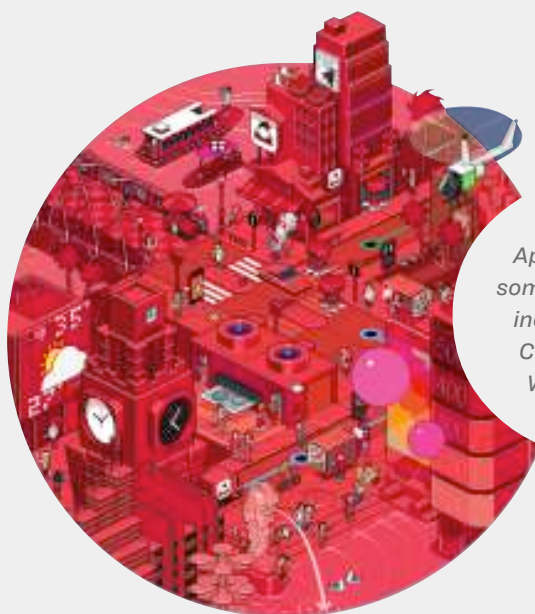


*Buuuk*



# **Enterprise Mobility Strategy**

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*Apple features some of our apps, including Klok, CleanLah and Weatherlah.*

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# Introduction

"Enterprise mobility" refers to the programs and projects that organizations undertake to improve operations, via mobile-focused solutions released for employees, business partners and customers.

In the beginning, enterprise mobility was merely adapting your website to be accessible via mobile devices. Companies then began to build mobile apps that could be used for business functions and by end users. Now an enterprise's mobile strategy focuses on the needs of users and the mobile strategy aims to build a mobile ecosystem to reach a larger audience and offer better customer, partner and employee experiences.

For example, Buuuk deployed a mobile app for the [National Environment Agency in Singapore](#) so that users could check the pollution levels and weather on their phones. The app could continuously handle the huge traffic of requests consistently unlike the existing website.

# Culture

Explore the best practises for creating a culture that drives innovation and mobile transformation.



**Focusing on the User**



**Thinking Mobile**



**Always-On Innovation**

## Introduction

The enterprise should establish a culture that drives the mobile strategy. The mobile strategy cannot be a separate project. It has to be integrated within the company such that workplace design, daily work, internal and external communication, and business decisions are guided by it.

## Focusing on the User

An enterprise embarking on a mobile strategy has to understand the apparent and the not so apparent needs of the users to develop mobile solutions. While building the solution, the company has to consider resolutions to questions such as:

- 01** How can the app increase real engagement with customers?
- 02** How can the app make the customer's life easier?
- 03** What real problem can we solve for the customer?
- 04** How can employees use the app to get work done easier and faster?
- 05** How easy or difficult is it for users to switch to working with the new mobile solution?

The mobile strategy will get off to a flying start if the product provides what the users want and causes users to be more efficient. The mobile strategy should incorporate an app development process that is continuous and has user feedback integrated. This approach will lead to better user adoption and higher productivity as compared to developing a product and then targeting market segments and positioning the product.

# // Mobility should provide business-critical data //

## Thinking Mobile

A mobile strategy implemented in core business operations will have the potential to [digitally transform your business](#). It will give a competitive edge over competitors. Mobility should ensure that users can access business systems and work seamlessly. Mobility should allow workflows to be completed without glitches or requiring users to access other devices to complete them. Mobility should provide business-critical data to users as required while complying with the regulations around data security and data privacy.

As part of the mobile first strategy, enterprises should encourage employee users to think about how their tasks can be simplified and how existing processes can be changed so that the users become efficient. This will result in the formulation of features and improvements that can be introduced in mobile solutions.

