Your new mobility strategy

Our innovative solutions

The future is exciting.

Ready?

vodafone business
Technology is all-consuming

And mobility, in particular, is continuing to have profound, irreversible effects on organisations, consumers, workers and citizens. It’s game-changing and game-breaking.

“We are witnessing profound shifts across all industries, marked by the emergence of new business models, the disruption of incumbents and the reshaping of production, consumption, transportation and delivery systems. On the societal front, a paradigm shift is underway in how we work and communicate, as well as how we express, inform and entertain ourselves.”

Klaus Schwab, The Fourth Industrial Revolution

Over the past few years, mobile devices have become ubiquitous in the workplace. They have evolved from simply providing enterprise email and data on the move, to introducing applications and services. And these have swiftly transformed business models and turned entire markets upside down.

Think about mobility in its broadest definition. Its impact goes far beyond the 3.8 billion global smartphone users expected by 2022¹ — most of which will regularly use their handsets for work. While mobility today still means devices (which we each use three hours a day on average²), that’s just part of the story.

It also encompasses data, applications, content and networks – all the ecosystems that support, sustain and have evolved on top of abundant mobility.

¹https://www.forrester.com/report/Forrester+Data+Mobile+Smartphone+And+Tablet+Forecast+2017+To+2022+Global/-/E-RES138971
Business disruption and innovation

For businesses, mobility continues to be one of the most disruptive challenges – and greatest opportunities. Being slow to embrace the opportunities created by digital and mobile technologies can have significant consequences.

It’s one of the main reasons that 52% of Fortune 500 companies have gone bankrupt, been acquired or ceased to exist since 2000 – and this rate of change is expected to accelerate.

Recent research indicates 80% of companies around the world believe digital transformation is important to their survival in the next five years.

And Gartner predicts that by 2021, 80% of traditional companies will have lost 10% of their market share because of disruptive competition or the inability to disrupt themselves.3

In other words, innovation is key and mobility is now fundamental for every successful, future-thinking, agile and innovative enterprise. The mobile device is no longer a nice-to-have – it’s a business-critical tool. And a generation of digital natives, who’ve never known a world without the internet, are now entering the workplace, bringing a whole new set of expectations as employees and mobile workers.

Today, it’s near impossible to imagine how enterprises once operated without mobility. Yet, for too many enterprises, mobility has struggled to be a strategic priority. In some cases, mobility has happened organically, with minimal strategic thinking or planning. Apart from missed opportunities, this has led to a perception bias – enterprises think they have fully embraced mobility, but it’s still treated in isolation as merely a cost or an ‘IT issue’.

As a result, comprehensive mobility benefits remain unknown or unrealised, which limits how far mobility strategy can take an enterprise and stifles the speed and success of digital transformation.

Reset your enterprise mobility | Reset your mobility goals for optimal growth, productivity and customer experience

Mobility touches every aspect of a business. From global operations to local processes, and from employee behaviours to customer experiences, mobility has an increasing role to play.

That’s why mobility strategy and enterprise objectives need to be much more closely aligned. The mantra should be: ‘mobility is a mindset, not just a technology’. Being a mobile-first enterprise makes it easier to unlock many of the challenges and opportunities on your digital transformation journey. And there’s no better place to start than by resetting your mobility goals.

This paper highlights some of the goals where mobility can have the greatest impact and some of the ways to elevate mobility as a strategic priority.

The three areas of focus are the enterprise, employees and your customers. The goals will help you identify where your mobility strategy needs to be reset to help you deliver growth, productivity and a truly differentiated customer experience.

Resetting mobility
Every story begins with the customer

Reset your goals to deliver the experience your customers expect.

“CX of the future should be designed like a Disney or Pixar movie, complete with character and story development, storyboarding and integration into a thoughtful and methodical universe where the experience is consistent, integrated and enchanting in every moment of truth.”

Brian Solis, Principal Analyst and Futurist, Altimeter

The transformation and elevation of the customer is difficult to overstate. Mobility has played a significant part in this rebalancing of power. But many enterprises have been left playing catch-up. The urgent reality for many is they need to get much closer to customers.

Knowing where to start can be hard, but mobility is key to understanding behaviours and using these insights to satisfy the demands and expectations of new and existing customers.

