MAPPING THE MOBILE DEVICE JOURNEY

A Data-Driven Look at the Current State of Workforce Mobilization

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86%

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A Data-Driven Look at the Current State of Workforce Mobilization

Mobile device deployments are quickly moving out of trend territory to set a new business standard. In fact, 86% of organizations are now in the research or pilot phase of deploying devices. To better understand the drivers behind workforce mobilization and best practices of those deployments, we surveyed over 15,000 organizations.

The results conclude that mobilization is ushering in a new business paradigm, and the competitive advantages go to the organizations that can do it most effectively.

No matter the stage of your organization's mobile device deployment, we invite you to look more closely at how mobile devices and successful mobile deployments are changing the business environment.

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THE MOTIVE FOR MOBILIZATION

Organizations embrace workplace mobilization for three key reasons: to improve communications, process transactions faster, and eliminate manual or paper processes.

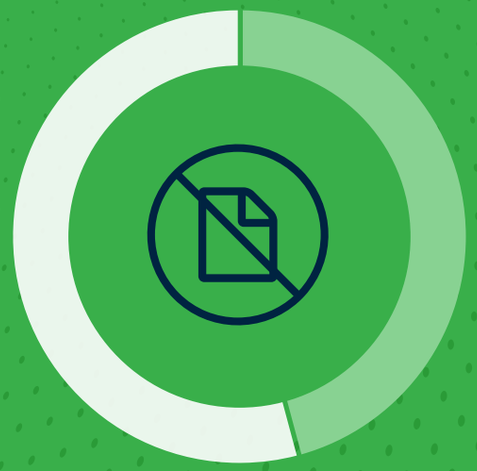
The most significant takeaway is that each of these are goals can improve an organization's internal operations and customer interactions. This suggests the real reason why so many organizations are mobilizing in every sector: mobility benefits everyone. The ROI of mobility pays dividends to both the organization and its customers, making it critical to stay competitive on multiple levels.

Let's take a closer look at each of these goals.

Top 3 Motivations for Mobile Device Deployment

68%
Improving Communications

61%
Faster Transaction Processing



54%
Eliminating Manual/ Paper Processes

Percentage of survey respondents that rated the objective as important or very important.

Top 3 Reasons for Improving Communications

73%
Fostering Better Communications Between Employees and Customers

59%
Generating Faster Response Times

55%
Increasing Revenue

Percentage of respondents who rated these reasons as important.

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WHY MOBILIZE?

Improve Communications

When asked why they wanted to improve communications, respondents' first objective of fostering better communication between employees and customers reinforces not only the idea that mobilization can benefit an organization internally and externally, but it bridges the gap between the two. Mobilization can help employees and customers connect more easily with each other, creating seamless interactions.

The second objective, generating faster response times, also has both an internal and customer-facing focus. When employees are provided with mobile devices they can respond to customer demands from any location within the business, improving customer experience and loyalty. Customer engagement can happen from anywhere, no longer just at a centralized kiosk or an employee's desk. Faster response times can also equate to more transactions.

Finally, the third objective focuses on what organizations seek to impact the most: increasing revenue. Mobile device deployments can influence revenue in varied and more importantly, measurable ways, helping decision makers move forward more confidently. And it's not limited to a single industry or vertical. This can include billing more accurately as a business, turning tables over more rapidly in a restaurant, even facilitating faster checkout with a mobile POS in a retail environment.

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WHY MOBILIZE?

Faster Transaction Processing

Faster transaction processing is a major contributor to the push toward mobilization. Devices like tablets and smartphones make it easier for employees to work from anywhere, increasing productivity and responsiveness.

Not surprisingly, all three of the reasons organizations seek faster transaction processing relate to the bottom line. Streamlining processes to eliminate extra overhead seeks to remove unnecessary variables that add up from a direct-cost or productivity-cost standpoint. And increasing revenues, again ranking third as it did for improving communications, looks for ways to generate more business with a mobile workforce. So, how can improving data accuracy tie to the bottom line?

Organizations leverage data to uncover trends, optimize operations, assure compliance, track customer buying behaviour, and empower their entire operation. Ultimately, they leverage data to generate revenue – and data is extremely valuable. If that data is inaccurate, it can send organizations off in the wrong direction, such as miscommunications with customers, developing products that aren't warranted, pricing products in a way that are unsustainable. More accurate data is vital to running a smooth operation and is a competitive advantage.

