



# Surviving and Thriving Digital Disruption with Mobility

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## Summary

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### Issue/Analytical Summary

"Mobile is the future". This is not new. This is a common term found in mobility-focused industry events. However, coming from a slightly different ecosystem background than IT, mobility is often overlooked as a key technology for digital transformation.

Today mobility is no longer the legacy mobile voice and data services offered to enterprises. It also includes enterprise applications for smart devices, device and application

management, mobile security and Internet of Things (IoT). With all these technologies, mobility has become as important as other technologies such as cloud and unified communications, in driving digital transformation. This article addresses how mobility technologies enable businesses' digital transformation initiatives internally as well as externally.

## Perspective

### Current perspective

End-user mobile technologies are changing rapidly – from feature phones to smartphones, kilobytes to Gigabytes of data, text to video, local content to cloud and 2G to 4G. GlobalData research shows 82% of total mobile subscriptions in Australia are on mobile data and this will reach 92% in 2022. This is changing not only how customers are buying a product or service, but how employees are accessing information and getting work done. This creates challenges for IT (e.g., security risks) but it opens up opportunities for

the business. The pervasive use of mobile technologies is driving business – and IT especially – to have a mobility strategy as part of their digital transformation initiatives. This applies to both internal and external use cases in order to remain competitive and relevant in the market. A recent GlobalData survey reveals that most Australian businesses are planning to use mobility technologies to enhance customer engagement, followed by to promote flexible and remote workplace.

### Enhance Customer Engagement

#### The Needs of Mobile Channel

Enhancing customer engagement is one of the key areas in digital transformation. While having omni-channel strategy is important to address all types of customers, having a well-designed mobile channel is critical to tackle the fast-growing mobile users in Australia. As a developed country with high mobile data and banking penetration rates, Australia has one of the biggest e-commerce populations in the Asia Pacific region. Over one-third of all e-commerce transactions in Australia were from a mobile device while nearly 70%

of Australians will use a mobile device inside a store as part of their shopping journey. For this reason, mobile channels such as mobile apps, mobile-optimised websites and mobile-dependant social messaging applications such as Whatsapp and WeChat are becoming crucial. As buying behaviour changes, having mobile channels will be as important as traditional ones. Within the next two to three years mobility will be at the heart of delivering personalisation and a compelling user experience.

#### Mobile Apps and Webpages

B2C mobile application is not just for providing information through smartphone. It needs to be developed such that it is 'frictionless' and encourages consumer to use it regularly to complete a task (e.g., browse for information or make a transaction). IT managers need to be mindful of the three-second rule. Content that is not served within three seconds means customers lose interest and abandon the site. At the same time, apps need to be continuously optimised based on usage and users' feedback. As user expectations are

increasing, having insights on customer data and providing personalised experience will offer competitive advantage. This can be done through analytics and API integration with other apps/channels such as Facebook, Twitter, as well as voice and in-app chat features. GlobalData research shows that personalisation technologies, data analytics and API integration are the top three investment priorities for emerging technologies over the next 12 months.

## Social Media and Mobile-Dependent Social Messaging Applications

Apart from mobile apps and mobile-optimised websites, social media is also an important channel to reach out to mobile users. With over 16 million of Facebook accounts, over 5 million Instagram accounts, 3 million Whatsapp accounts and over 2 million WeChat accounts, Australians are truly social. Most of the social media usage is over mobile devices. Mobile and social are intertwined and cannot be overlooked by businesses.

Several Australian government officials were reported to have used WhatsApp to communicate and share sensitive information in late 2016. While it underscores the popularity of this medium, it also raised security concerns. As social

media communities continue to grow, it is important for businesses to start using these applications as a channel to engage their customers. While social media networks such as Facebook, Twitter, LinkedIn and YouTube have already become common channels today, businesses are beginning to look at mobile-dependant social messaging applications (e.g., WhatsApp and WeChat) as a new channel. Many businesses in other countries such as UK and Singapore have started using WhatsApp as one of their customer channels. Some banks in China, for example, are using WeChat as a managed service to better engage with employees and customers on their terms.

