

5 Common Missteps on the Path to Enterprise Mobility

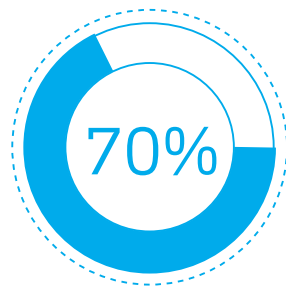
Learn how to avoid the pitfalls and accelerate
success with proven best practices



Introduction

In virtually every industry, mobility is helping organizations achieve key strategic goals, from improving customer service or patient care to enhancing productivity, operational efficiency and competitive advantage.

In fact, nearly 40 percent of U.S. companies say that mobile technologies will have the biggest transformation impact on their businesses in the near term. Yet, even as more and more organizations embrace and prioritize a mobility strategy, many are falling short of their desired outcomes and goals.



of enterprise software interactions will occur on mobile devices.



of U.S. companies report they are behind the curve on their enterprise mobility strategy.

At Spectralink, we've identified some of the most common challenges, or missteps, that often limit or derail mobility success for organizations at various stages of solution planning, implementation and support. As a leading enterprise mobile solution provider for over 25 years, we've gleaned these insights from experience in working with organizations of all sizes across a variety of industries. And although every organization's goals and challenges are unique, these learnings can provide some general guidelines and considerations to keep in mind when developing your enterprise mobility strategy or assessing your current solution.

Explore the following pages to learn more about common pitfalls to avoid and proven best practices that can help your organization get and stay on the right track to mobility success.

[40%

of U.S. companies say that mobile technologies will have the biggest transformational impact on their businesses in the near-term.

]

1

MISSTEP: Under mobilizing your enterprise

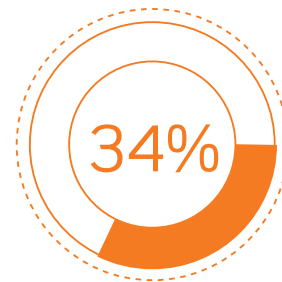
The pitfall: Limiting the power and potential of mobility to transform workflows and outcomes across your organization

Many organizations don't think broadly enough when it comes to mobilizing staff and workflows, focusing instead on only the most obvious users and needs. By limiting your mobile strategy and solution to only a select few employees and workflows, you also limit the benefits and return on investment your organization can achieve.

To optimize outcomes and capitalize on the full potential of enterprise mobility, you need to conduct a thorough assessment that identifies all potential use cases, and then consult with managers and other staff from across your organization. Look to determine the right mix of mobile devices, features and apps to effectively support and enhance these different roles to optimize outcomes at every opportunity.



of employees are given company-issued smartphones.
The majority use personally-owned devices.



boost in individual productivity noted when
workers are given productivity apps.



Best Practices

Make sure your mobile solution extends as far as your mobile needs.

- ▶ Conduct a thorough needs assessment to identify all potential users based on the business needs and strategic goals you hope to achieve.
- ▶ Seek out and involve staff from a variety of departments and roles to better understand how and where mobile tools can support key workflows and organizational goals, from improved efficiencies to enhanced staff safety.
- ▶ Determine and align the right mix of devices — as well as features, functions and apps — to support and empower potential users.
- ▶ Be sure to consider the various working environments and types of devices different users will need — and will be comfortable using.

A closer look: industry-specific considerations

Healthcare



Mobilizing nurses and other clinical staff is often the primary focus for healthcare organizations because of their direct impact on patient care, efficiency and other strategic priorities. However, don't overlook other roles that also influence these outcomes, including environmental services, IT and transport, and other ancillary services. Work with representatives from each of these departments to identify specific device needs based on their respective working environments, as well as special regulatory requirements for security, patient privacy, sterilization and proximity to medical devices. Also, consider how mobility can help address other critical concerns such as on-the-job safety. With nearly 80 percent of nurses reporting physical attacks or assaults on the job, capabilities such as staff assist buttons and alerts can provide added safety for both staff and patients.

Retail



Sales floor associates and managers are often the main focal points when it comes to mobilizing retail organizations, but empowering additional staff such as warehouse workers, cleaning staff, transport drivers and others throughout the supply chain can be just as critical to improving operational efficiencies and customer service. Work with staff to identify and factor in the diverse working environments of associates, managers and other employees, as well as the specific device features and apps they'll need to address on-the-job needs and requirements.

