

SOTI

ENTERPRISE MOBILITY MANAGEMENT

White Paper



The European Mobility Management Gap

Fundamental failings and regional inconsistencies play havoc with European mobility



TMT intelligence | informa

IoT is here, and it's a reality. It is changing how people and businesses connect, it is transforming customer service, and it is remodelling how businesses manage their mission-critical processes.

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Foreword

Digital transformation is having a profound impact on how global organisations are planning to operate. This interest has developed as a result of the well-publicised successes numerous organisations have experienced in transforming their businesses through digital innovations. For example, through the application of digital technologies, organisations such as Just Eat have disrupted traditional market spaces, generated new revenue streams, and transformed customer experiences at a rapid pace, creating waves across their respective industries. The need to embrace the digital age in a bid to differentiate and enter new markets has become a defining objective for many global organisations.

Ovum's ICT Enterprise Insights survey highlights eight areas that are key to organisations looking to digitally transform. In particular, advancing how employees collaborate, as well as recognising and acting on business process improvement initiatives, and enhancing the customer experience, are key areas of any digital transformation effort. In realising value against any digital transformation initiative, it is vital enterprises look not only to what new technologies can be employed, but also to how organisational culture and business processes can be optimised through the utilisation of such technology.

Improving employee productivity, enhancing service experiences, generating new data and insights, and transforming business processes are key to any digital transformation effort. It should therefore come as no surprise that mobility is a key component of many of the digital transformation initiatives global organisations embark upon. Mobility is no longer just a new business trend – it is a means of working being embraced by employees and customers alike; helping provide people with more personalised and efficient services, while helping employees realise new levels of productivity. In the context of the enterprise, and as more employees adopt a mobile way of working, the need for practices and technology to help organisations enable a mobile workforce increases.

In response to organisations wishing to better manage and secure the variety of new devices and apps being utilised in the workplace, interest in and adoption of

enterprise mobility management (EMM) solutions has grown significantly over recent years. EMM solutions enable organisations to manage and secure devices, applications, identity, data, and content, facilitating the mobilisation of the modern workforce and helping organisations realise new productivity efficiencies. The growth in adoption of EMM solutions is set to continue on an upward trend, with the EMM market being one that Ovum expects to grow at a CAGR of more than 24% to reach \$11.5bn by 2020. As a result, mobility is impacting organisations in different ways, and it has become a key component of an organisation's digital transformation efforts.

EMM continues to evolve into a practice and set of supporting technologies vital to organisations looking to execute against a comprehensive mobile strategy. It is imperative organisations understand enterprise mobility is about much more than just the device, it is intrinsically about recognising and appropriately responding to changing user demands and behaviours. The value of an enterprise mobility strategy will continue to grow as the EMM market further matures, and as understanding evolves throughout Europe that EMM has become about much more than just mobile device management (MDM).

In terms of implementing and utilising EMM solutions, today, much of the enterprise focus has centred around how to manage and secure mobile devices (smartphones, tablets, etc) at a basic level. Now, in response to new EMM capabilities being introduced to the market, coupled with improved organisational awareness of the wider benefits associated with a more comprehensive EMM strategy, organisations are increasingly looking beyond device management in order to gain competitive advantage. The demand for enterprise mobility solutions, shows that the market has evolved significantly. From a capability perspective, enterprise requirements are evolving as organisations increasingly look to solutions, that can help them not only manage a mobile estate, but also empower users through mobile application management capabilities.

Adam Holtby

Enterprise mobility and productivity analyst, Ovum

Introduction to the research

The research revealed within this white paper uncovers the major mobility management gap amongst and also between medium and large-sized businesses in Europe. This gap is between their vision and the reality of mobility management in today's digital age. It is a gap between their strategic understanding of the first principles of mobility, and their execution of progressive digital initiatives.

Finally, it is a gap in consistency between the different regional approaches and successes of businesses in Europe with regard to mobility management. It describes the state of the market and suggests they will

struggle to distinguish and differentiate themselves in the new digital landscape. Ultimately they will fail altogether, unless they recognise their shortcomings and seek partnership to find a path forward.

This research is based on a survey of more than 2,000 European businesses with more than 50 employees, in Denmark, Finland, Germany, France, Italy, Norway, Spain, Sweden and the UK. All respondents hold positions as senior business leaders or senior IT managers.





