Mobility – Rethinking Productivity in the Enterprise

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Abstract—Mobility is revolutionizing how we live, play and now, how we work. It enables new and innovative ways of working, nurturing creativity, capturing ideas and delivering to customers at any time, in any place. Companies have been slow to embrace this new platform. Most attempts have resulted in miniature versions of the existing office desktop environment with some nice gestures and features, but they fall short of achieving the goals of mobility. In this demonstration, we show mobile solutions that were designed to fit both the mobile screen and the mobile workforce’s mindset and spirit, enhancing the mobile workforce’s productivity and efficiency without sacrificing security or integrity. It utilizes intuitive, compelling info-graphic interfaces, real-time activity monitors and intelligent notifications to change how and where employees can work.

Keywords—Mobility, enterprise, productivity, technology, mobile solutions, design tailoring, actionable responses, mobile office

I. INTRODUCTION

Mobile programs have been around for decades, but until recently, most programs encompass the management of company-issued phones or Blackberry devices. Employees could make calls, check emails, see the company directory service and possibly access few basic reports or metrics, but not much beyond that. Then came the rise of the smartphone and soon after that the tablet PC. Employees started using them at home and soon came to expect the same convenient, compelling solutions it offers in the office.

Most enterprises ignored the development of mobility, resulting in a five year long struggle; how could they provide solutions that balanced the needs of the mobile workforce with the security, managerial capability and scalability required by large enterprises? [1]

Early attempts at this balance were focused more on Information Technology (IT) infrastructure, with little attention paid to the actual user experience. When solutions finally rolled out, they were essentially smaller versions of the desktop experience. Solutions were often designed with the same assumptions and constraints that the desktop office paradigm had.

Employees are asked to have a persistent network connection, then Virtual Private Network (VPN) into a secure tunnel whilst inputting many passwords. This is not problematic when employees are behind a desk, but it becomes so when they are on-the-go and have little control of their environment. The process does not translate well to the mobile platform, which inevitably lowers its intended efficiency. Additionally, once a connection is established, they are often presented with highly complicated, cryptic interfaces that require extensive thought and concentration. This leads to frustrated employees [2], low adoption rates, questionable Return on Investment (ROI) and missed opportunities.

Today’s technology available for mobile solutions has much more potential. A great many of these solutions are focused on the relationship between the enterprise and its customers, for example Kaiser Permanente’s mobile application [3] that permits mobile communication between patient and clinic. DoubleDutch have also produced their Pride application [4], which enables their teams to report on their progress to quickly provide results for their client. Both of these Applications utilize modern capabilities to benefit the enterprise’s customers – but what about their workforce?

II. VISION

Our vision is different. We set out to rethink what mobility really means. Our solutions are designed from the ground up, starting with understanding how people work and behave while on the move. This demonstration proposal presents our Mobile Enterprise Plus solution. It is focused on End User productivity rather than the standard IT mobile infrastructure. It has been designed to exploit the strengths of these new mobile workforces and workplaces. The ultimate goal of our Mobile Enterprise Plus solution is to reduce the amount of time spent behind a desk, to open up new and better ways of working that enable greater efficiency, productivity and profitability.

III. OUR SOLUTION

The solution balances the needs of the mobile workforce of large enterprises. Our demonstration will cover how employees in a mobile workforce can use their own devices, or company-issued devices, to access corporate data sets.

Figure 1. Engaging, compelling interface focused on at-a-glance data vs. in-depth analysis

The demonstrable advantages of the Mobile Enterprise Plus solution for the End User are numerous. They include:
Elegant and easy to use interfaces that function both online and offline via a combination of cached and real-time data, allowing the workforce to be productive regardless of connectivity.

Engaging content design tailored to mobile users; the design no longer functions like a portable desktop, but as individual, custom-built mobile technology.

Actionable responses enable users to follow-up, inquire after and approve decisions and ideas.

Reviewing content quickly whilst on the move without relying on stable network connections.

Integration of enterprise data sources with real-time activities, redefining how the user can make efficient, productive decisions whilst on the move.

The ability to use contextual sensors such as GPS, time, camera and microphone, enabling the contextual environment to inform the enterprise environment.

These advantages allow the mobile workforce to become a more responsive, resourceful team, able to connect their vision and augment their skills.

Alongside benefits to the user, the Mobile Enterprise Plus solutions also have technical advantages. They have a single secure container with full AES 256 protection and integrate into existing security and Mobile Device Management solutions.

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IV. CONCLUSIONS

We intend to showcase how technology designed and customized to individual mobile workforces provides convenience and improved efficiency without forfeiting security or enterprise integrity. These solutions go further than extending the office; they create a new office in the palm of your hand that responds to your needs. Our Mobile Enterprise Plus solution allows enterprises to optimize their time and ultimately, to achieve the potential that mobility offers.

REFERENCES


Figure 2. Actionable – quickly capture and input thoughts, comments and inquiries

But the critical strength of Mobile Enterprise Plus is its focus on design. We believe that it is a critical success factor how user-friendly a solution is, and by extension, how efficient it is. This is not just about appearance. Structure and functionality can ultimately be the difference between an efficient solution and an inefficient solution. Data does not just need to be seen, it needs to be seen in the right way. In Figures 1 and 2 we show two screen shots of our Application. Figure 1 illustrates the importance of structured presentation of at-a-glance data vs. in-depth analysis. Figure 2 shows how our input screen enables users to quickly capture thought, comments and inquiries.