SOURCES
Bad Data Costs the U.S. $3 Trillion Per Year, (September 2016)
The Importance Of Data Quality -- Good, Bad Or Ugly, (June 2017)
Predictably inaccurate: The prevalence and perils of bad big data, (July 2017)

Top 3 Reasons for Faster Transaction Processing

75%
Streamline Processes to Eliminate Extra Overhead

59%
Improve Data Accuracy

57%
Increase Revenues

Percentage of respondents who rated these reasons as important.

Top 3 Reasons to Eliminate Manual Processes

66%
Increase Revenues

59%
Reduce Cost

55%
Improve Data Accuracy

Percentage of respondents who rated these reasons as important.

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WHY MOBILIZE?

Eliminate Manual Processes

The top motivation here - cost - comes as no surprise: The primary goals of mobilization have always included reducing operating overhead and increasing revenue.

According to a PricewaterhouseCoopers study, estimates suggest organizations that "going paperless" can save up to ten times their paper cost by also reducing the cost of printing, toner, storage, labor, postage, and disposal. A recent report estimated U.S. businesses waste $8 billion managing paper every year. It costs an average of $20 to file a document, $120 to locate a misplaced document, or $220 to eventually reproduce the document that couldn't be found. If mobile devices are leveraged to eliminate much of that manual document processing, significant savings can be realized.

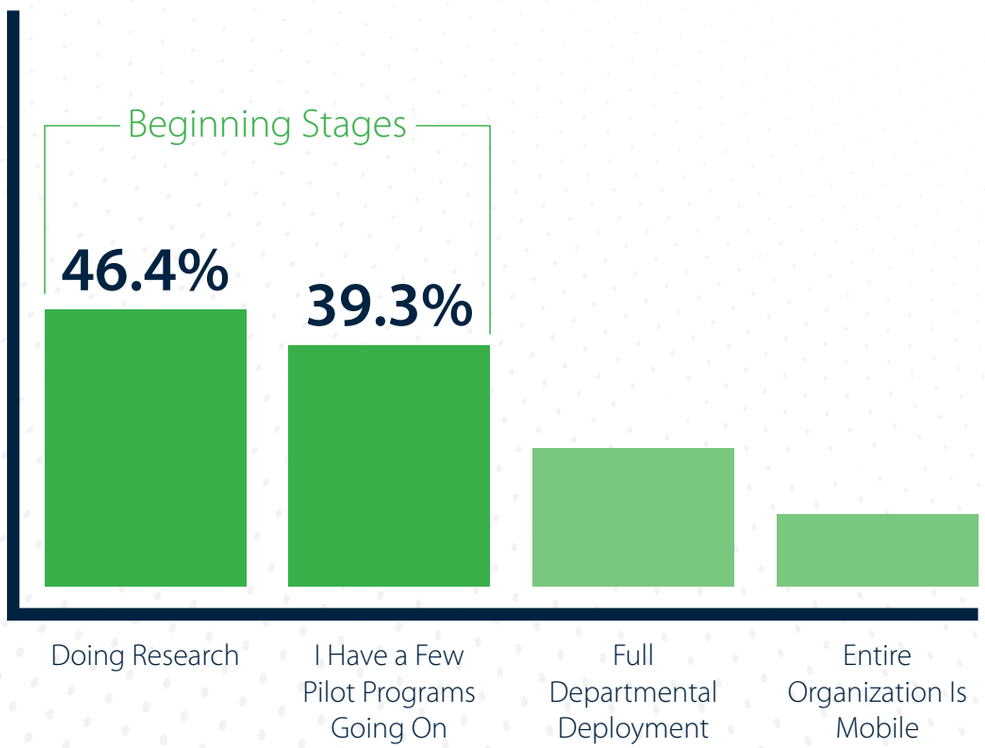
In addition, it makes sense that organizations looking to mobilize will want more electronic processes to make it easier for mobile workers to access job-specific information. PricewaterhouseCoopers reports that the amount of data that businesses typically produce increases 65 percent annually, and that professionals can spend up to half their working hours looking for the information they need simply to do their jobs. Electronic processes deployed via mobile devices can mean greater productivity.

