don't understand or aren't inspired to use new tools,

it will be a massive issue in spurring adoption.

Building a great experience helps with adoption - Walmart used Google's user experience framework - called material design - along with Android - to build very consumer-like workflows that were intuitive for store associates. This ease in user experience is really critical because many retailers are dealing with as much as 100 percent turnover in some of their stores because of how tight the current labor market is. You really need to build experiences that are intuitive and easy for employees to get started with.

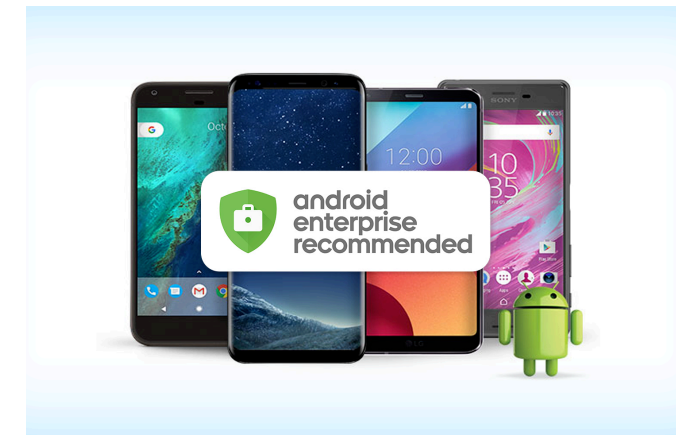
What is the value of partnerships in the digital transformation landscape – for you and your customers?

Partners not only understand the latest in technology and how to make sure it gets applied well in the organization; they also likely understand your business processes very well. Partners like Stratix can bring an outside perspective to help with the innovation process. I think it's important to realize that not

everything in digital has to be done internally. Certainly, building agile development processes helps from a cultural perspective, but you can leverage partners to experiment and find new tools that are already out there, so you don't have to rebuild the wheel. You can apply these kinds of innovative tools inside of your organization to gauge if they work and to help inform future decisions.

There are thousands of different Android devices from dozens of different brands. While this diversity is a strength, a lot of enterprises ask themselves, 'How do I know what solution(s) will be right for the business?'. The concern is discerning which devices are focused at the consumer market versus what might be more business ready. We launched the Android Enterprise Recommended service provider program to help organizations better understand what devices are enterprise ready, so they can make a more informed purchasing decision. We've since evolved the program to help customers find partners with validated expertise to support their initiatives.

Partners that really understand the Android platform and how it should be deployed and supported are critical to our success. We're excited to have Stratix be an integral part of Android Enterprise Recommended service provider program.



How do you think IT teams can better prepare for maintaining and supporting these new emerging technologies?

Enterprises must be sure they have the foundations already in place before starting their transformation. There's a quote from Harvard Business Review that says if your

organization doesn't understand analytics, it will likely fail at deploying machine learning. If you don't know what data you have available in your organization and you don't understand how to integrate that data (in real-time) from various sources in one place, you are playing from behind. It's essentially dumping a Ferrari engine into a car that doesn't have any wheels on it. You're either making the wrong decisions because you don't have the latest data, or you're not getting the big picture because you don't have all the data at hand. You have to start with the building blocks and basic things as data analytics are critical.

I think there's a corollary here for the Internet of Things. If your organization doesn't understand mobile, it's going to fail at IoT, and the reason is twofold. One is we talked about how mobile is the presentation layer to digital and is the way digital data becomes actionable. If you're now gathering all of this new data and putting it out into the cloud, people must be able to access it. Mobile may ensure that employees have the right data at the right time. It also ensures the right security model because

it assumes that having data come in and out of the four walls of the enterprise from potentially anywhere is the norm.

The challenge is if you don't have those foundations in place, it's going to be really difficult to iterate quickly and experiment with some of these new tools. Google conducted some analysis with IDC and found only 15 percent of organizations have mobile device management deployed. That is going to be a huge problem because now you don't have mobility across your organization. Every employee won't have access to all this new data available. Even if you do have mobile there's a high likelihood you may not have the infrastructure in place to deploy things like mobile applications, as well as the configurations and policies necessary to connect these mobile devices into the enterprise. So, now is the time to start getting that foundation put in place and then you can start experimenting and iterating with these new technologies. If these very foundations aren't put in place, you're likely going to struggle.

What are some barriers to technical/organizational change/mobile tech adoption you are seeing, and how can we overcome them?

Enterprises must understand the business processes they want and iterate against to ensure those processes are already working without digital technology. One analogy you could use in digital is like building a fire. If you don't have logs and kindling, dumping a bunch of lighter fluid onto the fire is not going to help solve the problem. Thus, it's really important that you understand that those processes are working already, so that you're not applying digital technology to already failed processes. You only get so many times at bat; the challenge here is that if digital technology fails not because the technology is bad but because the processes aren't good, it's not going to spark change in the organization.