## Always-On Innovation

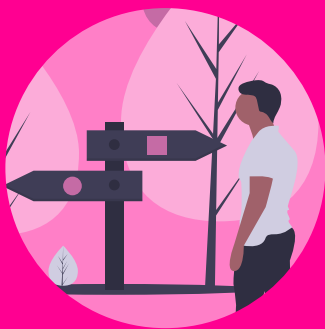
The mobility strategy will encourage users to respond faster, communicate better, and be more productive. The mobile platform gets revamped and redesigned regularly, iOS offers [innovative and highly usable features](#). Therefore, the enterprise can consider bringing mobile solutions to the platform they deem fit. The IT team can exploit the platform's capabilities to build more sophisticated apps. A culture of innovation will facilitate employees to play a part in discovering solutions that will allow the enterprise to transform workflows, engage with customers, and discover new business opportunities. The company should examine business goals regularly as the options for mobile interactions grow. They have to innovate constantly to achieve the goals of user engagement and user satisfaction.

**Examine  
business  
goals  
regularly as  
the options  
for mobile  
interactions  
grow**



# Objectives

Objectives you setup, will set you up for your transformation and speed.



**Vision**



**Leadership**



**Communication**

## Introduction

Set up the key objectives of your mobility strategy such that they influence the approach and pace of digital transformation. The overall company strategy, business dependencies, and competitors should be kept in perspective while putting together these objectives.

## Vision

There is a shift in work habits and usage of IT applications by people. Employees and partners regularly work out of the office. They use mobile devices and cloud services to perform business tasks. Customers are tech-savvy and use hi-tech mobile applications for various purposes outside of work. They expect similar conditions at work too. Therefore, the enterprise has to be mobile. The mobility strategy should form a critical part of the vision of the enterprise so that intelligent apps can be deployed for employee users to be more productive. The mobile strategy will then play a substantial role in achieving the organization's objectives.

**// Implement short-term projects that can deliver results quickly //**

Rather than having a long-term mobility strategy that will bear fruits 3-5 years down the

line, implement short-term projects that can deliver results quickly. Mobile technology evolves rapidly and customers adapt quickly. To stay relevant in the market, build apps that can be developed in a short time frame such as a few weeks or months. Set up iterations to extend their functionality and release newer versions in the market with updated features. The enterprise should extend app building to intra-company applications, B2C and B2B solutions. Employees, customers and partners can utilize these mobile solutions to improve efficiencies and deliver significant business value.

## Leadership

Executive sponsorship is imperative for the success of the mobile strategy.

Leadership should recognize that the mobile strategy is not just about technology but also about transforming how the enterprise works. The leadership team should provide support in different aspects so that mobility solutions are deployed across all functions and/or departments smoothly and employees use it for their usual business functions.

**Facilitate ownership among employees, and they will work towards positive outcomes**

An internal communication strategy should drive implementation and acceptance by mobility project team members and business users across functional areas. This will facilitate ownership among employees, and they will work towards positive outcomes.

## Communication

The enterprise must formulate an internal communication strategy to implement different ways to drive the adoption of mobility. The communication strategy should establish a recurring dialogue between the executive level and the operational level about the importance and current status of the mobile strategy. Use the intranet, internal forums, newsletters, and social media to broadcast success in mobility initiatives. Employees from various functional areas should be appointed as champions of mobility so that they know the operational details of the project, assume ownership and also build momentum among peers.





# Team

Creating the team that deliver your goal with energy and determination is fundamental to mobility strategy



**Setting Up**



**The Right People**



**A Clear Purpose**

## Introduction

The enterprise should set up a dedicated team to draft and implement the mobile strategy. It is important to have the right team structure. If the team is a stand-alone function in one location, cross-functional and cross-location insights will get lost. The team can be set up as a Centre of Excellence or a global service centre so that knowledge, tasks, decisions can be centralized and streamlined. It will also reduce administrative effort and costs and achieve the benefits of collaboration and operational excellence.

## Setting Up

Setting up the right team whose main aim will be to implement the mobile strategy

is key to its success. The

enterprise has to set up a team with the appropriate skills and experience for its mobility projects. The team should be small enough so that it is agile and can make quick decisions. At the same time, there should be enough people so that there is a diverse set of specialized skills within the team and no one in the team feels overworked. The team must have C-level sponsorship so that it can set the right priorities and make appropriate decisions that can impact multiple teams in the company. Once the mobile strategy is in place, most of the team members can go back to their functional roles in the organization. As new projects are taken up, the mobility team can be assembled again based on requirements of skill, knowledge, time, etc.