In terms of increasing revenue, mobilization has conditioned customers to expect faster response times. So a sales associate in a retail environment armed with a mobile POS can actually check out customers on the spot, increasing customer store sales, inventory turnover, and upsell opportunities.

SOURCES
Go Paperless: Benefits of A Paperless Office, (June 2018)
82 Percent of Companies Still Spending Billions on Paper, (November 2015)

THE STATE OF MOBILE DEPLOYMENT

Where are Organizations with Their Mobilization Strategy Today?



Although mobile deployment is changing the face and foundation of today's businesses, a large majority of organizations are still in the early stages of transition. Nearly 86 percent of organizations surveyed are in the first two stages of mobilization: doing research (46%) and piloting programs (39%). This could suggest several challenges:

- **While mobilization is vital to staying competitive, actual mobile deployment is far more complex**
- **Organizations are proceeding cautiously with their deployment efforts, rolling out programs slowly to gauge impact and effectiveness**
- **The logistics of mobile deployment, specifically mobile device management, could act as a speed bump, creating the need for systems, software, and storage solutions to help manage devices**
- **With the number of resources available to assist with deployment, many organizations may find themselves paralyzed in the research phase, investing a significant amount of energy and resources into this phase but feeling overwhelmed about smart ways to move forward.**

These reasons are not exhaustive. Every organization is likely to have good reasons why they are where they are in their mobilization strategy. The takeaway is that mobilization isn't a straightforward process. It demands research, testing, and measuring before a full rollout can take place. This helps identify issues early in the game and measure the effectiveness of test programs, mitigating potentially costly errors down the road.

THE STATE OF MOBILE DEPLOYMENT

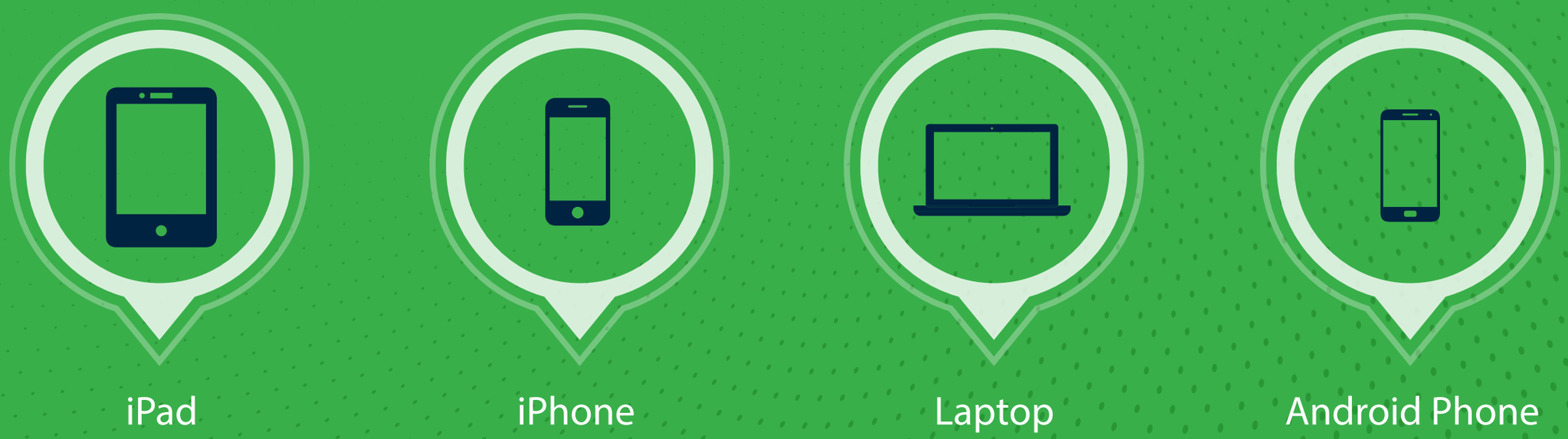
While any number of mobile devices could be considered a worthy business tool, the top four give insight into the type of functionality and usability a majority of organizations need from their devices.

Touchscreen-enabled tablets like iPads are an ideal device for mobile businesses because they bridge the gap between smartphones and laptops. Larger than a phone, iPads give users more screen to work with and the potential to leverage a keyboard accessory.

Smaller and lighter than a laptop, iPads can offer similar functionality and processing capabilities ideal for mobile workers. It's no surprise that iPads are a top device choice for businesses.