2

MISSTEP: Providing inadequate user training

The pitfall: Deploying devices without empowering staff to make the most of mobility tools

Many organizations today assume that all employees will know how to use mobile devices of any kind, but in fact, there is often a wide disparity of user familiarity and comfort levels with enterprise-issued mobile devices. Even regular smartphone users may not be familiar with the type of phone you are issuing — iPhone users, for example, may know very little about using the Android operating system or functionality.

In addition to teaching the basics, or “buttonology,” of how to use a new mobile device, training also needs to address another important goal: helping employees understand how specific features, functions and work-specific applications can support and enhance their current workflow — and integrate with existing systems.

- User-focused companies that start their organizational change efforts early achieve 300% higher returns on their end-user programs over the tech-focused practice of starting with/after deployment.
- Training helps stakeholders win: Objectives will be met 90% more often by increasing team skills.

300%

higher returns seen
when organizational
change efforts start early.

objectives are met

90%

more often when team
skills are increased.

Best Practices

Provide comprehensive training that encourages adoption, speeds problem identification and increases overall solution satisfaction.

- ▶ Before solution deployment, provide pre-deployment training to help users get familiar and comfortable with phones, apps and functionality, as well as why the organization is providing them with this valuable tool. Take a two-pronged approach that addresses training needs from both a technical and business perspective:
 - **Technical-led training:** Focus on helping staff learn the features and functionality of the phones, starting with the basics and then following up with more detailed instruction that progressively builds staff skills and confidence.
 - **Business-led training:** Recruit managers and early adopters from each department to help staff understand how device features and apps can be used to enhance — rather than disrupt or change — their current workflows.
- ▶ During solution deployment, identify “super users” within each department or geographic location to help field staff questions and provide coaching on various issues on a day-to-day basis. Augment their efforts with easily accessible online or phone support to help users troubleshoot issues and access ready assistance on the job.
- ▶ Once your solution rollout is complete, continue to engage with users to ensure all questions and issues are being addressed. Proactively schedule and conduct regular check-ins with managers and staff and establish a variety of feedback mechanisms to encourage staff to share their experiences, provide suggestions and enable learnings so you can continue to refine training and support.

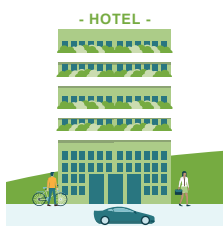
A closer look: industry-specific considerations

Healthcare



Busy nurses and other clinical staff need to know how mobile devices can help them save time and enhance patient care. Training should show how access to critical decision support apps, mobile electronic health record (EHR) applications, nurse call systems and other capabilities can actually support and simplify their jobs — not add unwanted steps or complexity.

Hospitality



Demonstrate how devices support high-quality customer service by empowering staff in new ways. Guest requests, for example, can be expedited by alerting the closest and most qualified staff with full audit reporting available upon completion of actions as well as an ongoing record of guest satisfaction.

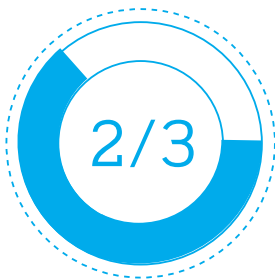
3

MISSTEP: Being overconfident in your current network

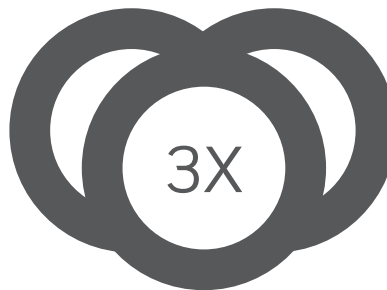
The pitfall: Assuming your network is on par and in sync with your current and future mobile communication needs and priorities.

Even the best, most advanced mobile devices can't deliver the connectivity and capabilities your organization requires if your network isn't designed to support your specific voice and data needs. In hospitals, for example, clear and reliable voice communication is typically the number one priority. Imagine if a physician is specifying a new treatment order for a patient and the call suddenly drops or part of the conversation is lost.

