Embracing mobility

By Jeanne Feldkamp

Employees thrive on mobility, heightening business
agility as well as productivity. Mobility solutions from
Dell Services help sharpen the competitive edge
while balancing workplace flexibility, security,
and cost considerations.

In today's diversified, geographically dispersed workplace, employees have come to expect that management will provide them with the flexibility to use their own smartphones, tablets, social media sites, and instant messaging (IM) applications for business communication and collaboration. With that expectation, many employees are already bringing their own mobile devices to work, regardless of management policy on approved devices or security. For employers, speeding the transition to a mobile, consumerized workplace helps improve security and accelerate productivity, innovation, and growth by enabling workers to stay engaged and productive wherever they happen to be.

To keep pace with this changing landscape, IT decision makers are looking to ensure that mobility strategies cost-effectively support personalized device technology for business use, as they enable secure access to enterprise applications across a wide range of mobile platforms. By supporting devices, tools, and applications that workers are already using in their personal lives, enterprises can enhance employee satisfaction and productivity—which is essential for sustaining long-term business continuity and growth.

Creating a mobility strategy

Traditionally, IT departments have cast the sole vote on which computing devices employees may use, as well as when and where they may use them. But an office-bound desktop approach is no longer practical given the proliferation of mobile devices and platforms in a highly connected global workplace. To stay competitive, many IT organizations are looking for a fresh approach to facilitate mobile and remote access to enterprise applications and resources—and that involves exploring mobility strategies, considering advanced technologies, and reassessing current IT client processes. The goal: balance the flexibility that enables end users to be most productive on their preferred devices with the need for information security and anytime, anywhere access to the enterprise workplace.

To meet this goal, IT organizations must manage a wide variety of platforms, tools, applications, operating systems, and even telecom carriers. An effective mobility strategy also requires administrators to provide simple but secure wireless access across a broad range of mobile devices. They need to find cost-effective ways to track corporate assets, facilitate the remote deployment of upgrades and patches, and conduct remote diagnostics. For example, organizations can help streamline management by provisioning PCs that have a high degree of commonality, and by providing self-service portals that allow end users to install approved software. Furthermore, organization-issued laptops must be rugged enough to withstand the rigors of the road, while enabling extended battery life and expanded connectivity to keep workers productive with minimal IT involvement.

Security is another critical piece of the mobility puzzle. IT organizations must continue to protect intellectual property and maintain regulatory compliance. This responsibility includes setting policies for creating user profiles and managing digital identities to help ensure secure employee access to internal or sensitive enterprise information from a variety of platforms, tools, and applications. As a result, a mobility strategy enhances IT requirements to protect enterprise networks from intrusion and help ensure that key data does not fall into the wrong hands, even if mobile devices are lost or stolen. In addition, organizations need ways to prevent and detect installation of unauthorized applications, as well as the ability to enforce security settings on network-connected PCs, laptops, smartphones, and tablets. For more information about remote management and security for laptops and desktops, see the sidebar "Simplifying remote management and security."

Meanwhile, cost management remains a topmost concern, particularly in an uncertain economic climate where executives are reticent to increase IT budgets for advanced mobile technologies. Reasons include supporting multiple devices and device platforms, which can add to help-desk costs, and administering multiple mobile platforms, which can pull IT administrators away from strategic, revenue-generating projects—impacting IT productivity. Moreover, a highly mobile workforce may increase telecom expenses; for instance, when mobile devices are used not only for telephony but also for document sharing, videoconferencing, and interacting with enterprise systems. It is imperative that IT decision makers demonstrate how they plan to minimize and control these costs to help ensure that the workplace mobility strategy does not decrease profitability.

Offering a comprehensive range of mobility services

Dell™ Enterprise Mobility Solutions are designed to help organizations address the challenges involved with building and supporting a mobile workforce. A comprehensive portfolio enables Dell experts to help organizations develop a mobility
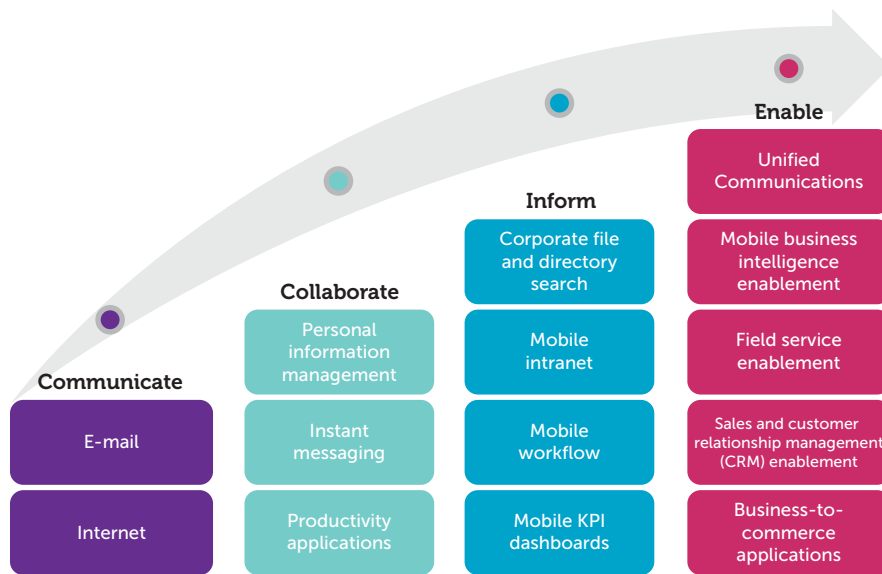
Figure 1. Establishing a comprehensive strategy and road map to support the mobile workforce

