Mobilising the Enterprise: mobility driven innovation

Simon Gray – Head of Workspace Solutions, Fujitsu UK&I
@MobileWorkspace

David Rosewell – Head of Mobile Business Solutions, Fujitsu, UK&I
@MrMobiliser
Enable innovation through **people**

Power business and society with **information**

Optimize **ICT** from end to end
The rise and rise of mobile

Mobility is changing the way we live and work

Mobile workers now, on average, carry **3 devices**

Internet connected mobile devices set to outnumber humans by end of **2013**

72% of employees store sensitive company data on mobile devices

79% of tablets used by mobile workers are personally owned

53% of people check their mobile phone in the morning before even getting out of bed

Half of the devices on corporate networks will be mobile devices by **2015**

Sources: iPass, Cisco, Ernst & Young, Gigaom
The mobility business opportunity

A way to improve workforce productivity?
A way to transform the customer experience?
A way to streamline key processes & boost efficiency?
A way to reduce property cost?
A way to enable more flexible working?
A way to deliver specific business outcomes?
What challenges do you face?

- **Protecting data**: How do you simplify access yet safeguard data?
- **Cost and Complexity**: How do you equip, manage and support more mobile working?
- **Joining the dots**: How do you integrate with existing ICT to deliver best return?
- **IT Consumerisation**: Fight against it or embrace?
- **Futureproofing**: How do you invest in the right technology in the face of constant change?
- **Cultural change**: How do you manage change to achieve real business benefits?
What is mobilising the enterprise?

From enabling new ways of working…

Giving people the ability to work more flexibly and productively – at home, on the move or in the office…

Mobilising and automating key business processes to transform what people do

Empower people to be more effective and efficient, wherever they are

Time better spent

…To new ways of getting the job done
Establishing the right mobile strategy

Identify desired business outcomes
Understand different roles, engagement-styles and requirements

- Employee
- Customer
- Partner

Map out key processes and opportunities to optimise

Establish best fit solution

Security
- Ways of Engagement
- Applications
- Platform
- Device

Service and Support
Role-Mapping and Work-styles

Task Worker
Few apps
Ergonomic, flexible desktop
- Call center
- Blue collar worker
- Training center
- Shop employee

Knowledge Worker
Ergonomic, clean and quiet desktop

Power User
High performance
Up to quad monitoring
ISV applications
- Software developer
- Research engineer

Field Worker
Fully equipped client
Local apps
Ability to work productively without network connection
- Field technician
- Subway engineer

Customer
Fully Mobile Device(s)
Local apps
Consume services B2C
- Customer

Mobile Work-styles
Work-styles – In reality…

Snack on Content  Consume Content  Create Content  Present Content

Stock Check  On-line Order Fulfilment  Transact Direct Sale  Direct Consumer Engagement
Why mobilise the enterprise – employees?

It is happening today

- People with fundamentally different expectations
- New devices
- Shorter product cycle times
- Ubiquitous high speed connectivity
- Service in a multi-device world

If you don’t mobilise your employees…. 

- They may mobilise themselves – devices or alternative employment!
- You won’t be as efficient and effective as your competitors
- Your business performance will suffer
Why mobilise your enterprise - customers?

It is happening today

- Personalised offers via mobile
- Scan with mobile
- Order and payment with mobile
- Parking by mobile
- Taxis ordering via Mobile

If you don’t mobilise your customers…

- You may miss out on sales opportunities
- They may go to your competitors instead
- Your business performance will suffer
Seize this business opportunity for “time better spent”

- Begin with the business outcome
- Start small and expand
- Address people, process, technology, service
- Partner for end-to-end capability

The time has come to mobilise your enterprise with Fujitsu
shaping tomorrow with you