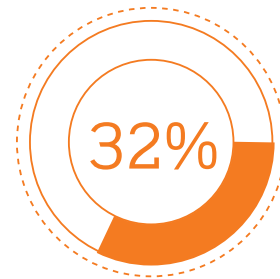
The consequences can be devastating. Ensuring that voice calls are prioritized within the wireless network is critical to the overall design. A thorough network assessment can help you identify any issues, including optimizing network security and minimizing potential gaps in Wi-Fi coverage.



of executives are spending at least \$5 million on mobile initiatives in the coming years.



pipeline of mobile activity expected to triple by 2018.



of respondents cited poor connectivity and data speeds as the biggest problem with enterprise mobility.



Best Practices

Thoroughly assess where your network is today — and where it needs to be.

- ▶ Evaluate your current network design — going beyond just endpoints.
- ▶ Validate that the WLAN is a voice-grade wireless system that has adequate coverage and extends QOS to the LAN as well.
- ▶ Make sure your infrastructure can accommodate wireless communication throughout your facility, including enclosed environments such as stairwells and courtyards and specialized areas such as warehouses, loading docks and helipads.
- ▶ Partner with a solution provider that has the technical skills and industry knowledge to design, deploy and maintain a voice-grade WLAN.

A closer look: industry-specific considerations

Retail



Retail environments can span tens of thousands of square feet, cover multiple floors, and even extend to multiple locations, requiring networks that are both flexible and expansive to support communications across diverse departments, geographies and work environments. You'll want to make sure staff can clearly communicate customer requests and other needs to colleagues across all areas of the store, including on docks and in warehouses. Also, be sure to factor in and accommodate communication needs of staff in other store locations to facilitate inventory checks and other requests between different stores.

Manufacturing



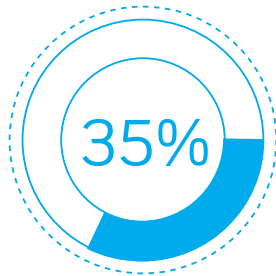
Spotty or unreliable network coverage can make communication nearly impossible in loud, disruptive manufacturing environments, leading to production delays as well as safety concerns. Workers and managers need clear and consistent voice communications to notify and relay issues to maintenance more quickly and work with technicians to get equipment back on line if a system goes down. For managers, ongoing connectivity helps keep schedules and productivity on track by providing ready access to the current status and location of parts, expedite inventory requests and schedule changes or disruptions.

4

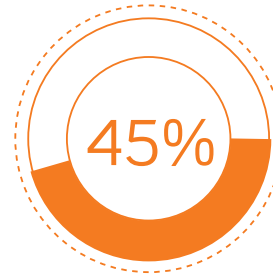
MISSTEP: Using consumer devices for enterprise needs

The pitfall: Underestimating the inherent costs and concerns of using consumer phones to support your enterprise mobility needs.

Deploying consumer phones or relying on a bring your own device (BYOD) approach may seem like a fast and easy way to mobilize staff, but these devices come with inherent limitations and risks that can contribute to higher long-term costs and potential compliance concerns for your organization.



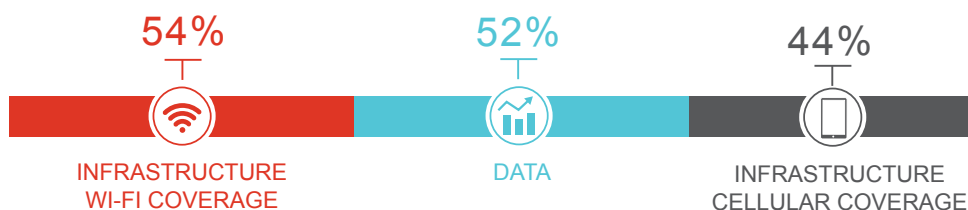
of IT leaders are not confident their organization's BYOD policy is compliant with key regulations.



of employees report they do not worry about the security of work-related data on their mobile devices.

In a recent TEKsystems survey, for example, 35 percent of CIOs and other IT leaders stated they are not confident that their organization's BYOD policy is compliant with key regulations, including the Health Insurance Portability and Accountability Act (HIPAA). Managing and supporting multiple consumer devices, platforms and carriers and coverage models can be both costly and time-consuming for IT staff, while additional charging components can quickly escalate costs and downtime.