**// The team must have C-level sponsorship //**

**// Great things in business are never done by one person //**

— Steve Jobs



## The Right People

Team members are critical for the success of the execution of the mobile strategy. Who are the right people for the mobility team? People with requisite skills, firm belief in the mobile strategy, passion, and an entrepreneurial spirit will be suitable for it. The team should consist of -

### 01 IT SPECIALISTS


Engineers and architects who are well-versed in technical design and development with specialization in mobile technology. At least a few of them should be experts in product and project management.

### 02 EXPERT BUSINESS OWNERS

They are aware of the business processes. They know how the backend systems work. They understand the domain, the workflows, and various business scenarios.

### 03 USER EXPERIENCE SPECIALISTS

Design is a key element in the success of an app. User experience specialists will ensure that factors such as usability, usefulness, and interaction are taken care of - offering a seamless, fluid experience



Look for people internally before looking at external resources. Empower your workforce to make contributions to your mobile experience so that the enterprise can perceive who are the right people for the team. You can outsource the mobile strategy program. A competent [digital partner](#) will demonstrate the requisite talent and experience. They will be up-to-date on all the latest technologies and digital strategies. You will have to retain control and ownership of the strategy.

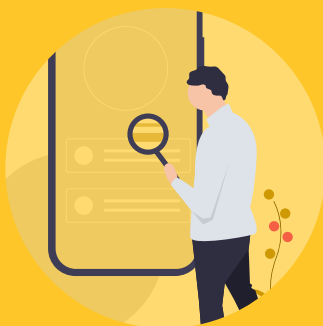
## A Clear Purpose

Define the purpose of the mobile strategy. The team implementing the strategy should know the vision and objectives. They have to be supported with the requisite tools, resources, budget, and time. Give them the freedom to experiment with various ideas and prototypes. They can then finalize on a few solutions. This will result in the team taking ownership and responsibility to build result-oriented solutions.

The mobility team including its leaders must hold themselves accountable for the implementation of the mobile strategy and the results of the implementation. This would ensure that they measure the business benefits of the projects and prioritize the work on projects accordingly.

# Opportunities

Find opportunities by understanding your user. Listen to what they do, not what they say.



**Effective  
Discovery**



**Setting Priorities**



**Maintaining  
Focus**

## Introduction

The mobile revolution has created new ways for businesses to connect with their employees and customers in both the real and virtual worlds. The mobility team should look for easier and effective ways of current operations to discover opportunities for adoption of mobile solutions that will enable more and better employee and consumer experiences.



## Effective Discovery

Many organizations still have paper-based process steps in their workflows. Employees in many companies have to access multiple systems or have to manually convert data into requisite formats and templates to get their work done.

The mobility team can shadow business users in their daily operations to understand their requirements, bottlenecks in processes, and pain points. This will help the mobility team discover opportunities to implement mobile solutions.

Mobile app solutions can replace manual processes. Apps can be used to access complex interfaces, and process unstructured data. Mobile apps can provide a virtual office space where employees can share documents, review documents and track tasks and deliverables.

The enterprise can set up a formal process to invite mobile app ideas from employees and implement the best ones. This will foster enthusiasm among employees. It will nurture an innovation culture within the enterprise as well. Employees will feel more involved and motivated when their ideas are implemented.

## Setting Priorities

How do you select and prioritize which mobile apps to develop? The playbook to ensure successful prioritization and deployment of a mobile strategy among other things includes -

- 01** Check if the project idea is aligned with the vision of the mobile strategy and the organizational goals.
- 02** Identify potentially good ideas. Use a rating system and score them on the basis of parameters like
  - Business needs
  - Quick delivery of business value
  - Technical feasibility, effort and time required to implement and
  - Resources required to integrate with existing systems
- 03** Filter and select the ideas with an overall high aggregate score.
- 04** Develop projects that are small and are well-defined to solve a particular problem or set of problems. Steer clear of apps that have too many features. The core functionality gets lost.