The vision

Total mobility management for people, devices and “things”

Digital transformation is gaining momentum. In the last few years, companies have started to change how they do business. Customers are demanding a differentiated experience and employees need innovative ways of working. At the centre of this disruption is total mobility – of people, devices and “things”.

As the ‘internet of things’ (IoT) morphs into an everyday phenomenon as familiar to us as the internet itself, society will work in new ways, and organisations will drive creative new opportunities and more sustainable practices. Indeed, they already are. The best in business are now capitalising on the freedoms and insights advanced mobility provides – in terms of processes, practices and applications.

Ultimately, enterprise mobility begets flexibility, which in turn precipitates new business efficiencies and productivity, enabling organisations to work ‘smarter’.

It also affords greater creativity, redefines operations, and ultimately expands business. But, the shift to enterprise mobility enablement is not just about slashing costs, nor jump-starting revenues. It is also about serving and delighting customers and building future businesses for the digital era.

“We are at a staging post, as progressive businesses take the high road toward a flexible and dynamic service model, where everyone and everything is connected – and everyone else is eventually forgotten.”

Enterprises that execute clear mobility strategies will distinguish themselves in the variety and delivery of their services. Those that embrace mobility at the heart of their broader digital change strategies will thrive. Those that don’t will fail, and fail fast if they are not immediately responsive. We are at a staging post,

as progressive businesses take the high road toward a flexible and dynamic service model, where everyone and everything is connected – and, those who fail to adapt will eventually be forgotten.

This research shows medium and large businesses in Europe have clear sight into what is at stake. They get the upside of digital transformation and the opportunity the industrial internet affords. Almost half (49%) of business leaders and senior IT managers respondents, cite combined improvements in operational costs (26%), business operations (18%) and operational insights (5%) as key drivers for their investment in IoT applications. One in five (21%) put growth as a top priority and one in four (24%) cite customer service.

At the same time, IoT is no longer a fantasy scenario; it is a rising tide raising and redefining how people, machines and infrastructure interoperate. The research shows the majority of medium and large-sized European businesses are just stumbling out of the boat house, or else still kicking their heels on the shore, even as market leaders among the first fleets catch sail. Indeed, many are failing to place mobility at the heart of their digital transformation plans. The reality makes clear the ultimate vision for enterprise mobility, where all endpoints are orchestrated and optimised, is out of the grasp for most.

The research shows us that European businesses often cannot get even the basics of device management and security right. In general, the regional results show us that the UK and Nordic countries are more advanced in terms of mobility management. However, the picture is fragmented and haphazard across Europe, suggesting a long road ahead. Medium and large-sized businesses in Europe must act now to ensure they are not drowned out of business by competitors cutting sleeker paths in the swell created by this digital revolution.