A Mobile-Only World is Here

Mike Coleman, VP of
Channel Sales at Samsung



A Conversation with Mike Coleman

The global workforce is becoming more and more mobile focused. Remote work is on the rise and employees are no longer confined to their desktops. But how can enterprises give their changing workforces the tools and support they need, especially at scale? We spoke with Mike Coleman, VP of Channel Sales at Samsung, to explore this new dynamic and understand how enterprise mobility is sparking the digital transformation.

What does digital transformation mean to Samsung and how does the role of mobility play into this theme?

Well, it's an interesting question around a topic we have spent a lot of time researching and studying. IDC, for example predicts one third of the US workforce will be mobile by next year. These companies, including ourselves, don't want to be weighed down with heavy technology. They want to have lightweight, on-the-go and connectable technologies. Mobile is

now the core platform for business transformation.

A survey Samsung conducted with GfK found mobile workers spend one-third of their day working on their smartphone and can get half of their work done using only their phone. We are now seeing the transformation right before our eyes.

We are moving from mobile-first to mobile-only. In that same GfK survey, we found 62 percent of workers are willing to give up their PC entirely, provided they could connect their smartphones to a monitor, keyboard and mouse. We have achieved this with Samsung DeX, which uses a Galaxy smartphone to power a desktop experience. Today's Galaxy smartphones are more powerful than some laptops and grants users the freedom and flexibility they need.

Endpoint devices are vital in order to access data from anywhere, at any time. Businesses have already transitioned their app development efforts to mobile and the cloud. Whatever industry you take a closer look at,

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Mike Coleman
VP of Channel Sales at Samsung

Mike Coleman serves as the Vice President, Mobile Channels, US of Samsung Electronics America. Mike started at Samsung Electronics America in January of 2017. He leads all sales, strategy, supply chain and program planning for mobile channel business across the US including B2B digital ecommerce practice.

workflows are being transitioned to mobile. The efficiency gains of moving from paper-based workflows to mobile are enormous and dwarfs the investment being made in mobile devices and connectivity. This mobile format is critical to the business transformation.

We've focused on making this transition easy by building out an ecosystem of leading business software providers who can help our customers quickly deploy new mobile apps to meet their unique demands. There are now so many use cases for mobile that workers need to be able to utilize information in a way that is comfortable, efficient and quantifiable in terms of value. The end goal for every organization is to improve productivity and profitability. Mobile is the vehicle that is allowing users access to these types of data and solutions.

What types of emerging technology do you think will be most prevalent in 2030?

The rollout of 5G will be the biggest technology shift of the next decade and certainly will impact how companies approach mobile. 5G will



bring huge increases in the speed of data download. When 5G coverage is expanded, you'll see download speeds up to 10 times or even 100 times faster than what you have with 4G today. At the same time, you'll be able to deploy up to a million devices within a square kilometer, which will be crucial in supporting new consumer experiences at sporting venues, concerts or smart city IoT applications.

With 5G, you'll also have a much lower latency. New response times within the network can be as fast as a single millisecond. This will be crucial in the advancement of AR and VR, which will be among the key emerging technologies over the next 10 years.

Supported by low latency 5G connectivity, we'll be able to create AR experiences and tools that respond in real-time. What used to only occur in a gaming environment has now expanded to business applications. For example, remote surgery will become possible, as will true virtual meetings where you appear to be sitting together in the same room but are actually thousands of miles away.

5G will also support the expansion of autonomous vehicles, which we anticipate becoming increasingly common over the next decade. This appears very futuristic but is not as far off as you may think. We are in exciting times, and I think Samsung is certainly at the

forefront of utilizing this technology to deliver real solutions that will enable businesses.

Do you have any examples of how you help futureproof the operations of your customers by leveraging these emerging technologies?

In working with Stratix, we were able to deliver integrated mobile solutions to a leading LTL carrier. They needed to migrate from thousands of legacy Windows-based rugged mobile devices to a modern ELD solution with full lifecycle management and enterprise-grade security. With Stratix, we helped to enable digital transformation for their fleet via the adoption of Galaxy Tab Active2 tablets for their drivers. This gave them real-time access to routes, truckload contents and other detailed information on a daily basis.

Another great example is our work with Quadrant Biosciences. They developed a solution for brain health testing which is at the forefront of our minds these days with an increased awareness of concussion in contact

sports. 2.5 million student athletes get concussions each year, but there hasn't been a proper way to test them and decide when they can safely return to play. We partnered with Quadrant in their development of a Galaxy tablet-based tool for concussion testing.



By working with Samsung, Quadrant was able to develop an all-in-one solution and deliver a better user experience for their customers. Now, doctors and medical technicians are able to assess athletes in real time to determine if students are fit to return to the field or in need of further medical assistance. This is how we make these emerging technologies “real” and build solutions to solve today’s problems.

Those are great use cases. Does wearable technology play into this trend at all?

