User-centric infrastructure

Best Practices: Boosting employee productivity and customer experience
Mobile-first is the new normal

The amount of work we can accomplish on a mobile device is rapidly increasing. In today’s digital world, many employees expect IT to provide easy access to corporate systems and information from mobile devices. Doing so will keep workers happy and more productive. In a recent HP-sponsored survey, 73 percent of “leaders”—companies that adopt and exploit digital technology to generate real business outcomes—state that differentiating IT directly correlates to possible industry disruption. The faster a company embraces new IT infrastructure capabilities to support the mobile world, the better the business outcome.

Access to work systems and data is one thing, but “what we’re talking about is more of a lifestyle,” says Deepak Munjal, Enterprise Group Worldwide Presales, HP. “It’s more a set of features that make the enterprise more productive.” The goal now must be to not only give employees a choice of devices, but also access to data and corporate applications securely in a way that makes it relatively easy, Munjal says. “We have to be able to pick up where we leave off and have rich media so it’s not just text data or enterprise applications. It could be voice. It could be video.”

Your IT infrastructure makes this possible by providing network bandwidth, secure data storage and access, and virtual desktop services that allow your employees to use productivity apps on their preferred devices. It’s a fine line, however. “It’s important to make sure that the enterprise is targeting the right productivity in the right form factors,” says Jordan Whitmarsh, Worldwide Mobility Lead, HP Technology Services.

The goal must be universal access to people, applications, and data. “That is so important to productivity,” Whitmarsh says. “Being able to communicate and collaborate with anyone in my organization means when one of my colleagues needs support, I can support her—and that is speeding up business.”
Differentiating IT leads to industry disruption

Leading companies state that differentiating IT directly correlates to possible industry disruption, far more so than lagging firms do.


Redefining productivity

“All industries right now need to enable a new way of working for their employees,” says Whitmarsh. “The consumerization of IT and the requirement to be more mobile when working is fundamentally changing the way enterprises need to deliver IT services—and therefore the infrastructure that is backing those.”

There’s more to mobility than BYOD, of course. One of its great promises is to create a productive workplace. To do that, your infrastructure must support a mobile technology strategy that provides users freedom of choice and remains up to date. HP research found that 83 percent of leaders are using mobile infrastructure and technologies.

To learn more about these infrastructure leaders, read 2015 Report: Profiling infrastructure leaders.

Here are five questions to help you determine where your organization falls in its mobility transformation journey:

1. Where are you today, and where do you want to be in the future?
   “You need to understand what your new is and what your old is,” says Kitty Chow, HP Technology Services. That includes “all the folks who have a stake—whether it’s your business stakeholders or your different departments in IT that are impacted.”

2. What do employees expect you to deliver to help them be more connected and productive?
   You’ll likely find they want quick, secure access to the people important to both their personal and professional lives, as well as the applications and data that allow them to seize opportunities. If you can quickly deliver solutions that meet their needs, they’ll be more likely to work with you rather than around you.

3. What and how do you want to manage and monitor with regard to employee mobility, collaboration, and productivity?
   You must likely have to widen your scope beyond mobile device management (MDM), because in many ways MDM alone is too blunt an instrument to provide the flexible, responsive, self-service mobile apps your employees expect. For finer control, full enterprise mobility management, which includes mobile application and content management, gives IT the ability to manage devices at the application or file level.

4. Where do cloud and Big Data services intersect with your mobility road map?
   The fact is, they’re all related—and should be part of your infrastructure transformation plan. “You can’t separate Big Data, mobility, cloud computing, social media,” says Bruce Michelson, U.S. Specialty Computing Sales, HP. “Unfortunately, most companies don’t connect those dots. Mobility is the great enabler.”

5. How will you integrate security into your mobility road map and architecture?
   You must be able to establish and enforce effective security policies and access privileges—as well as mobile application security. “So it is key to make sure your apps on your mobile devices are being tested and are secure,” says Dan Lamorena, Enterprise Security, HP.

Enabling the most productive workplace requires a flexible IT infrastructure combined with the right people and processes. To get there, you’ll have to consider a number of factors and involve folks with a range of expertise. You can’t afford too many false starts or half measures.

“We call what IT is feeling the ‘pressure gap,’ which is the delta between the user experience you get from your consumer life on your iPad or Android device … and the experience that you get as soon as you walk into the office at 9 a.m. on a Monday morning,” says Whitmarsh. “That gap represents the challenge that enterprise IT has to make itself and keep itself relevant.”
Executing a mobility strategy to achieve real gains

How do you meet user expectations and keep data and systems secure? “Enterprise IT does not want to be delivering a legacy service,” says Whitmarsh. “They want to be a business partner—not just the technology provider.” For example, a U.S. process manufacturer was able to bring in mobile technology to update previously manual processes around the most efficient use of warehouse space. The company mounted ruggedized tablets on forklifts and placed RFID tags on bins, enabling drivers to instantly view warehouse maps and bin locators and know where to place certain raw materials.