The reality

Enterprises risk failure as they struggle with mobility basics

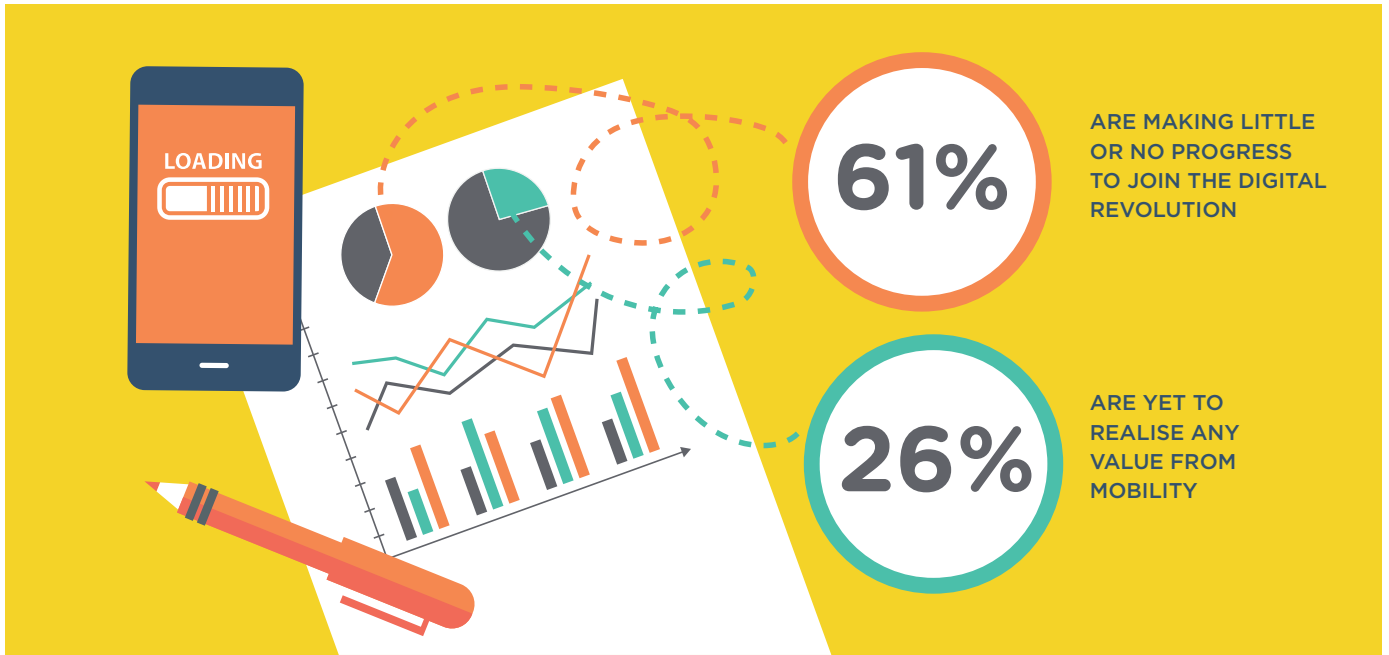
Most business leaders and senior IT managers cite security and privacy concerns as the main obstacle to their organisations realising value from enterprise mobility, with almost half (47%) putting it top of the agenda. At the same time, underlining both a lack of progress and a failure to address their own concerns, only half (50%) say staff at their organisations are required to install management software to use devices securely for work purposes; an additional two in five (42%) state there is no such requirement.

This is striking; half of European businesses are failing to impose basic mobile device management (MDM) to administer their smartphones, tablets and laptops. This raises concerns about their abilities to combine people, processes and technology in an enterprise mobile management (EMM) solution. This, in turn, is the forebear of unified endpoint management (UEM), which will enable forward-thinking businesses to orchestrate flexibility and agility across people, devices and ‘things’.

“Half of European businesses are failing to impose basic mobile device management, a precursor of enterprise mobility, and a fast-receding forebear of mobility management in the digital age.”



BELIEVE BUDGET IS A CHALLENGE FOR BUSINESS LEADERS LOOKING FOR COMPETITIVE EDGE FROM ENTERPRISE MOBILITY



Although a distant second, budget is also considered a challenge for European business leaders looking for competitive advantage from enterprise mobility and to set in motion UEM. One in five (21%) believe it to be a stumbling block, which suggests a failure in some quarters to grasp the benefits of the new digital era, where total mobility creates transformative opportunities. In fewer cases, business culture (11%) and technological support (10%) are cited as obstacles to change.

These barriers are real. Few European businesses are experiencing value (12%) or even measuring value (6%) from an enterprise mobility strategy. By contrast, over a third (35%) have no formal EMM initiatives in place, or no strategy to speak of (6%), and a quarter (26%) are yet to realise any value at all.

In summary, nearly two-thirds (61%) are making little or no progress, even as pressure mounts to join the digital revolution, and opportunity knocks to redefine business in the IoT era.

“Nearly two-thirds of European businesses are making little or no progress with EMM, even as pressure mounts to join the digital revolution, and opportunity knocks to redefine business in the IoT era.”

At root level, the European mobility market is less developed than one might expect. Access is poor and governance is weak. The bring-your-own-device (BYOD) movement, which has flexibility and choice, has a way to go. Less than half (49%) of European businesses permit staff to use privately owned smartphones for work, and fewer still allow personal tablets and laptops (34%).



LESS THAN HALF OF EUROPEAN BUSINESSES ALLOW STAFF TO USE PERSONAL SMARTPHONES FOR WORK PURPOSES

As we move toward smarter working environments, where connectivity stretches way beyond its traditional bounds, it is notable that wearables for instance, are not given much consideration. For example, as many as one in four (25%) European businesses do not permit wearables in the workplace at all.

Even as European businesses set their sights on digital transformation and create greater competitive advantage from advanced mobility solutions, they are suppressing their own best efforts to manage and secure devices in the field. Less than three in five (58%) have agreed upon specific terms with staff around the usage of smartphones and laptops; numbers are lower by degrees for tablets and wearables, and drop by around 10–15% in each case when devices are privately owned.