## Enhance Customer Engagement

### Workspace Transformation

The second most important outcome enterprises want to achieve from mobility technologies is to promote flexible and remote workplace, which are another important area under digital transformation. While other technologies such as cloud and unified communications are important, mobility is

considered to be a highly influential technology in changing the way employees work. The survey results show high involvement of mobility team in workspace transformation, especially in promoting flexible workplace.

### Bring Your Own Device (BYOD)

In order for mobility team to efficiently drive workspace transformation and other mobility-led transformations, a strategy on device policy within an organisation needs to be clearly defined. Mobility is already transforming the workplace. With BYOD as the most preferred model in Australia, - some 75% of enterprises are currently deploying BYOD - employees are, and will continue using personal devices to access corporate network for both work and personal purposes. BYOD enables flexibility for employees

to use any device to access work-related information (e.g., email, documents and internal portals) anywhere and anytime to gain productivity. However organisation may lose some controls over certain devices and operating systems (OS). The BYOD model has a greater security risk as well as higher bandwidth utilisation from non-work related data traffic accessed by employee devices. These considerations have to also be balanced with cost-savings, productivity, flexibility, and employee satisfaction.

## Enterprise Mobility Management

With the increase in number of mobile enterprise applications and personal devices connected to the corporate network, having enterprise mobility management platform has become a necessity to obtain greater control of devices and applications, minimise security threats and prevent misuse of corporate network bandwidth. While mobile device management (MDM) and mobile enterprise application management (MEAP) have been commoditised, the focus has shifted to tiered services, bundled solutions and more advanced mobile security solutions such as real-

time threat management. There is a shift in focus to end-to-end managed mobility solutions, bundling connectivity services (mobile voice and data) with devices, mobile management, application development and integration with API integration. Service providers also offer vertical solutions and consulting services to address specific requirements by businesses. While businesses will still require core EMM capabilities, they will start to build and develop more mobile apps for a cloud-native environment.

## Mobility as a Key Driver for Digital Transformation

The advancement of mobile technologies driven by the end users are changing how customers are purchasing products/services, internal workflow/processes and how employees are doing work. This pushes business to transform in order to meet the changing expectations of customers and employees. Coupled with other emerging ICT technologies, mobility's role is growing in digital transformation. Mobile apps, mobile-optimised website and mobile channels are becoming the vital parts of omni-channel strategy to address external demand. Mobile

apps are also used for internal processes (e.g., expense claims and travel approval) and the use of mobility will only expand as companies identify ways to automate and streamline processes. Device policy and enterprise mobility management significantly drive workspace transformation to increase internal productivity and operational efficiency. Companies need to balance the expectation of employees (e.g., using various mobility apps and devices to collaborate more effectively) with the need to ensure data protection and minimise security risks.

## Guidance for Enterprise

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**Building a Mobility Strategy:** As mobility is getting more important in driving digital transformation, it is important to have mobility strategy aligned with other lines of business (LoBs) in order to achieve tangible business outcomes. GlobalData research shows operations, human resources and facilities are the most important stakeholders for mobility-led projects.

**Integration with Other Technologies:** While mobility consists of several technologies by itself, it needs to be integrated with other technologies for best overall results. For example, personalised customer experience requires integration with analytics while workplace transformation requires unified communications and cloud. Businesses need to have mobility strategy aligned with other technologies to drive digital transformation initiatives in their organisations.

**Climbing the Value Chain:** As the market progresses, technology companies are developing new capabilities and ecosystems are emerging to support the enterprises with their digital transformation journey. While there are always providers who can sell good pricing bundles, others are offering managed mobility services, consultancy services, mobile apps development and API integration. It is important for businesses to explore how the service providers and their ecosystem partners can address their mobility requirements.



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