Once the organization implements a few successful mobile solutions, the enterprise can work on many projects and deploy more complex projects and at the same time ensure business as usual.

## Maintaining Focus

Traditional IT principles usually do not work for mobility projects. The enterprise must recognize the differences and maintain focus on the mobile first strategy. The mobility project must have highly targeted requirements. Let the experts along with the business users define the high-priority requirements. The experts can subsequently design the solution.

Define the mobility project in terms of a news headline. Set up objectives such that they aim to make the news headline a reality. In this manner, everyone is clear on what needs to be done and work towards making it successful. The project champions can mobilize users to increase acceptance.

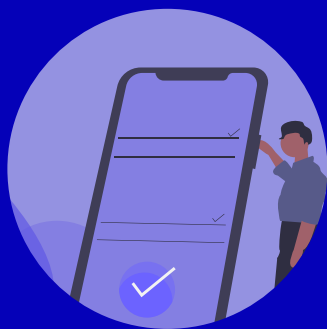


# Apps

Digital transformation happens with apps.

App store apps solve challenges for consumers.

Custom apps solve challenges for enterprises refining workflows.



**A New App Model**



**User Experience**



**Operations**



## Introduction

Apps (App store apps and custom built apps) play a central role in redefining your digital strategy. Users expect high quality and engaging mobile apps. Companies providing such apps will be en route to achieving their objectives. Native and custom mobile apps help you enhance engagement with customers, employees, and other stakeholders.

Developing native apps will give you more control over the quality of the experience that you deliver to your users as compared to non-native apps. Native apps are adequately equipped to support local data processing and storage in case the app is being used in an area of low bandwidth and can easily handle data distributed by external systems and third-party APIs.

## A New App Model

People prefer apps that are simple and intuitive. To achieve quick success, the enterprise should encourage users to discover apps in the App Store for everyday tasks.

It should then introduce custom apps to solve business challenges specific to the enterprise. Android and iOS SDKs are available for many popular business solutions like Salesforce and SAP. This will allow the company to deploy apps that connect with its core systems. The apps built should be developed rapidly and be able to deliver business value.

When employees start using an app, measure its effectiveness and its impact on business workflows. The apps that prove to be a success should be promoted throughout the organization. This model will validate the company's mobile strategy and also provide opportunities to improve existing app solutions and expand its app portfolio.

“Mobile is becoming not only the new digital hub, but also the bridge to the physical world. That’s why mobile will affect more than just your digital operations — it will transform your entire business.”

— Thomas Husson

Vice President and Principal Analyst at  
Forrester Research

## User Experience

The app should focus on user-centric design to tackle complex challenges. It must follow web standards, support multiple browsers and provide key features to provide the best user experience. It should be designed such that

the user interface accomplishes the users' goals and also establishes a connection with the user. An app should serve one function or utmost a few functions so that it is simple to use and users do not get overwhelmed by it. Understand the users' needs and take advantage of the excellent features and platform capabilities provided by the iOS platform to build native apps that can solve users' pain points and are functional and technologically superior products.

// **Designed such that the user interface accomplishes the users' goals and also establishes a connection with the user** //

## Operations

Define a mobile strategy and plan and execute operations that will facilitate a business transformation in a short time. Do a pilot rollout

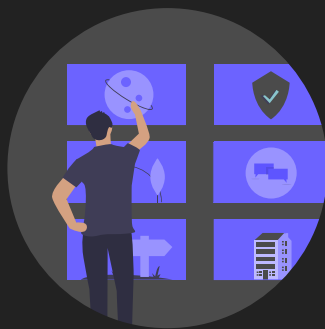


with some users who were not part of the development lifecycle to evaluate the product. You will be able to iron out issues if any. When the app is launched, engage with the users to resolve issues quickly. During this time, get feedback to conceive new features and refine the app. The mobile app development framework should be agile. The enterprise should allow for resources for short-term requirements while making the long-term plan. This will allow the IT team to support apps, address bugs, include new features, and manage features such as performance and security. You can centrally manage your app portfolio by signing with Apple Business Manager and linking your Mobile Device Management(MDM) system.