No matter where you are on your mobility journey, a strategic approach can support your mobile users and provide them with the ultimate productivity toolbox. IT can establish a highly productive workplace where:

- Communications, both internal and external, are efficient and seamless
- Appropriate legacy business processes and tools have been mobile enabled after assessing where the greatest business value can be found
- The flexible expansion and contraction of the business is possible—essential for any enterprise to successfully compete today

Leaders prefer internal IT over external services

A majority of IT and line-of-business leaders agree that IT can offer a more advanced capability than business units can find externally.

A user-centric IT delivers

A number of enterprise customers have successfully bridged the gap between end-user mobility expectations and the needs of the business.

Enabling unified and efficient communications and collaborations, internally and externally

“With next-generation communications and collaboration platforms, we can create ad hoc or instant communities of interest within HP or with customers and partners who also use the platform,” notes Whitmarsh. “So, if there is a problem to be solved we can self-organize around that problem and solve it.”

In HP’s case, it has rolled out Microsoft Lync enterprise-wide, unifying communications among a variety of channels—including email, instant message, voice, and video. Based entirely on the IP stack, Lync is “accessible and consumable in whichever way you want,” Whitmarsh says.

Delivering business information and processes to mobile clients

This may involve application transformation to “mobilize” legacy applications, or it could be a matter of increasing efficiency by integrating mobile technology into certain legacy processes. In the case of a global automaker, the company needed a better way to keep its designers around the world supplied with the latest design data. “The data sets these people are working with are so large that it sometimes takes 12 to 14 hours to transmit to individuals in India or China,” says HP’s Whitmarsh. “The guys offshore were always working on yesterday’s data, always one day behind the people in the UK.”

The company also faced the risk of its intellectual property leaking out into those offshore markets. “So what they wanted to do was consolidate that workplace environment for their engineers,” Whitmarsh explains.

“They deployed a client virtualization solution with 3D graphics within their central data center headquarters and enabled their designers to connect into that data center, rather than shipping the data to them.” As a result, the offshore developers were always working with the most current data and, since the data never left the data center, they could keep it secure. “The risk of losing that data far outweighed the cost of the project to provide the service.”

Enabling flexible expansion and contraction of the business

InkaBinka, a news delivery app, empowers busy consumers who want to stay informed but don’t have time to read long-form news articles. As a company whose core product is a mobile app, InkaBinka needed an IT infrastructure that could expand and contract along with user demands. The company also had to be able to scan through thousands of news and information sites every two minutes. Its infrastructure comprises a massive technology stack to handle the fluctuating workload and serve up results to customers in a flash. “HP Moonshot is enabling us to grow faster than we anticipated,” says InkaBinka COO Chris Brahmer. ‘We’re actually accelerating our product roadmap because we know we can bring it to market faster.”
Get started today

A comprehensive mobility strategy—combined with an infrastructure that can support its execution—can help enable a workforce that can boost revenue by working anywhere and anytime.

Enabling workplace productivity—a checklist

Here are five areas to review to help you refine your mobility strategy and start on the path toward enabling a productive workplace.

- Get a clear picture of your end goal.
  Universal access means users can be productive on any device. You must secure the data and control access to it to mitigate risk, ensure compliance, and protect customers and intellectual property—in a way that is as transparent as possible and meets the benchmark set by the consumer experience.

- Remove IT or operational silos that create bottlenecks.
  Assess where mobility initiatives in your organization have succeeded and why. Chances are, the successes were characterized by approaches that broke down silos and created new efficiencies and collaboration opportunities among cross-functional teams.

- Prioritize your strategy for aggregating, storing, managing, analyzing, and securing corporate data—made accessible via any device.
  In the past, mobility was driven primarily by the need to enable BYOD. Today the drive is to enable a mobile business. Users demand universal access to the data they need to do their jobs—which means you have to protect that data by ensuring the security follows the data, not just the device, without impacting the experience. “Look for solutions where the encryption follows the data,” HP’s Lamorena advises.

- Identify the players.
  When it comes to mobility, there will be a number of groups within IT and the business who need seats at the table—from your development and operations teams to HR, marketing, and others. HP research confirms that IT and business leaders are collaborating to drive the move to the New Style of Business: 86 percent of line-of-business leaders and 73 percent of IT leaders surveyed agreed that “IT can offer a more advanced capability than business functions can find externally.”

- Determine what benchmarks or KPIs you’ll use to gauge success—or provide guidance on where to course-correct.
  This should include methods for measuring the impact of mobile technology on employee productivity and satisfaction, time to market for products or services, and revenue growth and cost reduction.


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