

Whitepaper 2015

ENTERPRISE MOBILITY MANAGEMENT AND THE SMB: GAINING THE ADVANTAGE

TABLE OF CONTENTS

Introduction	3
Advantage #1: Increased Security	4
Advantage #2: Improved Productivity	5
Advantage #3: Lowered Costs	6
Conclusion: EMM: The SMB Advantage	7

INTRODUCTION

It's right there in the name - *Enterprise Mobility Management (EMM)*. You read the name and think about the size of your company being nowhere near an "enterprise" and that a solution of that caliber *simply isn't for you*. EMM's earlier iteration, Mobile Device Management (MDM) with features like automatic provisioning, remote wipe, and configuration management may sound like a great fit, but with MDM evolved to EMM (with the addition of mobile application and content management), *has the SMB simply been left behind?*

Let's take a step back here and look at (from the perspective of mobile device use) whether an SMB-sized business *is really any different*. First, it's important to acknowledge that you're reading this whitepaper on EMM, so that indicates your business is utilizing mobile devices and, like your fellow SMB-sized companies (according to a recent SpiceWorks survey¹) 54% of you support employee-owned smartphones and 42% support tablets through BYOD initiatives. And if you're not in the BYOD camp, your interest is focused on supporting the dozens of company-owned devices issued to your employees.

This isn't surprising if you look at how your business has changed over the last few years. Your workforce has likely begun to mobilize itself, working remotely, on the road, from airplanes, on the commuter train to work, etc. – with your users now expressing a need for anytime/anywhere access to company resources and services. Sound familiar?

Your company may be an SMB in terms of the number of employees, but it's certainly behaving exactly like an enterprise.

While enterprise-sized companies dominate the markets they service, you're the "little guy" that needs to remain competitive. You need to employ every business tactic, process, and technology that cost-effectively gives you an advantage over your competition.

In this whitepaper, we'll discuss how implementing EMM within your company (at a reasonable SMB-centric price point, of course) can gain you three distinct advantages over SMBs not using EMM, in the areas of *Security, Productivity, and Cost*.

Whether you're looking at EMM to manage company-owned devices, or those that are part of a BYOD initiative, it's important to note the advantages covered here still apply.

"The potential for lost or stolen devices, employee misuse of devices, and infection by mobile malware is real, all putting your most important data at risk."

¹ As BYOD Becomes Mainstream, *Complexity Increases for SMBs* (Spiceworks, 2013)

ADVANTAGE #1

INCREASED SECURITY

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“You shouldn’t settle for the simplest of email when you need so much more”

A company’s size doesn’t dictate whether it handles sensitive information, intellectual property, or personal data. The reality is you have plenty of it already. At a minimum you have sales information, customer lists, and accounting data – and more. Since this information leaves the corporate walls every day on employee smartphones and tablets accessible to anyone with access to the device, the potential for lost or stolen devices, employee misuse of devices, and infection by mobile malware is real, all putting your most important data at risk.

So how can you retain control over critical company information when it’s on a device that is constantly out of your reach?

Implementing an EMM solution goes beyond merely having a list of devices - it makes a single mobile device an aggregator of resources, applications, data, and capabilities – all with oversight and control. Here are just three examples of how EMM can increase the security of your company apps and data:

- **Separation of Work and Personal Apps and Data** – If you were to mix employee email, apps, and web browsing with their personal equivalent, it’s hard to ensure everything company-related is secure. That’s why EMM can secure all work-related apps and data by placing them within a logical workspace on the phone. By utilizing this workspace on mobile devices, company email, documents, and other sensitive data remain secure behind authentication, as well as remain encrypted to prying eyes outside the workspace.

- **Secure Communications** – When your employees connect to the Internet using all kinds of insecure hotspots at hotels, the mall, airports and more, how do you ensure work information remains secure? All communication by apps within the workspace utilize a VPN, ensuring data in transit is as secure as the data at rest within the workspace.
- **Remote Wipe** – Were an employee to go rogue, how would you get back the email, attachments, files, and anything else company-related on their device? Simple - the ability to wipe the entire workspace or device remotely is readily available, guaranteeing every last bit of company-related information is removed from the mobile device.

As you think about the kinds of company information your SMB users have access to, and where they access that information from, it becomes obvious you could utilize one or more of these features to keep your company’s data secure. It’s also important to note that the mobile OS being used can limit the security capabilities of an EMM solution, so you may not have complete security parity across every supported device.

It’s certainly advantageous to be able to secure your applications, data, and devices, but there needs to be a balance of productivity gains to make it worthwhile.

ADVANTAGE #2

IMPROVED PRODUCTIVITY

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Historically enterprises have driven innovation in technology adoption. But in recent years, consumers of technology (that is, your employees) have become the driving force, largely due to a behavioral change in the way people work. Anytime/anywhere access, an increase in the use of video communication, and the use of collaboration are now no longer trends, but a necessity for any business.

How can EMM increase employee productivity in a dynamic mix of users, locations and devices?