Smartphones (like iPhones and Android Phones) offer maximum portability and mobility. Laptops toe the line between traditional computing device and mobile devices. They're often a first step many organizations make into mobilizing their workforce because they bring desktop-quality processing and information access wherever it's needed, untethering workers from desks and on-premise systems.

Top 4 Mobile Devices Used by Organizations:



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MOBILIZATION PAIN POINTS

Since the goal of mobilization is a combination of portability and utility, it's no wonder that lost devices are considered the biggest pain point for deployments. The estimated cost of a lost device can be up to $50,000, including not only the cost of the device itself but also lost productivity and the financial impact of lost or stolen data. Because so many organizations are still in the early stages of mobile deployment, they may not realize the very tangible impact caused by lost devices, both in cost and productivity, compared to other industries more immersed in technology such as education. These organizations plan for lost devices as a matter of course to help mitigate the impact.

Device theft is a real concern amongst organization deploying them. The fact that most people already have personal mobile devices does not preclude people from stealing devices. In fact, 10% of devices go missing or break in each year of a mass deployment. And it's not just the device that is taken. Confidential, sensitive, or proprietary information from a stolen device presents real risk. The costs associated with stolen data can skyrocket from thousands to millions and threaten an organization's reputation or market position if information like customer data gets into the wrong hands.

The obstacle of keeping apps and data on mobile devices up-to-date is fundamentally an issue of productivity. What good is it to send workers in the field with out-of-date apps or incorrect information? This undermines the entire concept of mobile deployment—the ability to work flexibly as your business or market demands—making it a key issue to be resolved in successful mobilization efforts.

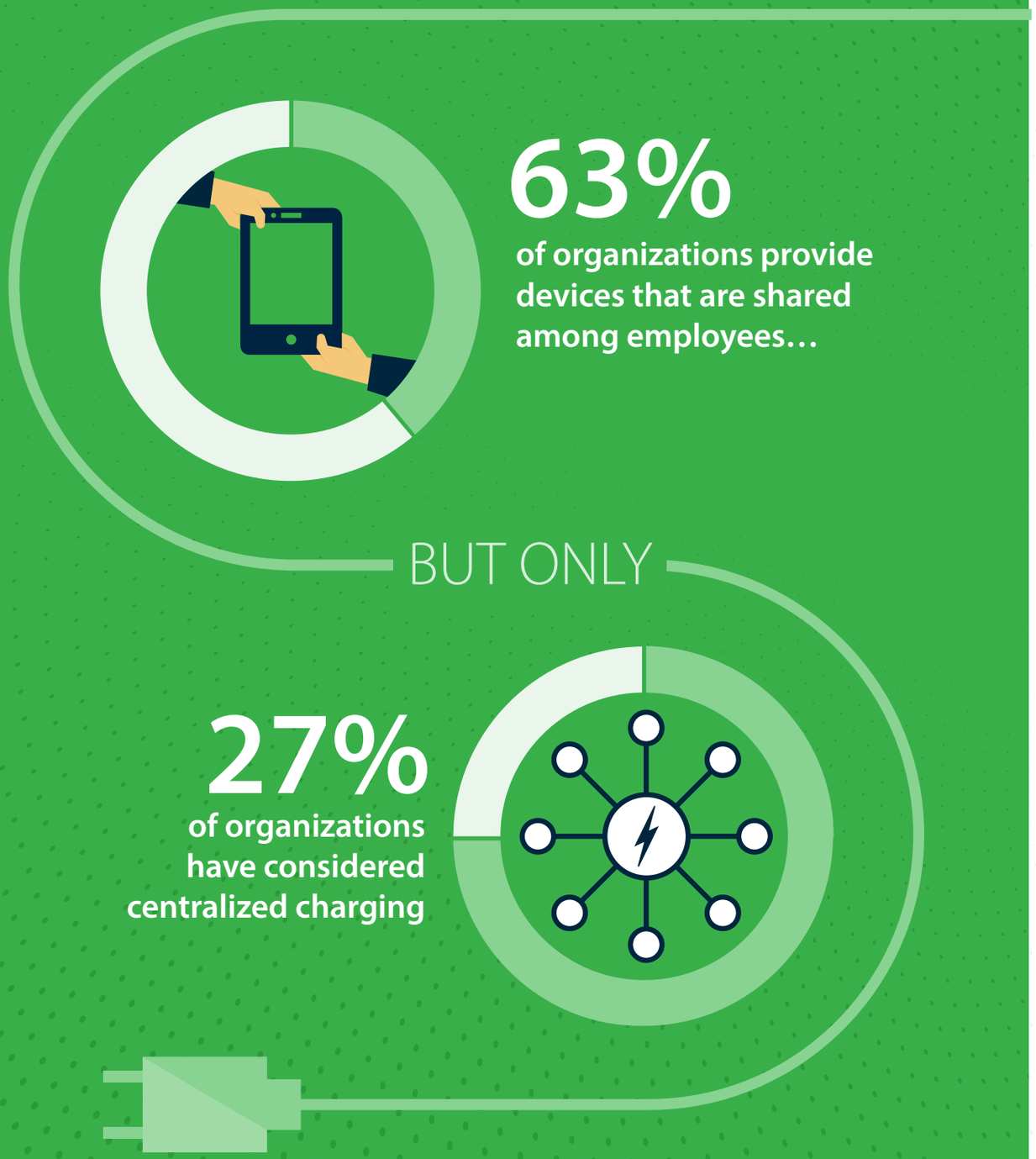
Top 3 Pain Points for Mobile Deployments