Absolutely, smartwatches are becoming key business tools in many Industries where workers need to operate hands-free. A great example of this is how we solved a problem for Magna’s manufacturing facility in Ontario. With close to 40 assembly lines for automotive parts, they were looking for a comprehensive enterprise solution that would not only provide them with real-time information about their factory environment, but also allow them to take the first step toward becoming a smart factory.

We worked in partnership to deploy Samsung technologies, including smartwatches, tablets and displays. It’s allowed Magna to reap the benefits of wearable technologies by improving maintenance personnel response times and gaining plant intelligence that wasn’t previously available. The plant can now further reduce downtime and improve their manufacturing waste through smart factory projects.

What are some barriers to technical/organizational change and mobile tech adoption you are seeing, and how can we overcome them?

If technology is not intuitive, it's not going to be adopted at a high rate across an enterprise. We strive to build solutions that are scalable, yet easy to use for frontline employees.

For many organizations, taking a BYOD approach to mobility has been the biggest barrier to adoption. Many businesses viewed smartphones as personal/consumer devices but are now realizing they're core business tools that power productivity.

End users want the flexibility to use their own devices, but a BYOD solution makes taking full advantage of mobility more challenging. Device management and security becomes more complex as you are dealing with various operating systems and models. Deploying innovative new applications also becomes more cumbersome due to compatibility issues. Yet, enterprises must still deliver a seamless user

experience, while ensuring that all company data is secure.

At Samsung, we understand launching mobile initiatives can be complex for businesses. Understanding this, we've created tools to make the entire process easier, whether at the individual level or BYOD. Device management and security begins with Samsung Knox. This is a multi-layered defense-grade security platform from the hardware up and designed for the enterprise. The Knox platform is recognized as highly secure and trusted by the Department of Defense as well as governments around the world.

Knox allows an entire fleet of devices to be configured and customized remotely, while making device enrollment easier for both IT admins and specific users. The platform offers affordable device management to keep data protected across multiple operating systems. With Knox, we want companies to feel empowered to manage the user experience in a secure and scalable fashion. In working closely with the Stratix team, we've come up with very

trusted and proven solutions that can do just that.



People are sometimes resistant to change, so our job is to educate and inform our customers at all levels of the organization about what's possible. We need to show them how new platforms can be fairly intuitive and used to solve real business problems, which at the end of the day, is what they're looking for.

What is the value of partnerships in the digital transformation landscape – for you & your customers, and how do partners add value to Samsung?

Partnership is central to everything we do. We focus on open collaboration and providing choice to our customers. Over the past five years, we've established a broad ecosystem of partners – from leading software providers, to hardware accessory partners, to leading device management solutions. This means when a customer comes to us or to one of our partners with a challenge, we can bring together not just the right mobile devices, but the total solution.

Through our strategic partnership, Stratix uniquely offers one of the most well-integrated and supported deployments of Samsung devices and services for the enterprise. From the Samsung Knox security platform to Samsung's industry-leading portfolio of smartphones, tablets and wearables, they provide premium field services, deployment and Day-2 support of the entire Samsung ecosystem.

This has been the fastest growing segment within our mobile B2B business here in the US. And that's because partners like Stratix take the technology we offer, collaborate with us and

then build solutions that allows our customers to differentiate themselves in the marketplace.

Customers are viewing the channel in this case as a true solution builder. They've shifted their thinking from procuring devices from the carriers to procuring devices from the channel partners when there's a true solution that needs to be wrapped around it. And that's where we see our partnerships essentially thriving.

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Mobility is the Spark to Move from Analog to Digital

Chip Yager, Vice President of
Corporate Strategy at Zebra
Technologies



A Conversation with Chip Yager

Enterprises are constantly looking for strategies and technologies to kickstart their digital transformation efforts. We spoke with Chip Yager, Vice President of Corporate Strategy at Zebra Technologies, to explore this topic and see how enterprise mobility and other Next Gen technologies are impacting the digital transformation.

What does digital transformation mean to Zebra?

At Zebra, we look at trends across our customers and verticals to gauge shifts in behaviors. We are seeing customers moving from analog processes that are manually driven by human intuition to digital processes where data is captured automatically, and real-time decisions are made autonomously. There are often people involved in digital processes, but their job becomes easier because the right decisions and actions are presented to them. We see this digital transformation as the path that companies go down, moving from their old

analog processes to connected digital workflows that help companies become more efficient and offer better customer experiences.

What role do you see mobility playing in the digital transformation of the enterprise landscape?

Mobility itself creates engagement among people and across operations. This is particularly true with empowering front-line workers. Equipping them with the right mobile devices gives these employees the tools they need to do their jobs as seamlessly as possible. Mobility devices are often the primary method of capturing operational data.

We will continue to see the growth of mobility as more and more workers need to be connected and enabled in their roles. For example, there are still many retail associates who don't have access to adequate technology. These unconnected employees are not able to communicate, receive and respond to tasks or support customers at the same level as their connected counterparts.