strategy, deploy and manage smartphones and tablets, deploy applications, and control costs.

Dell offers business consulting, tools, scenario assessment, cost-benefit analysis, and implementation services for mobilization of workflows, business processes, mobile application development, end-to-end security, and networking (see Figure 1). Experienced Dell Services consultants help match end users with appropriate devices and identify suitable telecom carriers for mobile devices. They also can assist in establishing technical requirements based on business requirements—for example, Dell consultants can help determine whether secure e-mail is necessary for mobile devices. They can also address specific questions and concerns, such as the tax implications of paying employee stipends for mobile devices or services.

Dell delivers a range of products and services designed to provide a comprehensive approach to enterprise mobility, drawing upon an extensive base of real-world experience. A flexible and scalable solution allows enterprise IT departments to match services with a suitable mobile strategy and device platforms

such as Dell Latitude™ laptops.[1] Technology-agnostic mobile solutions are designed to work across devices, operating systems, and carriers. Dell consultants with deep experience in mobility can assist throughout the mobile life cycle, from initial consulting services through mobile applications development and testing, device procurement, wireless voice and data plan management, and mobile device management. Consultants use field-tested methodologies to guide IT decision makers through a comprehensive range of possibilities, helping optimize the solution to specific business requirements. The Dell portfolio incorporates the following services to help establish an enterprise mobility strategy:

- **Consulting:** Business consulting, tools, scenario assessment, and cost-benefit analysis, as well as implementation services for mobilization of workflows, business processes, mobile application development, end-to-end security, and networking
- **Mobile device management:** Secure mobile life-cycle management services for provisioning, compliance, policy

enforcement, asset management, application management, performance monitoring, and usage tracking
- **Telecom expense management:** An end-to-end industry best-practices approach to management of voice, data, wireless, international roaming, and voice over IP (VoIP) spending
- **Custom application development:** Rapid application development support for emerging mobile devices, including smartphones and tablets with multi-platform, multi-carrier capabilities
- **Application management:** Application design, build, and deployment services based on the Dell Mobility Application Platform (DMAP), which mobilizes business applications and processes across end users, devices, and locations—on networks or mobile device platforms
- **E-mail security:** Scalable e-mail security features are designed to protect e-mail messaging from both personal and organization-owned devices accessing enterprise applications—protection that is enabled by the Good for Enterprise e-mail messaging solution from Good Technology

Consulting

Employees are already bringing their own devices to work—so the time to implement a comprehensive mobility strategy is now. Dell consulting engagements are based on clear phases and decision points; a validated, repeatable process; a flexible, modular approach; and automated tools and analysis. Dell Services engagements typically follow a five-step process:

1. **Workshop:** Meet with IT decision makers to understand the potential for mobility within the enterprise.
2. **Assessment:** Help organizations make informed decisions about how to optimize their mobility strategy based

on a clear understanding of the current enterprise infrastructure. Create a road map to help achieve defined goals.

3. **Design:** Work together to create a detailed mobility architecture and plan, an implementation guideline, a risk mitigation transition, testing and validation, and knowledge transfer.

4. **Implementation:** Deploy the proposed mobility solutions.

5. **Ongoing management and support:** Maintain the solution to help ensure ongoing success.

Dell IT Consulting for Enterprise Mobility Consulting extends well-established Dell capabilities in traditional computing environments to encompass the increasingly mobile workforce.

Mobile device management

Dell Mobile Device Management (MDM) combines leading-edge technology and expertise to automate and streamline the process of deploying and managing mobile devices and middleware infrastructure. MDM solutions accelerate user provisioning, device re-provisioning, and migrations using e-mail deployment assistance to help increase uptime, centralize tracking, and reduce help-desk costs. They can also support customizable user roles that can be configured to meet specific business requirements—allowing each end user and administrator to be assigned the exact permissions they need to execute job responsibilities, and nothing more.