25%
Lost Devices

21%
Device Theft

20%
Apps/Data Not Up to Date

Percentage of respondents who rated these pain points as very painful.



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DEVICE SHARING & CHARGING

63% of the organizations surveyed provide mobile devices that are shared among employees. Instead of assigning a device per employee, devices are shared to maximize utilization, comply with privacy regulations (some which state devices cannot leave the business premises) and minimize cost.

While many devices are shared, only 27% of organizations have considered centralized storing and/or charging as part of their deployment. Often, this is because organizations are most concerned with selecting the device itself and the apps or content for the device. They aren't thinking about how the devices will be deployed, charged or stored and secured when they're not in use. Because devices are so prevalent in our daily lives, organizations tend to overestimate employees' abilities to safely charge, store, and maintain their business devices.

Why does it matter? Productivity, utilization, and even longevity are impacted if a device is not effectively stored and maintained. If ensuring device apps and data are up-to-date can be considered software maintenance, then storing, securing, and charging the device could be considered hardware maintenance. And device charging stations contribute to reducing other mobilization pains as well, such as theft and loss. In fact, educational organizations have been leading the charge on mobile deployments for almost a decade, employing charging and storing solutions for shared devices to successfully protect their investments.

DEVICE CHARGING & STORAGE SOLUTIONS

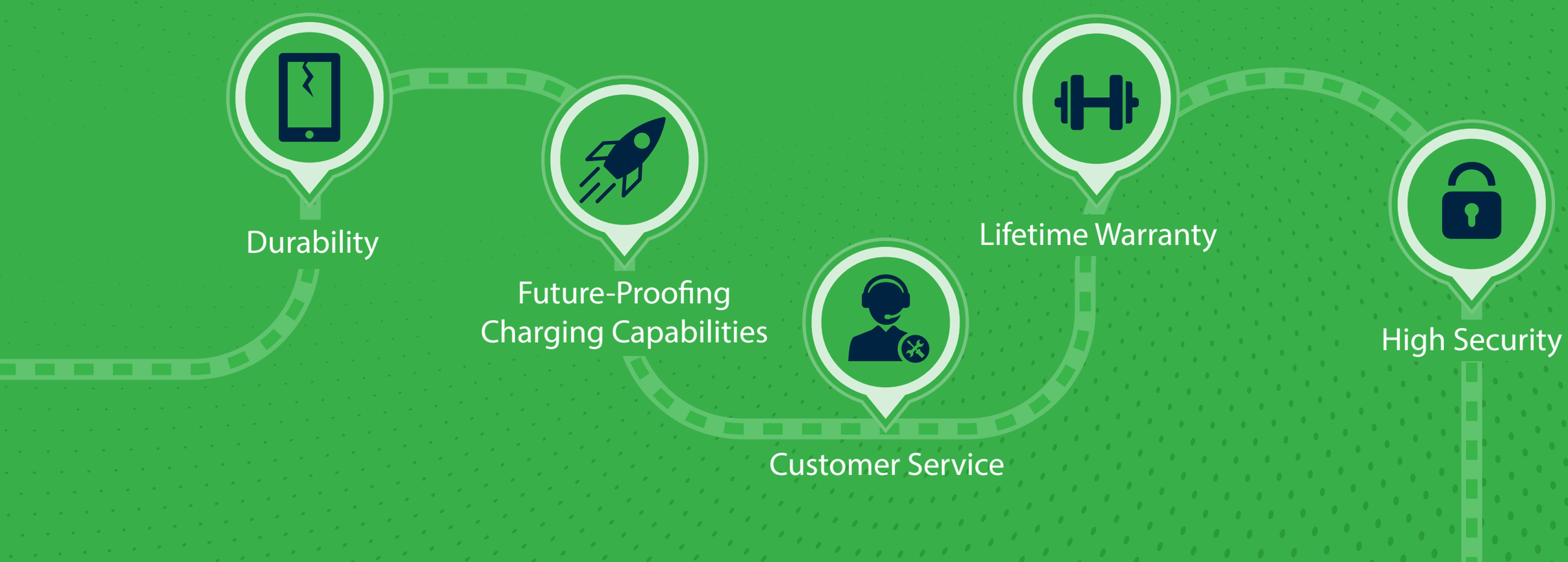
When talking to current LocknCharge customers—organizations that prioritize centralized charging and storing of mobile devices to enable their deployments—durability is the top criteria they look for in a charging and storage solution, followed by "future-proof" charging capabilities.

