

Mobile Enterprise

A White Paper by [aurhammer](#)

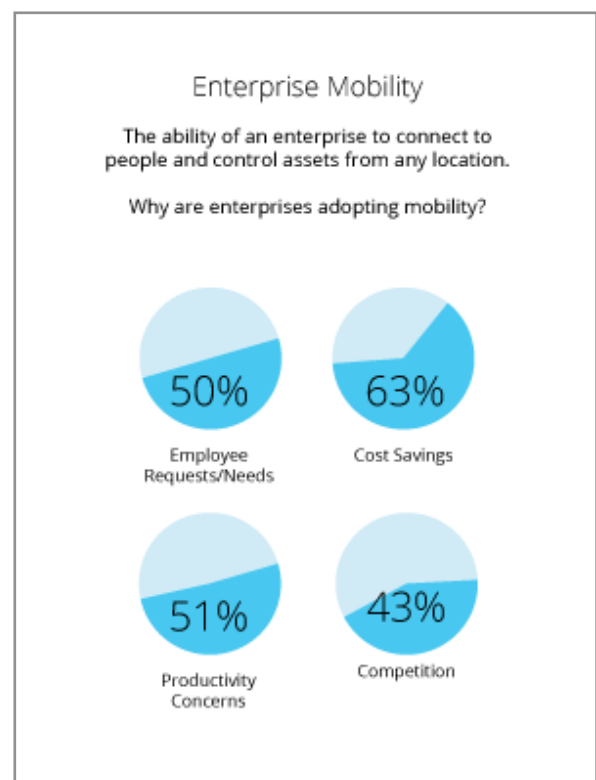
Enterprise mobility is taking off as smart phones and tablets are swiftly becoming essential for day-to-day business operations. Productivity boosting, high ROI, and opportunities to interact directly with consumers are driving enterprises to mobilize their systems and people. Mobile applications, after spectacular success in personal lives, are also swiftly gaining prominence at the workplace.

It can't be denied anymore - mobilizing the enterprise is indispensable.

Why Mobile Enterprise?

From Accenture's 2013 survey of more than 400 global IT executives¹:

- **79%** of respondents cited mobility as a revenue-generator.
- **84%** said mobility would significantly improve customer interactions.
- More than **one-third** of respondents cited mobility as one of their top-two priorities, **75%** put it in their top five.
- **59%** say they have implemented a centralized, companywide strategy for mobility.
- **36%** of respondents cited driving revenues through customer engagement on mobile devices as the reason for investing in mobility.
- **34%** of respondents cited driving revenue through transactions on mobile devices as the reason for investing in mobility.



Why enterprises are adopting mobility?

- Low total cost of ownership (TCO) and quick return on investment (ROI).
- Increased productivity.
- Direct customer engagement and improved satisfaction.
- Quick decision making.
- Mobile work-force.

¹ <http://www.accenture.com/us-en/Pages/insight-mobility-cio-survey-2013.aspx>

ROI of Mobile Enterprise

Return on investment (ROI) is the most called-upon metric for judging the success for any mobile app deployment in enterprises. Decision-makers, at the end-of-the-day, want to know whether mobility adoption in the business has delivered desired results and is translating into visible results in terms of higher revenues, increased sales, and better productivity or cost-efficiency.

Key determinants to ROI of enterprise mobility include:

- Higher customer satisfaction
- Shortened sales cycles
- Increased productivity
- Lower operational costs
- Increased sales
- Higher revenues

To calculate the ROI of mobile enterprise we first need to find out two factors: benefits and costs.

Benefits

The benefits that arise from mobile enterprise apps can be categorized into two categories: **quantitative** and **qualitative**.

- Quantitative benefits can be put into numbers, such as percentage increase in number of users, reduction in performing time, percentage increase in profits, etc.
- Qualitative benefits, on the other hand, are intangible and less concrete benefits that cannot be measured by numbers. Examples include customer satisfaction, brand image, brand loyalty, etc.

It's important to keep in mind that the qualitative benefits may be impossible to measure, but they form an important consideration towards getting the bigger picture for deploying an enterprise mobile app.