Chip Yager

Vice President of Corporate Strategy at Zebra Technologies

Chip Yager is the Vice President of Corporate Strategy for Zebra Technologies. His team is responsible for addressing complex strategic initiatives, managing strategic cross-functional projects and driving and communicating Zebra's long-term strategic direction.

What types of emerging technology do you think will be most prevalent in 2030?

There are many emerging technologies that enterprises should be aware of, but I will touch on three main ones here. First is the arrival of smart sensors. Soon, our workplaces will be instrumented so they can automatically sense how work is getting done as well as locate critical equipment and people in the operations. Increasingly the workflow itself will be directed by these sensing infrastructures. We're starting to see the first elements of that with Zebra's SmartPack and SmartLens solutions.

The second area to note will be machine learning, particularly when used in conjunction with expanded data capture technologies. A richer data set enables smart analytics and machine learning insights to determine workflow. This can offer "best next actions" to improve processes.

Finally, I think we will see more intelligent automation that combines technologies such as computer vision and decision automation to

enhance operations. Automation technologies like cobots will complement our front-line workers and take away many mundane, difficult or unsafe tasks, allowing employees to concentrate on the tasks where people add the most value.



How do you leverage emerging technologies to benefit your customers across your key verticals?

Zebra is fortunate to have a trusted advisor position with a great number of the leading

companies in our verticals, and we work with them directly to assess the needs of their operations. We apply new technologies and co-develop products to then bring those technologies, once proven, to the rest of the marketplace. We have extensive venture investments and internal research and development efforts working on this bleeding edge of technology to transform how employees approach their jobs. We understand our customers' workflows and their various environments from retail to warehousing/logistics, healthcare and manufacturing. We'll continue to look for the best new technology solutions to bring to our customers to address the needs we know they have.

How do you help to futureproof the operations of your customers?

For a retail associate, we have designed purpose-built devices that enable a person working on the sales floor to do everything they could possibly need to help customers, as well as address the tasks that are part of a retail

associates' day. Employees can interface with customers, show them information like product comparisons and make orders to ship directly to the customers' homes. These devices are rugged, ergonomic units that can last for years. We "futureproof" by building our devices using modern smartphone chipsets, providing long-term security updates and integrating voice interfaces to enable future capabilities.

In field services, employees need devices that can put up with the kind of rugged, challenging environments that a delivery person must navigate throughout an eight to ten hour day, moving as quickly as they can. They are constantly jumping in and out of vehicles, often carrying many boxes at a time. They need a device with a large screen for easy navigation and fast processing so that they can handle the rapid pace of the day. But most importantly, that device must be able to put up with the drops and tumbles that inevitably happen day in and day out. We ensure that our devices are built to the highest durability specifications so our customers can use these devices for years to come. The United States Postal Service just



selected Zebra as its next-generation mobile delivery device provider, and 300,000 of our devices will optimize its delivery network with real-time visibility for its letter carriers.

How do you think IT teams can better prepare for maintaining and supporting this new emerging technology?

First, it should be a goal for all IT organizations to digitize their businesses - to move from the analog world of visual inspections and people-enabled processes to digital tracking of the workflow itself. That means you must instrument the workflow end to end and understand the location of all critical assets and

track them individually. They need to get comfortable with cloud-based networks so they can seamlessly bring in external data from multiple locations to their organization. This will enable the big data analytics that will open the next set of intelligent insights for their business.

It's important that organizations monitor the next generation of technology but be wary of potential drawbacks. There are many startups involved with these emerging technologies, but enterprises must note they likely will not understand connectivity or security at the level they're used to. As well, they could lack the integration capabilities of vendors you are used to working with. The best companies will be

aware of these technologies but not look to leverage them until they have become mature enough for the enterprise.

What are some barriers to technical/organizational change/mobile tech adoption you are seeing, and how can we overcome them?

Depending on the industry, there's a skillset gap out there that is very challenging for many organizations to overcome. There just aren't enough people that understand these new technologies well enough to support their evaluation and deployment.

In addition, we're fighting uphill with organizational bandwidth. Our customers are under pressure today to keep up with the expectations of their clients. But somebody needs to be able to step back and look at those long-term investments that can improve the business down the road.

We must stop applying old paradigms to new technologies. The refresh rate for mobile

computers may have been seven-plus years in the past for some customers, but we would never expect that out of a cell phone. Newer enterprise mobile computers are much closer to smartphones from a technology point of view, and we should consider that when we're projecting refresh plans. Even with security patch availability going well beyond what a cell phone typically has, customers may be disadvantaged if they expect that the investment they make today would be the right investment seven years from now.

What is the value of partnerships in the digital transformation landscape – for you and your customers?

Partners like Stratix are critical. Zebra needs partners who want to invest in learning new technologies and have solution-based mindsets; partners that are focused on providing engineering support to customers. We need partners that have trusted advisor relationships with their customers. I believe Stratix is a great example of just that type of partner.



"Mobility itself creates engagement among people and across operations. This is particularly true with empowering front-line workers. Equipping them with the right mobile devices gives these employees the tools they need to do their jobs as seamlessly as possible."