This is mobility management 101, and many European businesses are failing at it. Secure and well-managed connectivity is the foundation stone for mobility management, and grander designs in the IoT era will crumble if it is not certifiably guaranteed. As it stands, two fifths are unaware or unsure of corporate guidance around usage of company-issued smartphones (39%) and laptops (42%), with awareness sliding for other corporate devices and privately held devices in general.

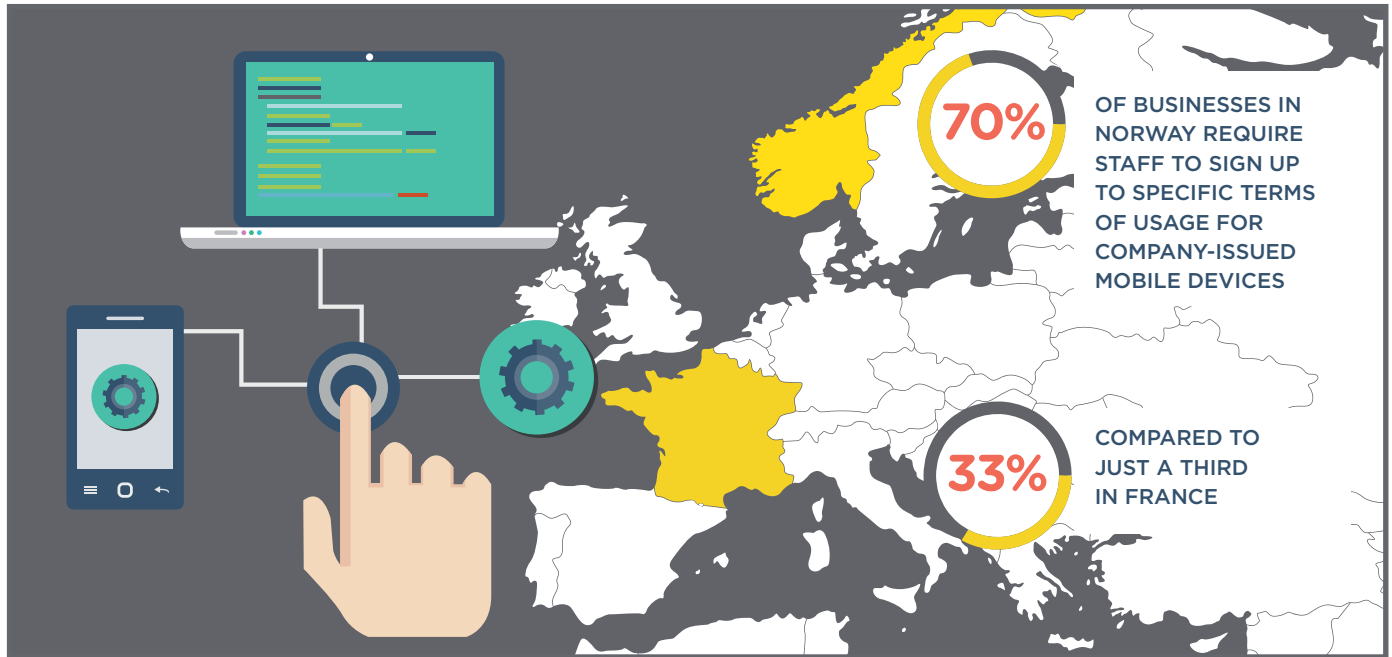


TWO-IN-FIVE AREN'T AWARE OF POLICIES GOVERNING THE USE OF CORPORATE-OWNED SMARTPHONES

Where EMM has taken hold, businesses are naturally more inclined to support collaborative working on company-issued devices (55%) than on privately owned devices (45%). The same is true for productivity applications and direct customer engagement, with numbers broadly in line for both. The success of the BYOD movement, allowing employees access to secure work applications from personal devices, makes clear work is to be done to bring these numbers in line.

Ultimately, a large segment of the European business market has limited access to basic enterprise mobility, and remains effectively closed to digital transformation. As many as one in five have no corporate access to standard EMM applications at all – around half of those believe they would benefit from tools for productivity (52%), collaboration (58%) and customer engagement (47%), for example.