Cost

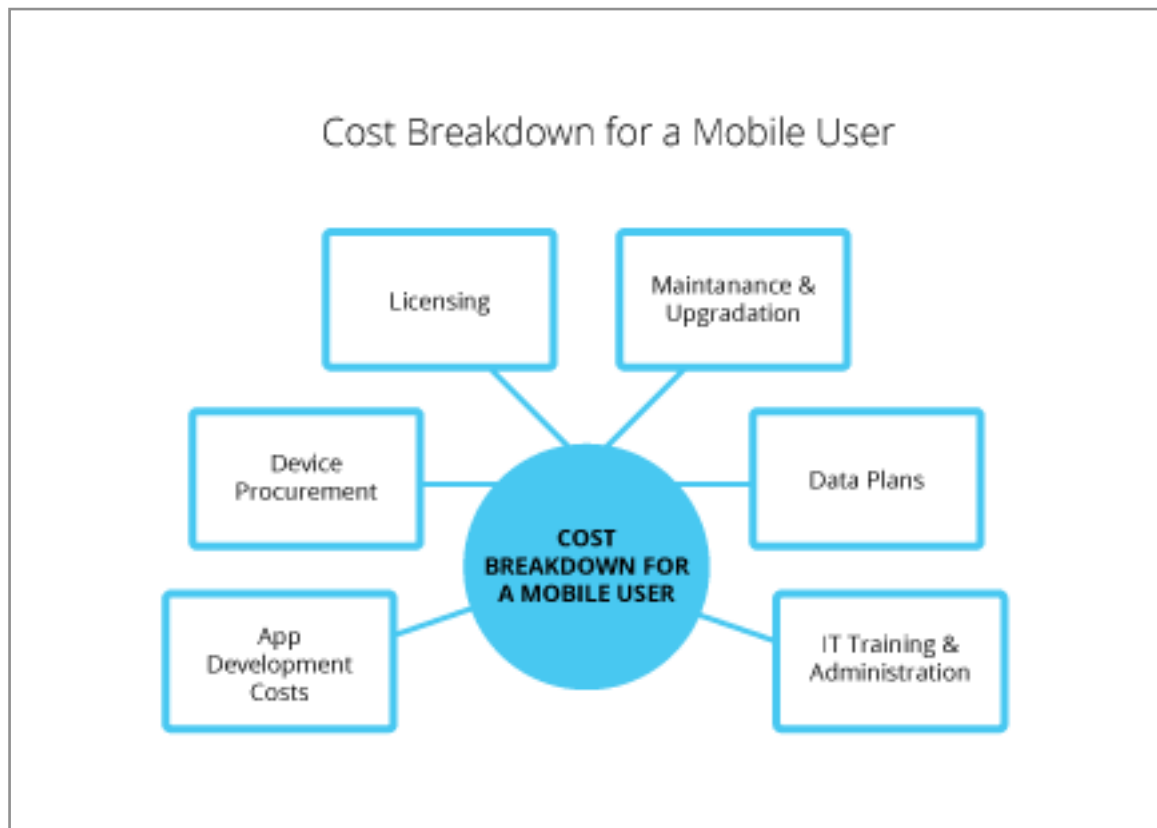
According to the 2013 Accenture survey, cost and budget concerns were cited by 41% of respondents.² The total cost of ownership for an app can be classified as follows: upfront costs like licensing, app development, hardware procurement, etc., and recurring costs involving data plans, maintenance, upgrading, training for new users and IT administration.³

When calculating the app's cost, upfront costs like licensing, app development and device procurements, etc., will not be part of expenses in the following years and only recurring expenses like data plans, user training (depending on new users added) and app maintenance costs, etc., will be incurred leading to lower cost per user and further increases in the ROI of the app.⁴

² <http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-CIO-2013-Mobility-Survey.pdf>

³ "Calculate ROI for Your Enterprise App", XCube Labs

⁴ "Calculate ROI for Your Enterprise App", XCube Labs



ROI

When you have the benefits and costs of your enterprise app, you can calculate the ROI:

$ROI = \text{Productivity gains} / \text{Costs}$

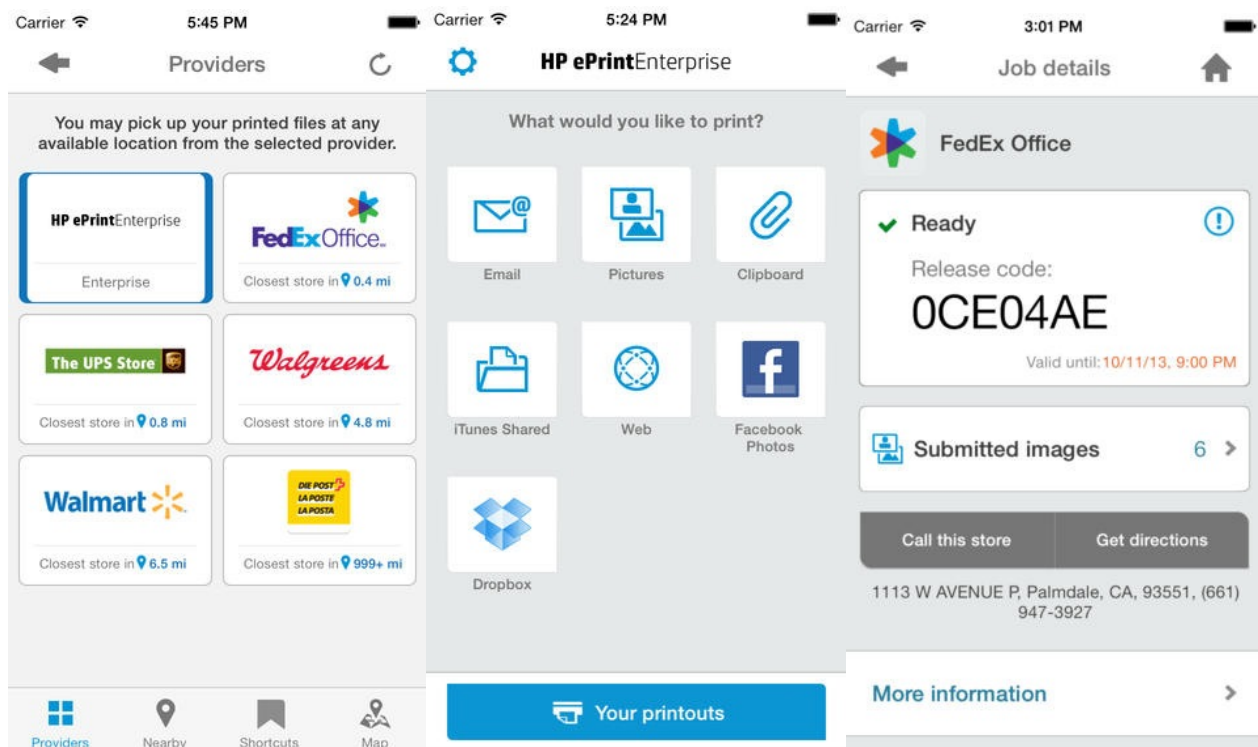
Key Considerations

- It is important to note while calculating ROI for an enterprise app that not all benefits can be measured. Moreover, not all benefits can be accrued in the first phase or year of deployment.
- The costs of owning an enterprise app lowers significantly after a few years of deployment. There are significant investments upfront, but as the scale of adoption increases the cost to serve per user starts to come down.
- Another way to increase the ROI, by lowering the costs of developing an app, is to consider outsourcing it. In-house app development requires significant investments in technology and manpower which pushes the cost.