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Fostering Growth and Productivity with Real-Time Insights

Mike Noyes, Sr. Director of
Mobility, Scan, and Print at
Honeywell

A Conversation with Mike Noyes

Across the enterprise spectrum, work is changing. New technologies are shifting business capabilities that have elevated expectations across the board. Employees are gaining new skill sets to stay abreast of these emerging technologies, but they are in need of the proper support and devices to succeed. We spoke with Mike Noyes, Sr. Director of Mobility, Scan, and Print at Honeywell, to dive into this topic and see how enterprise mobility and other NexGen technologies are impacting the digital transformation.

What does digital transformation mean to Honeywell?

The term digital transformation has become more pervasive in the context of today's industry. Digitization is now more of a priority for so many organizations and for Honeywell, this means bringing together brilliant machines, analytics and people. Taking that network and a multitude of industrial devices that are connected to them and putting them into a

system that allows us to monitor, collect, exchange, analyze and deliver value on those types of insights.

Now, we're working much smarter and we can run prognostic and diagnostics on all our assets. To me, that's the biggest part of what digital transformation means. It's about the network of sensors and connected devices that are going to impact how we live and work over the next few decades.

What role do you see mobility playing in the digital transformation of the enterprise landscape?

I've had the honor of leading the mobility business and came in at a great time where Honeywell was investing heavily in a platform called Mobility Edge. We recognized our industry needed a reboot when it came to productivity; that companies needed to find ways to capitalize on the digital transformation. It was pretty clear that the industry was changing very rapidly, and many developed countries were just no longer able to find

Honeywell



Michael R. Noyes

Vice President and General Manager, Productivity Products, Honeywell SPS

Michael R. Noyes is Vice President and General Manager of Honeywell's Safety and Productivity Solutions (SPS) Mobility, Scan, Print and Services line of business.

double-digit returns when it came to productivity and bottom-line numbers.

Mobility will play a vital role in that future, which is so crucial because it's very flexible and easily dispatched. Mobility can also be affordable for the enterprise and has a breadth of security options to keep users, devices and data safe.

Looking across the globe, each industry has its unique catalyst, but what really mattered was technology. That's why we've made such a huge investment in this Mobility Edge platform and rolling it out at scale. Whether it's a PDA, terminal style or a device mounted on a vehicle, we see mobility as a driver in allowing our customers the ability to grow.

What types of emerging technology do you think will be most prevalent in 2030?

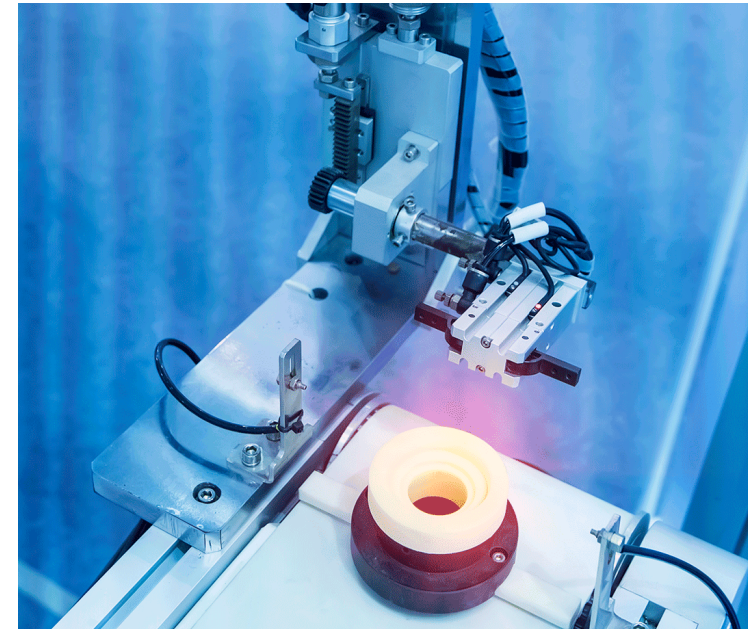
Honeywell is a \$40 billion business comprised of a multitude of different industries and segments; certainly, we can leverage emerging technology across the enterprise and find the

right niche application.

One theme we see a lot is the idea of automated data capture via artificial intelligence and machine learning. A lot of our tools are finding ways to help customers scan and grab barcodes that may be damaged, or difficult to read. AI can drive productivity so later this year, we'll be announcing a new platform based on a software layer that delivers artificial intelligence on a continuous learning platform for the end-user.

Another trend we're seeing is the rise of autonomous vehicles. The testing for self-driving cars in the United States is already at an advanced stage and companies like Tesla, General Motors, Ford and Chrysler are pushing this concept forward to the point where both enterprise and commercial usage is no longer a futuristic technology, but one that's not too far away.

Over the next ten years, we should also see major improvements to 3D printing. We've had this concept for a long time, especially in our



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"Research shows only about 5% of companies are able to succeed in their digital transformation, most of them being the marquee enterprises that impact our lives every day."

