



FIVE SIGNS IT'S TIME

for mobile app delivery



You've already seen the benefits of virtualization.
Now, is your organization ready for the
transformative business impact of mobility?

Virtualization helped you address key priorities, including secure remote access to network resources from laptops and home PCs while helping IT become more efficient and agile. Now times have changed. Workers use more devices and demand is intensifying for anytime, anywhere access to business apps and data. C-level executives need the business to be more productive—and that means workers who are mobile, secure and efficient. Can you enable full productivity on any type of device? Are consumer-grade mobile apps and file sharing services poking holes in your security posture when users are mobile? Are multiple vendors causing headaches when you patch together solutions for app delivery, data, mobility and networking? If you can't provide the mobility, flexibility and seamless experience users have come to expect, it's time to update your strategy for the way people work today.

Key questions to guide your move beyond virtualization



Evolving business and workforce needs are driving the rapid adoption of workspaces that supports the delivery of any app to any device. A complete workspace must include mobile application that allows IT to securely deliver native mobile apps in addition to virtual Windows desktop apps, SaaS and web apps, as well as file sync and sharing.

In this white paper, we'll uncover the key questions every IT organization needs to be asking today and explore how a complete workspace can help overcome challenges to drive greater business value. Additionally, we will analyze how virtualization shops are evolving and expanding to embrace mobility, including:

- Enterprise file sync and sharing (EFSS) to let people access business data and files anywhere, on any device, while allowing IT to maintain full security, control and compliance
- Enterprise mobility management (EMM) to provide a consistent, seamless and high-quality experience on any device for any type of app—Windows, SaaS, web or mobile—while keeping sensitive data safe
- Networking to provide the scalability, performance and access control your business needs, with a convenient, unobtrusive security experience for users



Know when you're ready for mobile delivery



The drivers for the rise of mobile delivery are clear and powerful. Mobile technologies have transformed the way people conduct their personal lives, and mobility is quickly becoming a baseline expectation at work as well. In Forrester research, 58 percent of enterprise workforce respondents said they expect their company to provide the mobile tools they need to do their job, and 68 percent of these respondents said they use a smartphone at least weekly for work.¹

Mobile technology has transformed the way people work



58%

Expect their company to provide the mobile tools they use

Global Business Technographics® Applications and Collaboration Workforce Survey, Forrester Research Inc., 2015

The implementation of work-at-home strategies can help companies retain talented employees and empower them for full productivity—but only if the right tools are available. In the survey, 56 percent said they are more productive when working from home, and 45 percent of respondents said they would work from home more frequently, but only 39 percent feel their company provides home workers with all of the technology they need to do their job from home.²

Working at home is in demand, but the right tools are needed

56%

Are more productive working from home

45%

Would work from home more frequently

39%

feel their company provides home workers with all the technology they need to do their job from home

Global Telecom & Mobility Workforce Survey, Forrester Research Inc., 2016

Businesses now recognize the potential to increase productivity, agility and employee satisfaction through remote work—whether at home, a client site, a hotel or a coffee shop. It's up to IT to evolve accordingly.

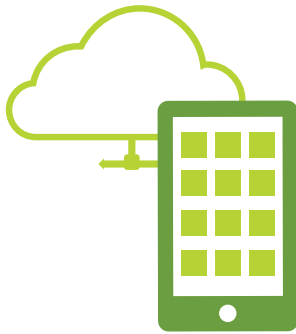
¹ Forrester Research Inc., Global Business Technographics® Applications And Collaboration Workforce Survey, 2015

² Forrester Research Inc., Global Telecom & Mobility Workforce Survey, 2016

Five questions only a workspace that includes mobility can answer



1. Can you deliver any app to users with the enterprise features and experience they need and want?



Some users are going to require native mobile apps, web apps and virtual apps. Can you deliver these different types of apps through a single app store over the same network infrastructure? For BYOD users, can you separate users' personal apps and data, without having to enroll their personal smartphone or tablet? Some of your users may have had to resort to using native mobile email to be productive. However, native mobile email lacks many of the enterprise features they're used to having when they use their email with their desktop or laptop. Can you provide them the choice of a virtual enterprise email app or an enterprise-class, secure mobile email app? For web apps, are you able to give users the option of using a native secure mobile browser or virtual browser?