Examples of Successful Mobile Enterprise

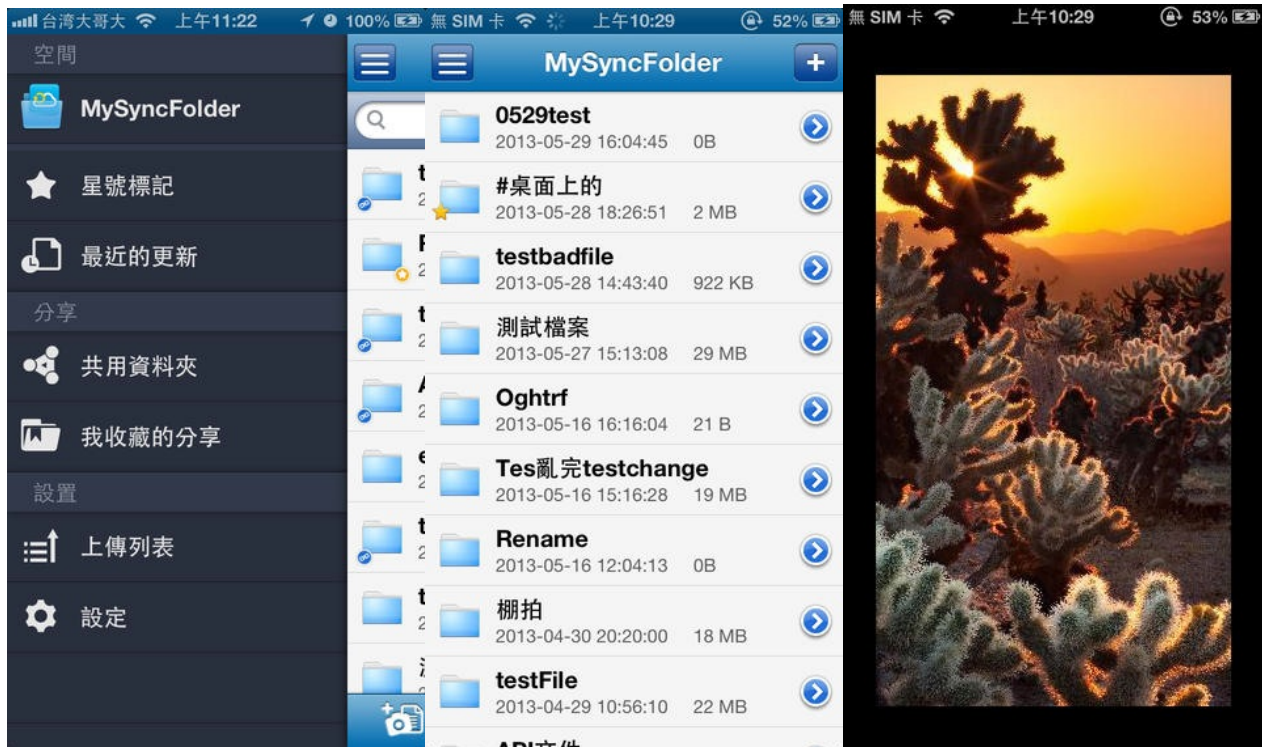
HP ePrint Enterprise

The app connects to HP's network of 300,000 public print locations like FedEx, UPS, and more. For corporate printing, this app supports companies using HP ePrint Enterprise: a private cloud-based solution for corporate network printers.