Mike Noyes, Sr. Director of Mobility, Scan, and Print at Honeywell

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industry, but we should see more widespread usage soon. While we do a lot of rapid prototype work to get concepts in the hands of consumers, soon we're talking about the ability to print jet engines or entire automobiles. We are taking advanced and complex objects that used to be built with traditional manufacturing methods and flipping the script. These projects had long lead times and needed complex building materials. Soon, we're going to see an onset of printed parts that will help us bring advanced concepts to the market with a really short lead time.

How do you leverage emerging technologies to benefit your customers across your key verticals?

This starts with listening to the customer upfront and seeing where their needs lie. Research shows only about 5% of companies are able to succeed in their digital transformation, most of them being the marquee enterprises that impact our lives every day.

But when we're out in the field talking to our customers, we see failure is largely due to a lack of purpose-built industrial platforms and devices. This is where Honeywell invests our R&D budgets to find specific solutions for these end users.



For retail, this can be building RFID sleds to pair up with mobile computers. Companies are transforming as employees move from task-based workers to knowledge-based. To achieve this transition, employees need to be equipped with purpose-built devices and platforms that work parallel with their roles. As well, training

to be able to interface a computer with a sled or utilize a platform to track inventory. You have to be close to the end user to create a winning solution for all.

Another area is the connected enterprise. This is leveraging real-time visibility to recover production capacity and drive greater efficiency and optimization across the workforce. We have execution systems in place to digitize manufacturing and help warehouse plants or factories to optimize their business processes. Plant workers can see enterprise operations in a real-time dashboard, which can signal areas of concern from a productivity standpoint or even machine failure. Predictive analytics can show if a server or switch needs to be replaced before it breaks.

These insights are also impactful in the aerospace vertical as teams can monitor the asset performance of jet engines and other parts of planes that are flying around the world. Everyone wants a safer and more reliable product; now, we can signal in real-time to airline crews if there is an issue or if a plane

should be brought in for inspection. This helps to reduce operational costs and maintenance, but the real value is on passenger safety.

How do you help to future proof the operations of your customers?

The key to future-proofing an enterprise is scale. We want to develop a product that when the onset of 5G becomes available, they don't have to just throw these devices away. This is why platforming approaches are so important to Honeywell within the business I lead. You must have a platform where we can infuse technology into these purpose-built assets that keep devices updated. Our clients can be stress-free about the risk of obsolescence or buying a device that will not be useful or function in two years' time.

We touched on this earlier, but the ability to use advanced analytics to predict events before they happen is also a driving force in this trend. Our operational intelligence asset performance management software delivers a lot of value for customers to increase their asset reliability



while being able to optimize maintenance costs. This mitigates operational risks and ultimately reduces the total cost of ownership.

How do you think IT teams can better prepare for maintaining and supporting this new emerging technology?

Stealing an old Wayne Gretzky line, IT professionals need to be able to “skate to where the puck is going to be, not where it is”. They need to ensure that when they're evaluating devices or making an investment

decision, they choose assets that give them the most flexibility and scalability throughout their organization.

IT professionals are constantly tasked with changing priorities in today's business environment. This means sourcing the perfect solution and finding the technologies that allow them to grow their firm with the speed of new technology that's on the horizon. We can no longer rely on an old break-fix model. Where we use a device until failure and then throw it away, enterprises need to be more comprehensive in

the way they think about lifecycle support, and IT professionals need to think more about a real shared risk with the OEM.

What are some barriers to technical/organizational change/mobile tech adoption you are seeing, and how can we overcome them?

There is a clear skills gap across the enterprise ecosystem. This is evident when you're dealing with your customers at the end-user level. It's about needing more young people to be exposed to coding and STEM disciplines. I think we're making a lot of significant progress on that front, but there's always more we can do. Looking at Honeywell, our outreach is investing in STEM leadership programs. We have a program with the Georgia Institute of Technology designed to help close gaps in computer science education.

These barriers are also a lack of wanting to try and adopt new strategies. Most companies know you either change or die; you must adapt to grow. But I think many realize that so much

of what you do is in the power of your people. Unfortunately, many long-time employees lack these emerging skill sets, yet there is a loyalty to these members of the team. Going out and finding new talent can also be difficult because of record-low unemployment and competition from other enterprises looking for the same resources. This is where our ability to help make purpose-built tools comes into play. We aren't selling a product, but rather helping end users deploy new tactics and become more productive at the end of the day. We don't want to come in, make a sale to the customer and not talk to them again for ten years until they want another device. We want to truly be a big part of their business model; to have frequent contact with them and be a partner versus a supplier.

What is the value of partnerships in the digital transformation landscape – for you and your customers?

Partnerships are absolutely imperative, the world is just too big and too complex for one company to try and do it alone. The way we

evangelize these digital transformations and with our solutions, you need to have partners like Stratix that understand your value proposition and motives.