Customer goal 1:  
Win customers

If you want more valuable customers, you need to provide the products, services and experiences they desire. With the right tools and data, you can learn everything you need to know about your customers to engage with them through the right channels at the right time, provide truly personalised service and deliver exceptional experiences. Mobility is at the heart of all great customer acquisition strategies, because mobile channels are how your customers increasingly want to engage with you.

Customer goal 2:  
Retain customers

Loyal customers – like the customer who stays with the same bank their whole life – are becoming scarcer. Customers expect more from brands. They won’t hang around long if another product or service is available more cheaply or conveniently elsewhere. Or if their customer experience is less than stellar. Mobile interactions which might only last a few seconds are key to driving loyalty and keeping your customers informed. According to Forrester, up to 75% of mobile device interactions with consumers are micro-moments that deliver information at a glance to let the customer either process or act on it immediately.

Customer goal 3:  
Safeguard customers

If you want more valuable customers, you need to provide the products, services and experiences they desire. With the right tools and data, you can learn everything you need to know about your customers to engage with them through the right channels at the right time, provide truly personalised service and deliver exceptional experiences. Mobility is at the heart of all great customer acquisition strategies, because mobile channels are how your customers increasingly want to engage with you. Add cloud apps into the mix and you’ve got a whole new external environment to secure. Data and app accessibility is the foundation of responsive customer experience, so restricting it isn’t an option. Instead, you need secure mobility solutions that protect your customers, devices and data everywhere.

Goal-setting conversation starters: Customer experience

Delivering a mobilised experience is underpinned by customer insight.

Your mobility should be helping you reach out to customers more effectively and make the most of every customer interaction. When you reset your mobility strategy around customers, consider the answers to these challenges and opportunities:

- How does your customer buy or receive your product or service? Does that differ from how they want to access your product or service?
- When in the buying process do customers interact with you?
- How in the customer service process do customers interact with your employees?
- Can you turn a bad or basic customer experience into a great one? Or go one step further and turn a good customer experience into a great one?
- Which mobile technologies will help you better serve your customers?
- Is there anything holding back your employee interactions with customers?
- How can you use mobility to up the variety and quality of customer touch points?

Solution highlights

**Vodafone Managed Messaging** sends messages to multiple end-customer mobile devices across the globe instantly, tested to 20,000 SMS per second.

**Vodafone Device Lifecycle Management** delivers new devices that are ready to use straight out of the box, pre-configured for the use case, with swap stock available and 100% compliant to your security policies.

**Vodafone Enterprise Mobility Management** provides and manages industry-standard security tools to protect your enterprise while connecting from anywhere.
Mobility strategy aligned to business objectives

Reset your goals to drive optimal innovation, efficiency and performance.

Leaders seek to drive employee productivity, engagement and success by deploying a wide array of technologies. These include everything from traditional devices like PCs, tablets and smartphones to emerging devices like wearables and smart glasses to powerful new software like artificial intelligence (AI) and intelligent agents.”

Forrester, The Technology-Augmented Employee

Enterprize goal 1:

Fuel innovation

Developing ground-breaking products and services that utilise the latest technologies is one of the best ways of leapfrogging competitors and driving rapid growth. Mobile and digital technologies on their own cannot generate ideas for you, but they can enable the kind of seamless communication and collaboration you need to make them happen.

The right data and insights help you understand customer and employee needs and discover the best opportunities. The right collaboration tools enable you to share ideas and assemble powerful teams to bring them to life. And the right technology platforms will encourage innovative ideas and accelerate roll out of new digital services.

Enterprize goal 2:

Seize opportunities

When opportunities arise, you need to act fast. But multiple decision-makers and points of approval can slow you down. To be as agile and responsive as the nimblest of your competitors, your mobility goals should focus on three areas. First, mobility solutions provide access to applications that keep you in touch with customers, co-workers and the business, enabling you to identify opportunities. Secondly, the right communication tools help teams collaborate to be proactive and find the best response. And lastly, with the right network you can support communication and ensure changes can be enacted fast.