What's more, cellular coverage is often spotty at best, a concern that is only intensified by the fact that consumer phones are often more susceptible to interference from machinery, medical equipment and other wireless devices. And, while some consumer smartphones are capable of utilizing the Wi-Fi network, they are not able to roam across the network, and will experience dropped calls, latency, and jitter. Plus, they often incur higher repair and replacement costs because they are not purpose-built for specific work environments. The top BYOD challenges identified by leading healthcare providers in a 2017 survey were:



Best Practices

Ensure your mobile devices measure up to your enterprise requirements.

- ▶ Deploy enterprise-grade, purpose-built devices that are specifically designed and tested to stand up to the rigors and realities of your work environments, whether you require added durability or devices that are easy to clean and disinfect.
- ▶ Make sure your devices support seamless roaming across the network, particularly for unified communication applications like voice and video conferencing. In certain industries where patient care and safety often depends on reliable, high-quality voice communications, be sure to choose devices that can be configured to choose when and where to connect versus random roaming.
- ▶ Prioritize capabilities that simplify mobile device management, from analytics that help monitor device health to remote management and provisioning that simplify software updates, configuration changes and new feature enhancements.

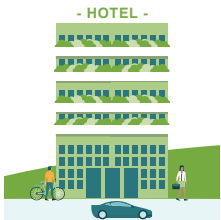
A closer look: industry-specific considerations

Healthcare



Even the most ruggedized consumer phones are no match for the day-to-day demands of today's healthcare environments. In addition to daily bumps and drops, mobile devices often require regular sterilization — something few consumer devices were built to withstand. Other big factors for concern include noncompliance, particularly concerning the use of unsecured SMS texting, and spotty cellular coverage, which leads not only to dropped calls but also compromised voice clarity — a critical concern when giving or receiving patient care instructions that require precise prescription details.

Hospitality



Most consumer devices have rechargeable, not replaceable batteries, which can create real problems when you're trying to mobilize round-the-clock staff shifts that leave little to no time for recharging. Plus, the cost of additional components to charge and keep all those devices can quickly add up. Ruggedized devices are also critical to support the various locations and environments that staff must work in and travel through, including stairwells, laundry rooms, kitchens, pool and spa environments.

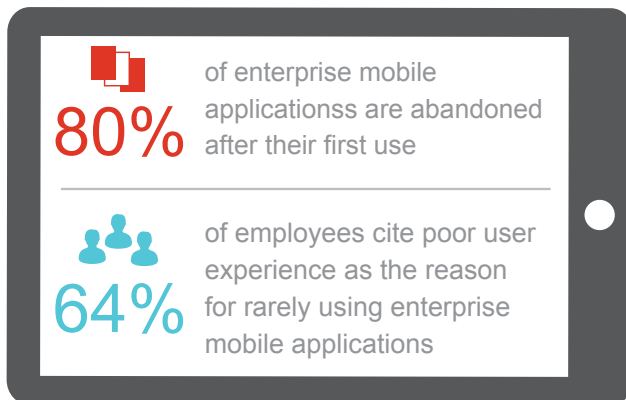
5

MISSTEP:**Looking for the perfect app versus the ideal partner**

The pitfall: Trying to shortcut and find a so-called “killer app” that supports the mobility needs of all users across your organization.

There’s no such thing as a one-size-fits all app, and trying to create or deploy one can end up doing more harm than good by limiting your staff’s capabilities and effectively encouraging employees to rely on older technology or tools to address unmet workflow needs.

Instead, take inventory of the specific workflow requirements of each mobile user, and identify the tools and capabilities needed to support and enhance their efforts. Most importantly, choose a solution partner that offers the flexibility and vast partner ecosystem you need to address the full range of workflow needs and mobility goals.



employees use

4.1

mobile apps at work on average,
regardless of company size.

Best Practices

Combine the right combination of apps into a single, powerful mobile solution.

- ▶ Create a smaller “toolbelt” by using middleware to consolidate the functionality of multiple tools, such as pagers, barcode scanners and intercom systems, into their mobile device.
- ▶ Invest in a solution that offers flexibility, scalability and wide functionality to support and easily evolve with your mobile app requirements.