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Regional inconsistencies reveal depths of mobility challenge

Wild inconsistency between different European regions reinforces a picture of a market failing to grasp the basics of mobility management and translate them into a cohesive strategy to anticipate new opportunities in the IoT era. There is little in the way of received wisdom around mobility management in the European market, and a lack of shared consensus about planning and executing forward-looking mobility strategies.

In general terms, the UK and Nordic countries appear better advanced in terms of fundamental mobility management. These markets are hottest on usage policies, for instance – although there is also considerable ground to make up here. Upwards of 60% (and 70% in the case of Norway) of businesses in these markets require staff to sign up to specific terms of usage for company-issued smartphones and laptops, the long-time staples of corporate mobility. By contrast, just a third and less than a half, respectively, have signed up to the same terms in France.

“In general terms, the UK and Nordic countries appear better advanced in terms of fundamental mobility management... logic says these same markets should also be positioned to take value from it, and to spring forward as IoT gathers pace. Worryingly, the theory falls flat.”

The regional breakdown for private devices follows the same pattern. At one end, UK businesses require staff to sign terms for smartphones (53%) and laptops (62%) in more than half of cases. This represents an advance on the European average, but nevertheless suggests a market less enthralled with the BYOD phenomenon than might be expected. At the other end of the spectrum, at least 70% of staff in France have not made any such deals with their employers. Similarly, awareness of such governance for both corporate and private devices is highest in the UK and the Nordics, and lowest on every score in France.

In many cases, governance around usage does not even apply in France; it is the most likely of any European nation to ban smart devices outright in the workplace. Up to a quarter of employees are not allowed to use smartphones (21%), tablets (25%) or wearables (25%). Ironically, French firms are relatively permissive on this last count; close to a third of enterprises ban wearable devices of any type in Denmark (32%), Germany (29%), and Norway (32%).

Beyond such basic policy enforcement, the same countries are marked out for implementing enterprise mobility applications and for the types of activity they permit with them. As many as three in five employees at medium and large-enterprises in the UK and the Nordics have access to mobile apps for work purposes via a company app store or portal. Well over half in Denmark and Germany do not have such privileges. Spain also rates highly; France sits mid-table.

Businesses in the UK and certain Nordic countries, again appear to be more progressive about what work activities employees can carry out on privately owned devices – 47% and 41% are permitted to collaborate with colleagues and clients, respectively; compared with just 37% and 32% in France. Italy and Spain are relatively permissive.

Logic says these same markets, apparently better adjusted around fundamental mobility management, should also be positioned to take value from it and to spring forward with progressive UEM strategies as IoT gathers pace. However, the theory falls flat. In practice, markets like the UK have so far struggled to carry their relative mastery of policy control into more advanced mobility management.

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Almost half of UK businesses have either no mobility strategy at all (16%) or no formal mobility initiatives to speak of (29%). This compares badly with the European average of 35% across the two measures. Few UK businesses have either realised value (10%) from their mobility strategies, or in some cases even measured it (7%). This is in line with the regional mean for the two measures, but significantly short of Norway where more than a third (36%) of businesses claim a return.

By further contrast, Spain comes last, with just one in 10 of businesses recording some value from their enterprise mobility strategy, and France, for all its apparent conservatism and lack of policy control, claims real success; more than one in four (27%) of French firms believe they’ve noticed, or even measured, business value from their mobility strategies.

“France, for all its apparent lack of policy control, claims real success; more than one in four French firms reckon they’ve noticed, or even measured, business value from their enterprise mobility strategies.”

The solution

Enterprises must partner with mobility experts to catch IoT wave

If, as we saw previously, nearly two-thirds (61%) of medium and large sized European businesses are making little or no progress with mobility, then something is misplaced. As the survey establishes, businesses understand the fundamental principles of IoT mobility and how it can raise them up. The case for investment in IoT applications is plain. How then, do so few make a decent fist of it?

One reason may be that most European businesses started and defined their mobility strategies when the BYOD trend emerged in earnest. Implementations were basic, and relatively few organisations treated mobility as an evolving strategic driver and moved beyond its founding principles. In the heat of business, perhaps IoT has been perceived as tomorrow's technology rather than an immediate strategic imperative.

“Most European businesses defined their mobility strategies when the BYOD trend emerged. Implementations were basic, and relatively few organisations have treated mobility as an evolving strategic driver and moved beyond its founding principles.”