Enterprize goal 3:

Focus on the future

It always pays to regularly evaluate major cost areas such as mobility, and see how new solutions could drive down costs and free up budget. However, while cost control for mobility is important, it shouldn’t detract your enterprise from the competitive advantages that mobility can bring over the long term. For many, this is a mindset change that requires a more holistic, strategic view of mobility benefits.
Enterprise goal 4: 
**Maximise talent**

With average career lengths shortening and competition for the best people increasing, attracting and retaining top talent is more important than ever. To bring the best people into your enterprise, you need to know what they want from their work environment — and how to deliver it. Increasingly, this means flexible working, work/life balance and enabling employees to use their preferred technology to work the way they want.

The right mobility and unified communications strategy can enable this. When employees know more, they can grow more. With access to digital learning and full visibility of career progression opportunities, your enterprise can nurture, develop and motivate high performers.

Solution highlights

**Managed mobility services**
Ease the pressure of delivering mobility at scale, taking care of everything from the policies, processes and security, through to the day-to-day management and deployments. Vodafone helps organisations maximise the business benefits of mobile technology by analysing how best to allow employees to work securely, flexibly and productively.

**Vodafone IoT Connectivity Platform**
Get the right platform to innovate everywhere and find your own unique and compelling applications for IoT technology.

**Network Mobile Recording**
Recording all communications (voice and messaging) with the enterprise’s customers in line with industry regulations and best practices.
Mobility strategy in tune with your people

Reset your goals to drive productivity and more effective ways of working.

“To win in the marketplace you must first win in the workplace.”
Doug Conant, Founder and CEO, ConantLeadership
Employee goal 1: Boost productivity

In any global organisation, many factors affect productivity. Slow network speeds, roaming challenges, desktop-based apps, speed of device replacement or repair, and more. These all prevent employees from performing at their best – and can often result in a negative impact on customer service. Mobile devices, cloud-based apps and the latest communication and collaboration tools enable employees to be productive and efficient everywhere – ‘it’s not where you work, but what you do’ has never been truer. Mobility also turns downtime into uptime, wherever and whenever it happens. And one of the best ways to motivate employees is to keep them informed – with mobility tools, they can share the latest information and keep in touch any time, from anywhere, through more channels.

Employee goal 2: Enable flexibility

Whether you want to increase employee satisfaction or improve the agility of your global workforce, flexible working can deliver huge benefits. Of the businesses that have already adopted flexible working, 83% cite improvements in productivity, and nearly two-thirds of respondents report improved profitability and a positive shift in company reputation. Digital and mobile technologies enable employees to respond to customer enquiries, monitor and manage systems, access and update core business applications and collaborate with colleagues globally. This freedom enables employees to balance their work and personal lives and still be productive, bringing greater employee satisfaction, increased efficiency and better staff retention.

Employee goal 3: Support collaboration

Knowledge silos occur naturally. People become gatekeepers of knowledge, which means up-to-date information isn’t accessible to everyone and teams can struggle to work effectively together. Flexible communication and collaboration tools – often delivered through mobile devices – can easily overcome these challenges. When everyone can work together seamlessly and access the right information, knowledge becomes more shared and can be acted upon more confidently. That’s great news for innovation, which thrives on new opportunities being seized quickly and teams uniting seamlessly.
Reset your enterprise mobility | Reset your mobility goals for optimal growth, productivity and customer experience

Solution highlights

**Vodafone Red Enterprise Tariffs**
Let your employees communicate without constraints, wherever they go, ensuring they get the job done. Our price plans, Vodafone Red for Global Enterprise and Vodafone Red Enterprise Bundles give your business the confidence to fully embrace mobile ways of working, providing choice, value and innovation. Also, Vodafone Red Flex options available with Vodafone Red for Global Enterprise, giving businesses choice when it comes to devices and billing.

**Vodafone Telcom Reporting**
VTR provides spend and usage reporting and analysis across 37 carriers and is offered with our Vodafone Red business tariffs.

**Unified communications with Vodafone One Net**
Enables your people to respond to customer requests through any device, ensuring no call is unanswered or opportunity missed.
Security: challenge & opportunity

In today’s digital world, managing the flow of information in a secure way has become a challenge. There are no boundaries between the office and the home, as we’re able to do almost everything through our mobile devices. Therefore, it’s vital to have a strong mobility strategy with in-built protection against evolving security threats and sophisticated attacks.