Dell MDM solutions offer automatic deployment and control of applications on mobile devices. Through a self-service portal based on predefined user profiles, workers can provision and support their own mobile devices without help-desk intervention. MDM solutions help support efficient diagnostics, tracking, reporting, upgrade planning, and deployment; monitoring and load-balancing capabilities help optimize application performance and avoid downtime. Policy

management services help to reduce risk and increase compliance. In addition, MDM solutions enhance efficiency and consistency for application deployments and upgrades while controlling the application infrastructure footprint through application management services.

Telecom expense management

Telecom expenses may naturally increase as the workforce becomes increasingly mobile. Mobile technology allows enterprises to manage this aspect proactively, helping reduce costs, enhance operational efficiencies, increase visibility into spending, and improve organizational control of telecommunications costs and assets.

The Dell Enterprise Mobility Solution provides an end-to-end best-practices approach to managing voice, data, wireless, and VoIP spending across multiple carriers and services. This approach includes the following services:

- Creation of an end-user, self-service Web portal for ordering mobile services and devices with an embedded product catalog and workflow approval
- Fulfillment of approved service requests with mobile carriers
- Management of mobile assets in a centralized asset inventory
- Allocation of monthly mobile expenses back to each business unit
- Performance of recurring rate plan optimization to help drive down costs
- Management of payments and dispute resolution
- Provisioning of optional incremental help-desk options to support wireless administrators and end users

These integrated telecom expense management services ease the administrative burden of mobile-device carrier management.

Simplifying remote management and security

Intel® processors with Intel vPro™ technology play a key role in enhancing management efficiency and tightening security for laptops and desktops. Intel vPro enables remote diagnostics independent of the state of the OS, whether a laptop or desktop is powered on or off—enabling a significant reduction for in-person support visits. By providing remote access to mobile systems, Intel vPro technology also allows administrators to deploy security patches, remotely unlock encrypted drives, and optimize data security settings across the enterprise.

Dell Mobile Application Development Services

When advanced mobile platforms are introduced into the enterprise, IT departments typically need to begin offering leading-edge applications to go along with them. As part of Dell Mobile Application Development Services, organizations can select the Dell Mobile Application Suite of configurable and customizable starter applications. Available for native and Web clients, these applications address software needs for inventory, inspection, sales, merchandising, expenses, scheduling, and so forth.

For organizations requiring customized applications, Dell can design, develop, test, validate, and manage applications that work across multiple platforms and multiple carriers—allowing IT departments to avoid potentially costly and time-consuming application development work and stay focused on strategic business goals.

Application management

Today, applications need to function across mobile devices with differing software platforms. To help enterprises provision and manage these diverse platforms, DMAP provides tools and capabilities designed to deliver easy-to-use, powerful mobile applications that facilitate communications among workers, suppliers, and customers. DMAP supports end-to-end data protection that helps IT departments to securely deliver applications and data to end users of both employer-owned and individual-liability mobile devices—enabling IT to maintain management control while also preserving flexibility for the end user.

In some cases, organizations need to convert existing applications to mobile platforms or port applications from one mobile platform to another. Dell supports the ability to write an application once and deploy it across multiple smartphone platforms such as Research In Motion (RIM) BlackBerry®, Apple iPhone, Apple iPad, Google Android™, Symbian, and Microsoft® Windows® Mobile operating systems. This capability allows rapid response and flexibility to take advantage of multiple device form factors to meet evolving business and mobile application needs. Dell also offers an extensive library of template applications that can be customized to meet user interface, business logic, and back-end connector specifications.

Security and compliance

As technology evolves, the threat landscape evolves with it. Mobile devices create new challenges for securing enterprise applications and data; simply strengthening the enterprise firewall is no longer an adequate response. Enterprises must take a three-pronged approach that covers:

- **Data security:** Encrypting data on hard disk drives in mobile devices
- **Network security:** Creating secure paths and helping ensure encryption
- **Device security:** Protecting smartphones, laptops, and tablets if they are lost or stolen

Dell MDM includes policy management services, and Intel vPro technology enables advanced remote management and security capabilities on Dell Latitude laptops, Dell OptiPlex™ desktops, and Dell Precision™ workstations. Scalable e-mail security services for both personal and enterprise-owned devices—offered by the Dell Enterprise Mobility solution in conjunction with Good Technology—help to protect privileged information and network access as workforce mobility increases.

Boosting business agility, productivity, and growth

Growing use of personal, consumerized mobile devices for business communication and collaboration is creating new access, security, and management challenges for IT decision makers. At the same time, developing a mobility strategy that enhances workplace flexibility to meet the changing needs of a highly distributed and diverse workforce has the potential to accelerate business agility, IT and end-user productivity, and long-term growth. For enterprises that embrace mobility, enabling secure anytime, anywhere access can translate to a significant boost in worker productivity and innovation. Dell helps enterprises balance flexibility, security, and cost considerations to sharpen their competitive edge through a comprehensive portfolio of mobility offerings. PS

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