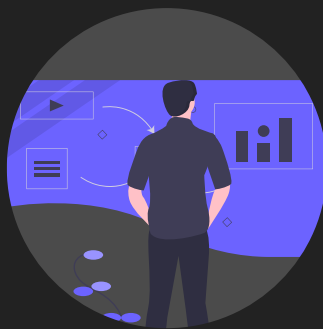


# Technology

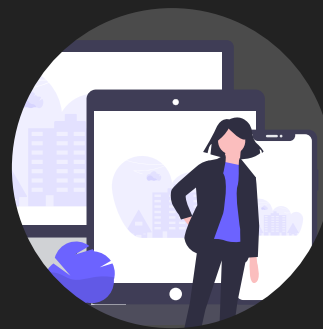
Strategies for IT Teams to successfully deliver mobile projects.



**Evolving IT**



**Integration**



**Preparing for  
Rollout**

## Introduction

The IT team has to think beyond the traditional approach to designing and developing IT solutions to deliver mobility projects successfully. The mobility team has to create a framework based on business requirements, organizational goals, IT governance, business constraints, etc.

The IT team can use this to decide upon technology stack and IT infrastructure, solution design and system integration, network readiness, performance optimization and implementation plan. They have to employ the right technology combinations and execute the implementation plan to successfully drive the organization's digital transformation strategy.

## Evolving IT

The IT team has to evolve from merely developing software solutions and managing network and hardware to being enablers of improved business value. iOS provides features such as -

- 01** Data Security
- 02** Data Privacy
- 03** Apple Business Manager to automate device enrollment
- 04** Platform capabilities such as Apple Pay, ContactUI, Callkit, animation capabilities, gaming APIs, and SDKs for popular business enterprise apps

The IT team can use these iOS platform capabilities to provide superior solutions with minimal effort, time and cost thus playing a key role in the implementation of the mobile strategy.

## Integration

The IT team can engineer apps that give access to backend data, automate workflows and improve decision making. The mobile strategy can be crafted by -



- 01** Implementing projects that can be completed using point integration solutions, APIs, and web services.
- 02** Creating a mobility architecture and developing interfaces between apps and existing systems rather than complex re-engineering of existing solutions.
- 03** Building powerful apps that integrate with back-end applications and critical operational systems using iOS or Android SDKs.