2. Can you provide secure access to users regardless of the type of app, connection or device?

For virtual apps and desktops, can employees be productive from anywhere—even over low bandwidth or shared wifi—without increasing risk? For mobile apps, does each app have its own secure VPN tunnel to prevent malicious access to your corporate network or do the apps have to share a single VPN tunnel even if the apps are managed?

3. Do users have a secure and effective way to share documents?

Employees have little patience for clumsy SharePoint implementations or slow FTP sites. If they don't have a simple and convenient way to share documents, they'll use their personal file share system for business purposes. That's a huge risk for your business. Consumer-focused storage systems are great for family photos or personal documents, but they're hardly enterprise-class.

A workspace with complete mobility support includes file sharing that integrates with both virtual desktops and mobile apps for a seamless experience. Workers can easily share content with the right people—including vendors, partners and other employees—while IT maintains security and control based on the content of the files themselves.



4. Does your mobility vendor strategy make sense?

Are you managing multiple vendors for app and desktop virtualization, enterprise mobility management, secure data sync and share, mobile productivity apps and networking? You already know how hard that makes it to manage apps across point products, much less provide a unified user experience. It's time to get control over all types of apps with a consistent approach.

A workspace complete with full mobility support lets IT streamline and simplify. Working with a single vendor for a complete mobile workspace saves time, reduces staff training needs, simplifies technical support, lowers overall costs and gives users a more seamless and convenient experience.



5. Are you securing your enterprise by protecting apps and data?

A complete workspace solution must address five essential pillars of enterprise security:

- Identity and access – ensure appropriate levels of access by user, endpoint, network and security profile
 - Network security – provide encrypted delivery of applications and desktops, enforce network access control and segment networks for compliance and security
 - Application security – centralize patch and configuration management, provide secure access even from BYO devices, and protect against zero-day and denial of service attacks
 - Data security – keep data secure in the datacenter, containerize and secure data on mobile devices and ensure secure file sharing
 - Monitoring and response – quickly triage and identify the source of service issues, detect misconfigurations and attacks, support compliance and ensure uptime and performance
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Where to begin

Many organizations approach the move to mobility through a phased implementation focusing on user impact and business value.

First, assess your environment to understand your existing business mobility deployment and its challenges to users and IT. Whiteboard existing scenarios like:

- An inconsistent authentication experience and usability across environments
- Weak or no integration between apps
- Resistance from BYO users to enroll personal devices
- A lack of secure productivity out of the office



You'll also need to identify key mobility use cases and workflows. Consider these from the perspective of users and the workforce, and their needs, preferences and workstyles across different types of devices, apps and networks.

Your assessment should also include business requirements around security and compliance.

Next, create a conceptual solution mapping out the proposed user experience and workflows. Focus initially on low-hanging fruit that can deliver quick wins for IT and users, such as adding file sharing to support those important use cases, and then expanding with enterprise mobility management to allow a greater range of mobile apps to be used. Your proof-of-concept for the solution should be conducted with representatives from all business units to ensure that you're meeting the full spectrum of requirements.

Implement mobility in phases, not for every user at once. Target a single business unit, and manage adoption for success by collecting feedback, evaluating acceptance and using this insight to iterate and refine the solution.

Conclusion

The rise of mobile workstyles and the increasing strategic importance of business mobility pose challenges that can't be addressed through a piecemeal, multi-vendor technology stack. Only a complete and unified workspace solution including mobility can empower people to be fully productive on any device, using any app, with the high-quality experience they demand and the security IT requires.

The key is to use a phased approach based on your most important use cases. By using a step-by-step process, you have a much better opportunity to complete the transition to mobile workspace delivery while driving optimal value for your business.

To learn more about how we can help your organization get ready for mobile app delivery, contact us today.