A closer look: industry-specific considerations

Healthcare



Mobile apps can help simplify and speed access to critical information and resources by enabling physicians, nurses and other clinical staff to seamlessly connect to your EHR system and patient data, while accessing care team directories, for fast collaboration and decision-making. Take time to identify all areas and tools that impact decision-making and care team response, including existing resources such as pagers, nurse call systems and computers on wheels. Use apps to help streamline these capabilities into a single, powerful resource that puts everything staff requires right at their fingertips.

Manufacturing

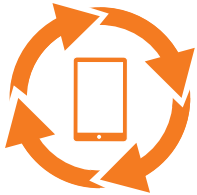


By integrating communications and workflow processes across production, engineering, facilities and management, mobile apps can empower your team to make more informed decisions that decrease downtime, lower product overhead and provide more accurate, just-in-time delivery. The right combination of apps can also support access to suppliers and resources for greater flexibility and resource allocation.



Spectralink puts you on the fast track to success

At Spectralink, we put our resources, experience and expertise to work for you to help you steer clear of potential pitfalls while leveraging best practices that accelerate your success and optimize mobile outcomes across your enterprise, both today and in the future.



End-to-end solutions that optimize enterprise-wide mobility

We lead the enterprise mobility market with the industry's most deployed mobility solution portfolio optimized for mission-critical healthcare, retail, manufacturing and hospitality applications. We ensure superior voice quality and data messaging (when and where you need it), added workflow efficiencies and data exchange, and enterprise-wide visibility to empower your workers in new ways.



Comprehensive services to optimize outcomes

From needs assessment and network design through expert deployment, optimization and training, our team of experts works in partnership with you to deliver the full depth and breadth of support you need to achieve your goals and maximize solution adoption, satisfaction and success.



Purpose-built devices

Our tools are designed to address your specific industry requirements, providing the durability, security and flexibility needed to achieve your business objectives. And unlike new or consumer-grade smartphones, our devices are built with durable designs that measure up to the most challenging work environments, and smart features and functionality that help minimize costs and optimize your return on investment.



Expansive partner ecosystem

We work with the industry's largest ecosystem of application and integration solution partners and offer an open, Android platform for custom app development. Our flexible design helps you keep pace with the latest mobile technologies and easily scale and adapt to your evolving workflow needs.



Experience

Since 1990, Spectralink has deployed millions of connected assets worldwide across the healthcare, retail, hospitality and manufacturing industries, empowering individuals and enterprises to streamline operations, increase revenues and optimize the customer experience.

Visit www.spectralink.com or
contact our team directly at
info@spectralink.com

Learn how Spectralink can
help you apply these and other
best practices to achieve your
current and long-term mobility goals.

Resources

- 1) 451 Group, October 2015.
- 2) Gartner Predicts 2017 Mobile Apps and Their Development. Gartner, 2017.
- 3) "Mobility Trends and Empower and Empowering the future #GenMobile Workforce," Intelligent CIO, January 2017.
- 4) 2016 Gartner Personal Technologies Study. Gartner, 2016.
- 5) Apps 'boost worker productivity 34%'. Digital Strategy Consulting, 2014.
- 6) "Incidence and Cost of Nurse Workplace Violence Perpetrated by Hospital Patients or Patient Visitors." Science Direct, May 2014.
- 7) Neochange and Oracle UPK Study: 4th Annual IT Adoption Insight Report.
- 8) IBM Institute for Business Value (IBV) study "Return on Mobile Capturing the Value Beneath the Surface", 2017.
- 9) CCS Insight's Employee Mobile Technology Survey. August 2016.
- 10) TEKsystems' IT Industry Survey: BYOD. 2013.
- 11) "Ten Things You Should Know About BYOD in 2017." Spok, 2017.
- 12) "How Much is the Data on Your Mobile Device Worth?", Sponsored by Lookout, conducted by Ponemon Institute LLC, January 2016.
- 13) Boston Technology, October 2016.
- 14) Survey: "The Mobile Outlook Line of Business Decision-Makers Survey," Red Hat Mobile, 2016.



About Spectralink

Spectralink delivers secure, cost-effective mobile communication solutions that empower enterprises to streamline operations, increase their revenues and deliver a positive customer experience — each and every time. Since 1990, Spectralink has deployed millions of devices worldwide across the retail, healthcare, hospitality and manufacturing sectors — providing workers with the industry's most efficient, in-building communications solutions.

Visit www.spectralink.com or contact our team directly at info@spectralink.com.