## Preparing for Rollout

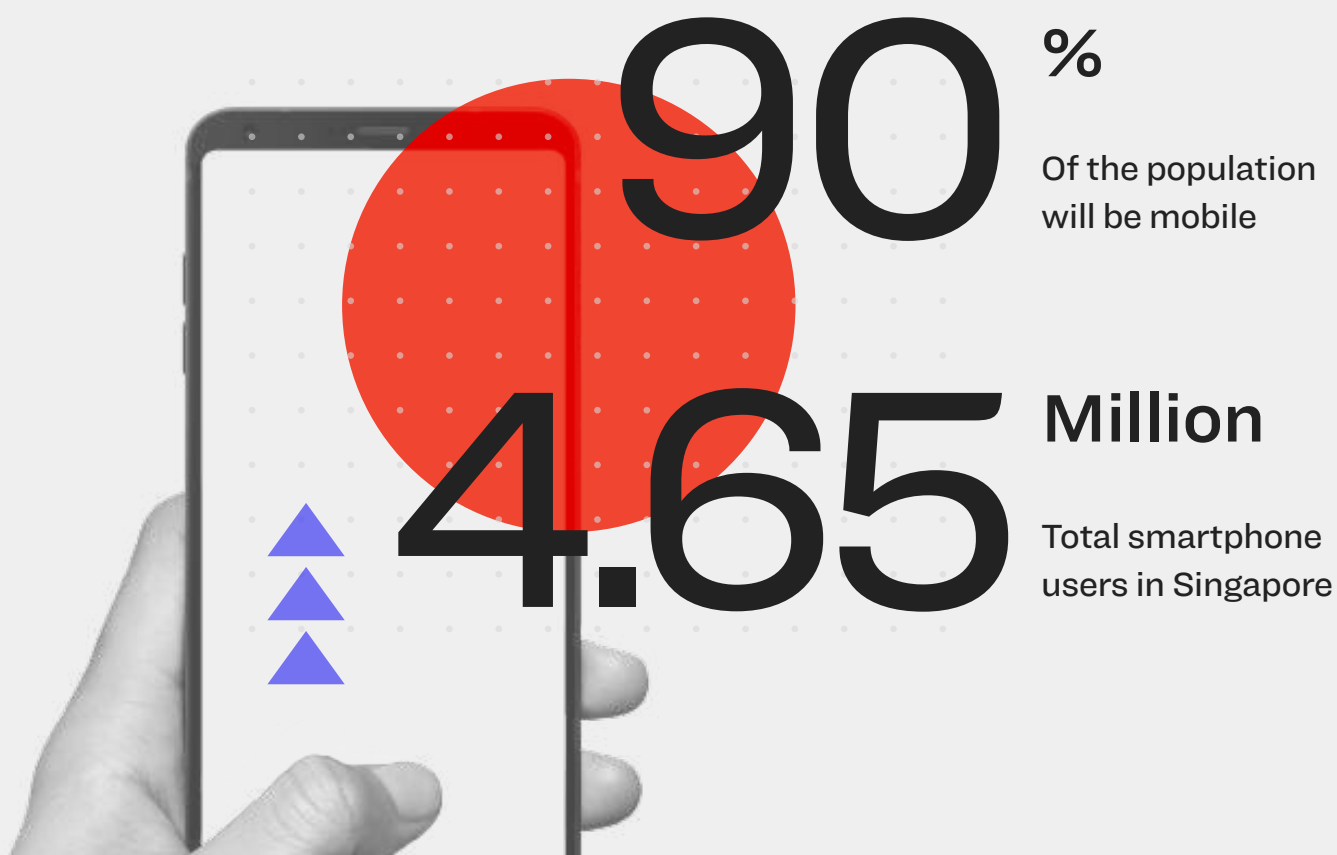
The mobile rollout plan should be such that the enterprise realizes all the benefits of the mobile project and minimizes pains associated with deployment -

- Plan and implement a connection strategy that takes care of onsite access, remote access, online applications and offline systems.
- Test Wi-fi coverage and upgrade if required.
- Prepare a mobile-ready cloud strategy leveraging the built-in security of iOS.

- Decide on how the launch of the app will be communicated and marketed.
- Use Apple Business Manager with the MDM solution for scaling app rollout throughout the company, device enrollment, and volume app purchasing. Apps for business customers and partners can be listed in the 'business' category in the App Store.
- Plan for a roll-back in case the app needs to be reverted.

### The setting in Singapore 2020

The [number of smartphone users in Singapore](#) is estimated to reach 4.65 million. This means 90% of the population will be mobile. Companies must accept mobility as a fundamental aspect of their IT strategy.



Every business should draft a mobile strategy and leverage the mobile device's capabilities to provide an enhanced experience to customers and empower employees to be highly productive. The enterprise can either build an in-house mobility team or outsource the program to a third-party solution provider. It can also follow a hybrid plan of retaining management and control of the project by an in-house team and outsourcing the design and development activities to a third-party provider. The mobile strategy will empower the enterprise to remain competitive by creating efficiencies and new sources of revenue.



# Additional Information

## Customer Profile

[buuuk.com/work](http://buuuk.com/work)

## Design Thinking

[ideo.com/blog/the-tool-every-ux-designer-needs](http://ideo.com/blog/the-tool-every-ux-designer-needs)

## Design

[developer.apple.com/design/](http://developer.apple.com/design/)

[design.google/](http://design.google/)

## Developer

[developer.apple.com/programs/enterprise](http://developer.apple.com/programs/enterprise)

[developers.google.com/android/work](http://developers.google.com/android/work)

## Getting Started

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