When you think about digital transformation, partners not only help you get your message in front of the customers, but they help you build a pipeline and develop scale. Partners can show you customers challenges which is crucial in developing product roadmaps and driving successful deployments of new solutions.

It is imperative to look for somebody who is specialized and has a grasp of the pain points of end-users. Partnerships are about developing great products not just at the conceptual stage, but out in real-world terms. They provide rationale and insights that drive projects forward. Partners can help get lab teams out of the vacuum to understand what our customers need and the situations and hardships they are going through. This is how we can drive productivity and create the tools and strategies to help enterprises embrace their transformations.

The background of the slide features a blue-tinted photograph of three business professionals in motion, walking from left to right. A complex network of white lines and dots is overlaid on the image, suggesting a digital or data-driven theme. The overall aesthetic is professional and modern.

Empowering Employees is the Key to the Digital Transformation

Ross Homans, Vice President
Operational Programs at Stratix

A Conversation with Ross Homans

With today's rate of innovation, enterprises are constantly looking to gain an edge, wherever they can. From integrating cutting-edge solutions that make operations more efficient to transforming legacy processes, the time has come for companies to embrace the digital era. The key is empowering employees through this transformation as change requires the right connection between people and technology. Ross Homans, Vice President Operational Programs at Stratix, shares both insight and strategy on how enterprise leaders can take on this digital transformation with command and confidence.

How has mobility progressed since the early years to the enterprise tool it is today?

In the early years, mobile devices were referred to as handheld computers. Prior to the concept of mobile as we now know it, we still needed to think outside the box for solutions to drive people to work smarter. At this time, it was a

cottage industry but soon rose during the late 1990s and early 2000s with the convergence of WiFi. This led to more standardization as Microsoft jumped in to build operating systems for specific, purpose-built devices. Carriers saw the need to create connections with new devices and thus, the rapid evolution of mobility was born.

From the late 1990s to early 2000s, we started referring to mobility, as well, mobility. Investment from a spectrum of corporations led to a quick expansion of the industry, that surprisingly started from an enterprise perspective. With Blackberries for the white-collar sector and rugged, purpose-built devices for the blue-collar side, there was a clear need for mobile devices across all sectors of industry. Consumers did not really become fully integrated with mobile technology until around 2010, three years after the first iPhone was released. This changed the way people lived and worked and jumpstarted "The Mobile Revolution."

Enterprises quickly realized they needed to find



Ross Homans

Vice President, Operational Programs

Since joining Stratix over 20 years ago, Ross has served in various Field and Operations management roles. Ross was the enterprise mobile innovator who designed the company's initial Mobile Provisioning & Deployment Center in 1999. In 2004, he created the company's Custom Accessory Division which continues to provide exponential growth.

a transformative way to deliver their services as they were quickly being outpaced by consumer technology. I saw firsthand the beginnings of this evolution of devices and how companies recognized the need to revitalize their business practices with mobile technology. It was further accelerated by the advent of cloud integration in social media and mobile. Those were the three underpinning platforms that created a foundation for companies to rethink how they go to market.

At Stratix we are delivering the technology and connecting all the parts and pieces for our clients. How do we operationalize these technology investments so that they can truly deliver transformative experiences for their customers? We also saw the need to create custom solutions for many different end users versus one standard. We are now in an era of the “Personalization of IT”, where companies are no longer able to create just one standard. The accessibility of technology is so vast that companies are needing to step back and look, from the inside out, how they can integrate the technology with their people. How they

transform their processes to leverage what’s exciting for many of our clients in changing the way they do business.



What role do you think mobile technology plays in the digital transformation of the enterprise landscape, and how do employees’ factor into this?

Every company is looking for a leg up in today’s environment and mobility can be the catalyst for this. The right mobile program bridges cross-functional groups within a company and provides a sturdy foundation allowing their

employees to travel and perform their roles in a frictionless manner. We look to enable digital transformation via mobility. By looking at how mobile can make the jobs of employees easier and help to achieve business outcomes, we make a difference, particularly on the edge, where companies are delivering their product or service.

We believe companies need to inspire their employees to be a part of their digital transformation, and this requires collaboration. Employees and end users need to feel invested in the process and receive a personalized digital experience. While we are accustomed to living through mobile in our personal lives, the use-cases for businesses are vastly different. There are many processes and procedures end users must adhere to, and we aim to simplify this to make mobile an enhancement, not a disruption.

Our goal is to find connections between people, processes and technology to bridge IT with operations. We aim to empower employees, not overwhelm them with technology. The key is to have a support program handy to help take the

pressure off internal teams. Enterprise mobility is meant to take the friction out of this process to help our customers scale to their environment and focus on innovation in their processes. Companies are realizing that the speed of information and making sure they can answer a customer's question or delivering information or product or service, must be powered by mobile technology. The expectation from the outside in, as consumers (because we rely so heavily on mobile), is any company that's not leveraging this technology is somewhat behind the curve.