- An Always-Available Work Toolset** – A mobile employee is only as productive as long as they have the tools they need. A recent Forrester study² found that the leading drivers for business initiatives were access to company documents, to a company intranet/portal, and to email/calendar. Remember that secure workspace provided by an EMM solution? Well it also serves as the access point to a company app store, as well as acts as a repository for any company apps downloaded, so the employee always has the tools necessary to be productive.
- Efficiency Gains** – While this is a somewhat intangible benefit, think about how even *you* pick up your smartphone at all hours of the day to check email. While you've found a work/life balance, you are easily able to access company email, apps, and data, and to quickly address the issue at hand no matter where you are, and without the need to be at the office, for

example, using only the computer at your desk.

- Increased Morale** – Providing the employee with a mobile device (or allowing the use of their own) which gives them the ability to work where and when they choose can increase their happiness on the job. What does happiness have to do with productivity? Well, a recent study from the University of Warwick³ shows *happiness on the job resulted in a 12% rise in productivity*.

According to a 2014 IDG study,⁴ organizations implementing technologies such as EMM to support a mobile infrastructure reported increased productivity (50%), and increased employee morale (39%).

EMM's role in improving productivity not only impacts the employee, but also IT in how they manage and maintain the supporting infrastructure. Self-service app stores, remote provisioning, policy-driven configuration, and remote wiping are just some of the EMM capabilities that make management of mobile devices far less time-consuming for your already small IT department.

At the end of the day, adding a solution can have all the benefits in the world, but if it's not cost effective, it simply isn't an option.

² *The Expanding Role Of Mobility In The Workplace* (Forrester Consulting, 2013)

³ Andrew J. Oswald, Eugenio Proto, and Daniel Sgroi, *Happiness and Productivity* (Journal of Labor Economics, 2014)

⁴ *Consumerization of IT Survey* (IDG Enterprise, 2014)

ADVANTAGE #3:

LOWERED COSTS

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The introduction of any new solution comes with both tangible and intangible costs. The purchase price, professional services, implementation, IT training, communication with users, and user training all comprise just some of the cost associated with implementing an EMM solution. But, as with any solution, promises of a fast ROI and lower total cost of ownership are always in tow.

So will implementing EMM be a cost-effective choice or not?

Let's look at a few examples to explore if EMM will really lower your company's cost of owning and managing mobile devices.

- **Yours vs. Ours** – By implementing EMM, the employee can use their own personal device with little more than a single workspace app installed, reducing the cost/employee with a device significantly.
- **IT vs. Self-Service** – IT staff can represent some of your most costly employees. Without EMM, provisioning a device can require nearly a day of IT's time, versus

the user themselves installing a single workspace app and being automatically provisioned therein.

- **Ongoing Costs** – Without EMM, changes in security, configurations, and applications could be a manual, per-device process either for IT or for the employee, killing productivity and raising the cost of ownership. EMM solutions, with their simplification and automation of all parts of the mobile device lifecycle, are available as a service at monthly rates costing little more than a large coffee at your favorite café, per device.

When you also factor in the productivity and efficiency gains (which can be tied to actual value if you apply an average hourly cost for an employee), 67% of companies indicate that they achieved a positive ROI (with 16% of them even reporting revenue growth) as a result of implementing technologies such as EMM to support their mobile infrastructure.⁴

CONCLUSION

EMM: THE SMB ADVANTAGE

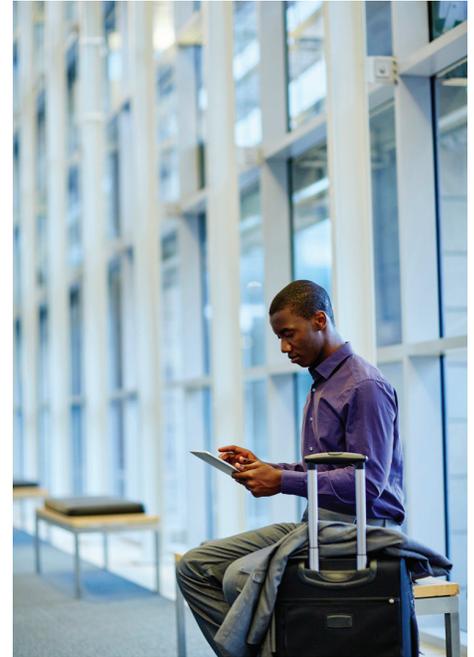
It's inevitable: your company is going mobile and you need to do something to retain control, to maintain security, and to keep employees happy - all without incurring additional costs. Your competitors are having the same issues with the same requirements.

Simply choosing the BYOD route with no central management may only broaden the landscape where IT has less and less control, lowering security, and raising costs. Choosing EMM to manage your mobile devices, along with their configurations, security, applications, and content, can allow your company not just to address the mobile trend, but to truly embrace it... and take advantage of it.

NaviSite's EMM Portfolio

NaviSite's EMM services, powered by AirWatch® by VMware®, are designed with business security and end-user productivity in mind. NaviSite's EMM portfolio incorporates some of the industry's most powerful mobile device management resources into an effective suite to securely enable an increasingly mobile workforce with pricing and options available to meet the distinct and varied needs of your business – all with an expert support team and powerful SLAs.

For more information about NaviSite's Enterprise Mobility Management services, please visit www.navisite.com.



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