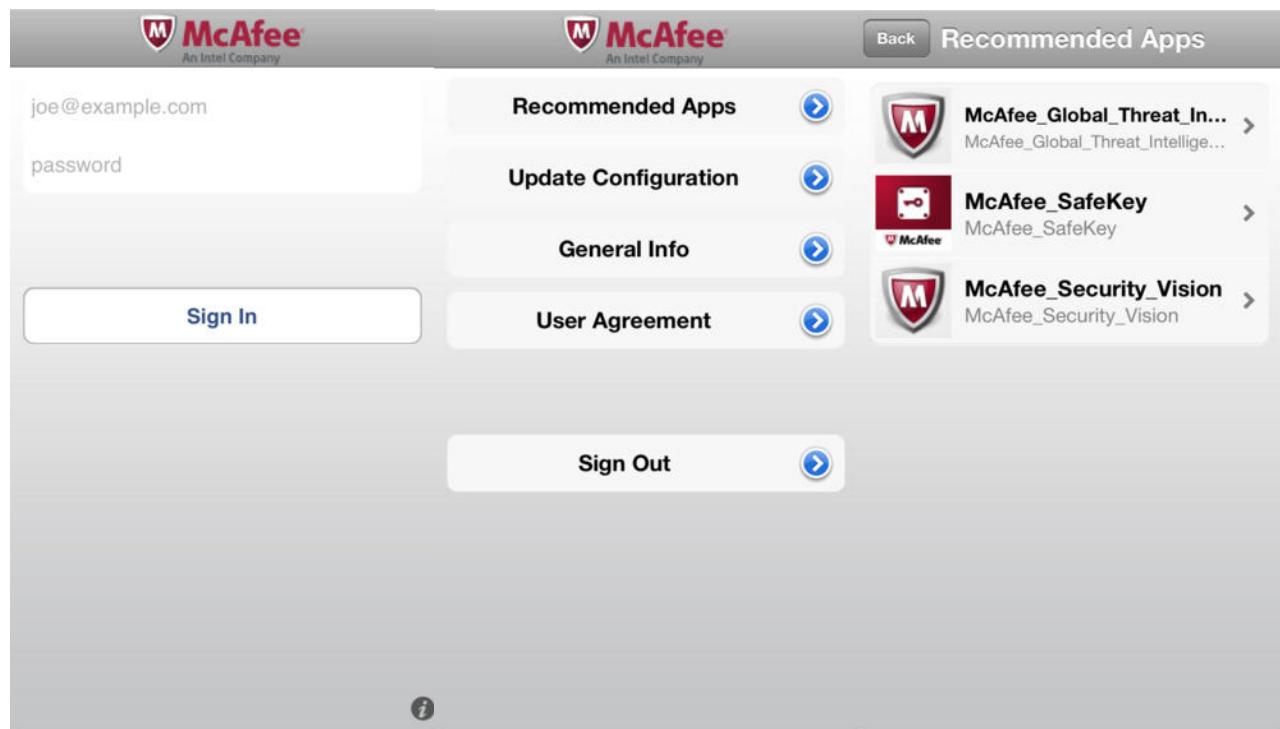
ASUS WebStorage (Enterprise)

ASUS WebStorage turns iPhone, iPod, and iPad into an extension on-go-to storage. From note taking, photo capturing, voice and video recording, and uploading photos from camera roll, everything can be put on storage then access anytime and synchronize from your device.



McAfee Enterprise Mobility Management

McAfee Enterprise Mobility Management (EMM) makes enterprise mobility secure, easy, and scalable. The solution simplifies connecting a user's iPhone/iPad/iPod Touch to existing enterprise IT services such as email, VPN and Wi-Fi access. The app delivers automated device enrollment and configuration, secure mobile application enablement and device personalization to optimize end user productivity without altering the user experience or changing native device capabilities.



Our Recommendations for a Successful Enterprise Mobile strategy

- **Get ready for the change.** You are not only adopting a technology but also a practice. There will be resistance to change. You need to pick a bunch of people who will act as trendsetters and involve them at a very early stage. Communicate and co-ordinate your efforts, sharing initial success with others to help motivate them.
- **Draw a vision.** Involve all stakeholders to draw a vision behind the mobile adoption. Determine the scope, allocate resources and establish policies to govern it.
- **Keep users at the centre of your strategy.** The success or failure of your mobile efforts depends on your users. Their need and expectations must be met. You must provide them with a rich experience. A Center of Excellence will help you meet the requirements of users.
- **Monitor to evolve.** Creating a mobile strategy and implementing it is just the beginning. Monitor, evaluate and review to measure its performance. Revise in response to failures. Then, repeat it.

About Aurnhammer

Aurnhammer, headquartered in New York City, is a creative media, custom design and development boutique specializing in branded smart applications for mobile. Aurnhammer has provided creative solutions for clients such as: Sony Music Entertainment, Showtime Networks, Kohler, Foxwoods Resort Casino, Lumber Liquidators, Bass Pro Shops, Mass Mutual, Bowers & Wilkins, Extra Innings, Stanley Hand Tools, Russian Standard Vodka, Century 21 Real Estate, Planet Fitness, Mentor Interactive and ClosetMaid. Besides technological skill in coding and programming, Aurnhammer team players bring experience in the fields of film and television production, digital arts, and graphic design. At the company's core is a solid team of strategists, designers and programmers who work in a variety technologies and platforms to flawlessly bring these ideas to life. Visit <http://www.aurnhammer.com> and follow us @Aurnhammer to learn more!

Our team is currently building two enterprise mobility applications that are not subject to be introduced up to this moment. Stay tuned for the release!