This makes sense as every new iteration of a mobile device brings with it the potential for new charging technologies, whether it's new types of charging ports or updated charging cables that deliver faster charging capabilities. Investing in a physical charging and storage station means it should offer the ability to charge any device today or tomorrow to be cost effective.

Along with durability and future-proof charging, the criteria of customer service, lifetime warranty, and high security suggest these organizations see storage and charging solutions as a long-term strategy designed to protect their mobile investment and the operational longevity of their devices.

Because so many organizations are still in the early stages of mobile deployment, their goal may be to simply get devices in the hands of employees. But it's important to think beyond rollout as these organizations demonstrate. The sustainability of mobile deployment also depends on answering questions like, "What happens when the devices aren't in use? How can we secure them? How will they be stored?"

Top 5 Considerations in Choosing a Device Storage Solution:



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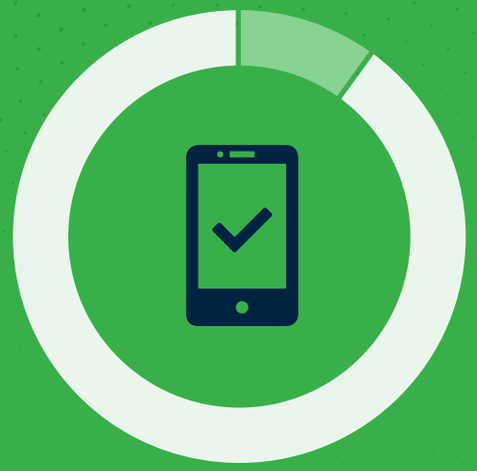
CHARGING & STORING SOLUTION BENEFITS

Organizations that employ charging and storing solutions for their mobile devices report three major benefits: ensuring devices are fully charged and ready to use, securing them from accidental loss or theft, and simplifying how shared devices are distributed.

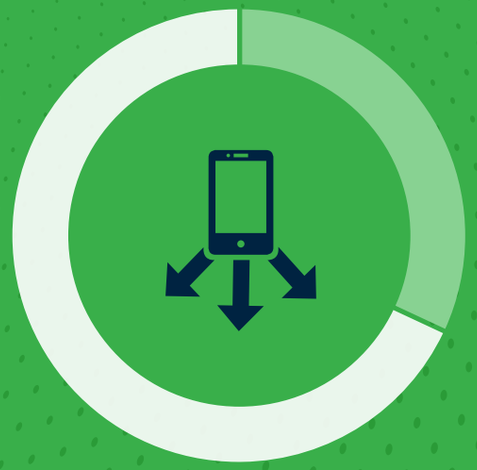
All these benefits ensure devices can provide the level of utility and productivity the organization demands from its mobilization strategy. When we return to the top three motivations for mobile deployment (improving communications, faster transaction processing, and eliminating manual processes), it's easy to see how device charging and storage solutions help ensure all those goals are achievable day to day. Charged, available, and secure, devices are ready to be used in whatever way employees need them.