Working productively and securely from anywhere should work hand-in-hand with protecting data, systems and customers from evolving threats. Enterprises need to enable this by building security into mobility strategy from the start.”

Sally Fuller, Portfolio Director, Vodafone Global Enterprise

When taking a step back and thinking about the strategic benefits of mobility, it’s also an opportunity to evaluate the security implications in a holistic way. Whatever stage you’re at, from building a strategy to helping with the technical, implementation and management, Vodafone can help you:

• Achieve a truly connected workforce that’s able to use multiple devices, operating systems, enterprise content, and applications securely

• Reduce complexity and enable you to set a consistent mobility strategy that matches your business needs

• Manage costs and embrace change so you can become a more agile, responsive and innovative enterprise

Security is not a downside of mobility, nor is it an obstacle to innovation. By making security part of your mobility strategy from the start, rather than thinking about it later, you can enable your mobile workforce to act with greater agility in fast-moving markets.
Goals will get you there

This paper highlights some — by no means all — of the customer, employee and organisational priorities that your enterprise is likely to face now and in the near future.

It’s clear there are equally pressing trends and exciting technology-driven changes to consider. These include artificial intelligence, automation, machine learning, M2M, the Internet of Things, virtual reality, augmented reality, wearables, implantables... the list goes on and is constantly evolving.

Given mobility has been a part of business since the 1980s, it’s somewhat inevitable that it’s slipped down the agenda. And it’s easy to overlook how much the business landscape has changed since mobility was first introduced. The iPhone is a mere 10 years old, Uber will soon celebrate its ninth anniversary and Snapchat is just five years old — yet has a market capitalisation of USD $21 billion (as at February 2018).

Things change faster than ever, but mobility is here to stay. And when it comes to introducing smarter ways of working that improve the experiences of employees and customers, mobility strategy should be a central pillar.

Put simply, it’s always the right time to evaluate mobility goals and how they will contribute to your enterprise’s next chapter of growth.
The question that holds back many enterprises is: where to start? There’s a lot to consider when devising a mobility strategy that meets even some of the goals covered here for your customers, employees and the business.

Developing a successful enterprise mobility strategy requires a lot of thinking, planning, and alignment within your organisation. But you don’t have to do this all on your own. At Vodafone, we have a proven methodology to position mobility as a cornerstone of your enterprise’s digital transformation.

**Proven methodology**

The question that holds back many enterprises is: where to start? There’s a lot to consider when devising a mobility strategy that meets even some of the goals covered here for your customers, employees and the business.

Developing a successful enterprise mobility strategy requires a lot of thinking, planning, and alignment within your organisation. But you don’t have to do this all on your own. At Vodafone, we have a proven methodology to position mobility as a cornerstone of your enterprise’s digital transformation.

**1. Develop**
- Develop the strategic roadmap
  - Baseline your current operational capabilities
  - Develop the vision, define strategic goals, objectives and success criteria

**2. Design**
- Design the new ways of working
  - Deploy the processes and technology
  - Empower your people

**3. Deliver**
- Deliver and innovate
  - Put the new capabilities to work
  - Continuously innovate

**4. Review**
- Review and manage
  - Compare against your baseline
  - Find the opportunities for improvements
Why Vodafone?

We are the largest multinational mobile operator in the world, with over 500 million customers and operations in 25 countries.

Our mobile experience stretches back more than 30 years, and today, Vodafone can support your mobility strategy development and digital transformation with:

- Benchmarking, setting baselines and goals
- Helping to plan, implement and de-risk your transformation
- Advising on the right technologies to support your needs
- Implementing services to help you get the right technologies in place
- Communicating to enable your workforce to embrace change
- Providing professional advice, services and support at the right level for your enterprise
- Delivering ongoing insight into new digital trends and how to approach them

Our 4G roaming network reaches 118 different countries, and we’re a market leader in IoT technologies – with 80 million devices connected to our platform (and growing all the time).

Get in touch

To reset your mobility goals in ways that will accelerate growth, improve productivity and transform customer experience, talk to your Vodafone Account Manager about how we can help.