Where does the customer experience intersect with the employee experience?

We all know many companies spend millions of dollars on marketing and advertising their unique brand, but too often a company falls short at that point in customer experience. Companies need to rethink how they manage the customer experience from the inside out. An excellent customer experience happens naturally when employees are engaged and connected to the company's brand.

While businesses want to create a personalized experience for their customers, they need to first create a platform with employees to deliver on that personalized experience. Understanding the different customer touchpoints in business will lead to a more seamless experience for end-users. Even though certain employees may never directly interface with a customer, they play a critical role in ensuring a seamless, integrated path to deliver exceptional customer experience.

How can companies overcome obstacles to future proof their operations?

I think companies start out looking at the big picture and often forget about how we execute that vision in day-to-day operations. It requires thinking through a mountain of details. No matter what new tools or processes you put in place, transformation will only be as effective as your employees embracing the change and being able to leverage the tools they're given. Companies must offer the underpinning support programs to help them meet and ultimately exceed customer expectations.



Employees need to be aligned, prepared and, again, supported to deliver on the desired customer experience. You also need the ability to continue to iterate and improve the end user mobile experience securely through those support programs like Mobile Device Management (MDM) Administration

Technology is just a tool. The face, the voice, the engagement outcome is the experience. While I enjoy talking about technology, what we help our customers understand and think about is when this goes live, how is that employee going to be able to deliver on those expectations you've branded for your company?

For the first time in the technology industry, we as big enterprises are interacting with and incorporating technology where the customer and the end user know more about it than the business. We try to take that fear, uncertainty and doubt from the mind of the end user. But we also try to instill, on the core IT of businesses, that this is very different and the investments you make will fail if these end users are not part of the program.

What is the value of partnerships in the digital transformation landscape – for you and your customers?

Over the past 35 years, we've thrived because we've always aligned with best-of-breed partners. We've had legacy relationships with Zebra and Honeywell for many years. Recently, as our customers started to change portfolio and wanting different technologies in their environment, we added Apple, Google and Samsung and many others to the portfolio. Having these relationships with these industry-leading partners helps us identify the right devices, services and accessories for virtually any environment or use case.

As the industry continues to rapidly evolve, we look at how we align with those core partners, create strategic solutions and craft an integrated program that delivers a superior end-user experience. That experience drives the employee buy-in, and that in turn drives employee success, satisfaction and productivity. That is what truly empowers real digital transformation for enterprise.



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Conclusion



Where Do We Go from Here?

Thank you for reading our discussion series *The Enterprise Mobility Evolution and the Role of Digital Transformation*. We stand at the precipice of a major shift in enterprise computing from mobile-first to mobile-only. No technological area presents the same ample opportunities to define the enterprise landscape as mobile technology. Enterprise mobility is ground zero for the most innovative hardware manufacturers, app developers and service providers. These rapid gains can only be recognized by enterprises most prepared for change.

The transformative power of enterprise mobility doesn't just come from its versatility and ubiquity. It's also because nothing has more touchpoints with your operational data than mobile technology. Countless transactions and daily tasks – executed and captured on mobile devices - generate exceedingly useful data, which can be leveraged for illuminating insights and invaluable business guidance. The companies that are best able to draw upon this

super stream of real-time operational data will be the biggest beneficiaries of this paradigm shift.

Additionally, mobile technology will define the experience for end users and the customers they serve. Far beyond viewing enterprise mobility as deploying a device or app, it has now become clear that mobile tech is the presentation layer to the entirety of your digital backend. It is how your employees leverage your data and operational efficiencies. It's also how your customers will come to know your brand. The key to taking advantage of this realization is through strong partnerships.

Strong technology partners with extensive knowledge of your industry and business challenges are essential to maximizing mobility gains. When your mobility partners marry that industry-specific experience to mobile technology expertise, they can create smart digital programs that truly develop, support and optimize the tools that power your organizations' digital transformation.



Ultimately, however, the most well-considered mobility blueprints for digital transformation are still reliant on people, specifically adoption. No digital transformation can truly be effective if it doesn't motivate change in the employees who will be the face of it. The smartest mobile programs will uniquely tie together innovative technology, industry-leading support and intuitive user experiences to offer a powerful tool to make everyday business processes and data seamless and frictionless.



About Stratix

As the largest pure-play enterprise mobility specialist in the U.S., Stratix is dedicated to guaranteeing nonstop mobility. The company leverages over 35 years of expertise and experience to deliver end-to-end managed mobile service programs that accelerate and inspire business mobility transformation for some of the world's most iconic brands. Stratix's SmartMobile programs ensure enterprises have exactly the right technology, tools and support to run their business, improve customer service and grow revenue. By investing time to understand the unique business needs of every client, they're able to create customized technology strategies that deliver enterprises the best-in-class mobility they need to stay ahead. For additional information, visit www.stratixcorp.com.

Thank you for reading

The Enterprise Mobility Evolution and the Role of Digital Transformation