Top 3 Reasons Organizations Leverage Device Charging & Security Solutions



90%
Ensuring Devices Are Ready to Use

68%
Securing Devices from Loss or Theft



65%
Simplifying How Devices are Distributed

Percentage of respondents that rated the reasons as important or very important.

CONCLUSION

It's clear mobilization is changing the way we work. The flexibility, agility, and cost effectiveness it delivers is quickly establishing mobile deployment as the new status quo.

In this shifting business paradigm, competitive advantages will go to organizations creating sustainable, long-term mobilization strategies that go beyond the initial rollout.

By taking into account their organization's mobile goals, IT and business decision makers can put strategies in place to ensure devices are secure, available, and ready when employees need them while limiting unnecessary exposure to potential issues such as lost devices, stolen data, and out-of-date applications.

These organizations will, in turn, lead the conversation around mobilization best practices and effectiveness in their own industries and beyond.

Smart Mobile Device Workflow: Ensure Devices Are Always Ready

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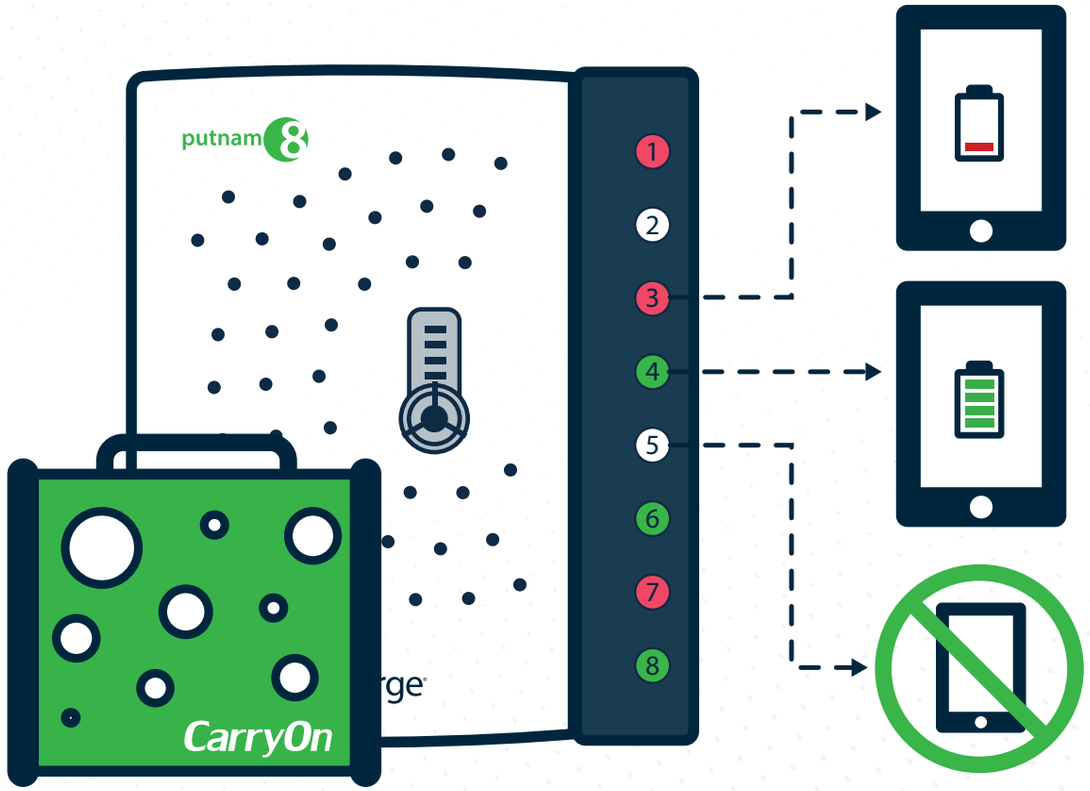
ABOUT LOCKNCHARGE

LocknCharge is dedicated to the design, manufacture and functionality of the highest quality security, charging, and storage solutions for mobile device deployments. Our goal is to design products that ensure the readiness, accessibility, and productivity of mobile users, helping streamline mobile technology deployments.



Learn best practices for deploying mobile devices and discover the LocknCharge solutions that are right for your business—click here to schedule a FREE, personalized live product demonstration today.

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