This is demonstrated in the research. Mobility strategies have traditionally been driven by line of business. The IT department has become increasingly involved as BYOD has become more prevalent, with employees driving IT to look for EMM solutions for productivity and enablement gains. The study finds line of business leads on EMM usage in over half of (52%) cases. IT takes the rest, but is bypassed completely in one in 10 cases.

The IT department has strongest influence on enterprise mobility in markets that have tended to lead on BYOD and perform well for policy-based controls around

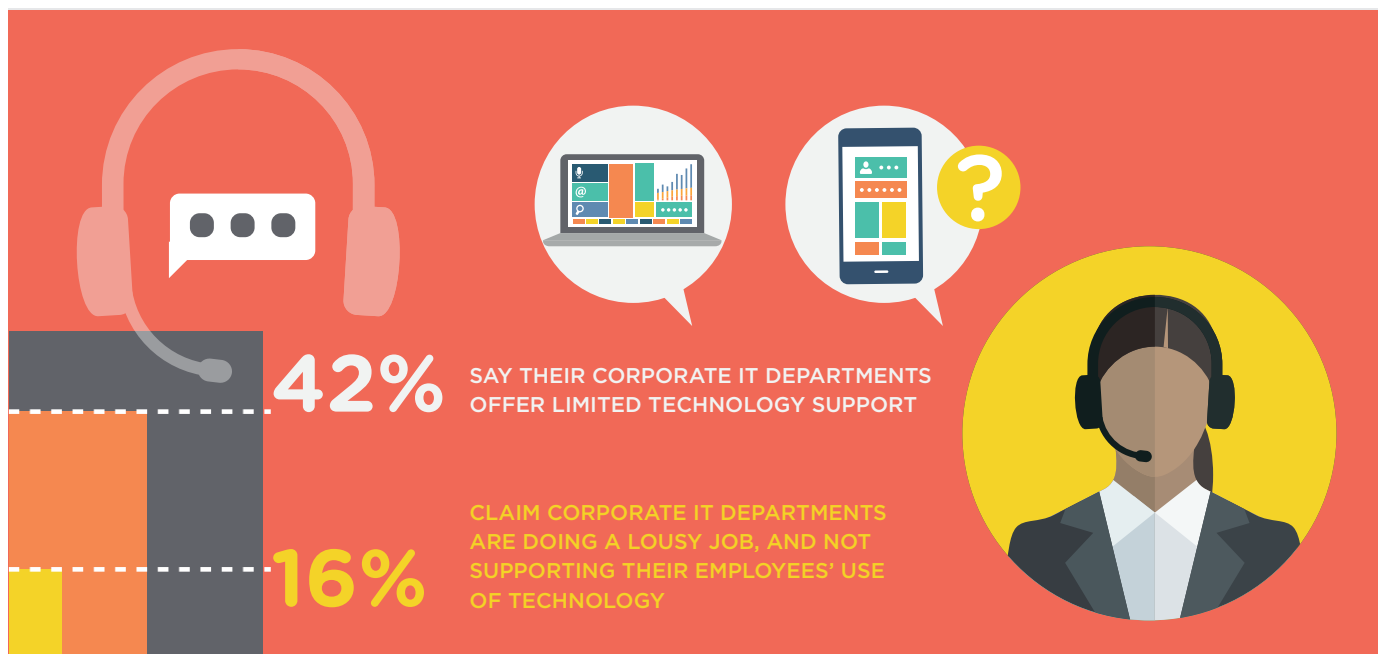
usage of personal devices in the office. IT leads in the UK (55%), Norway (58%), Denmark (64%) and Italy (54%). The UK and a certain number of the Nordic countries tend to do well in the survey around basic management and security of devices, but are average at best in terms of taking value from broader EMM benefits.

By contrast, the IT department is most often bypassed in France (22%), where companies perform less well on permissiveness and policy controls, but claim a better-than-average return on their EMM initiatives. Finland (25%) seems to straddle both extremes, with decent BYOD pedigree and progressive EMM scores.

In the last two years, security has become increasingly important, involving IT departments at a closer level. But the research suggests, where line of business leads with EMM, there tends to be the deepest success. Even so, enterprises – across all functions and across all grades, from C-level down – must urgently consider how to transform the business through digital strategies.

The role of the IT department is changing. As it stands, regard for its performance on mobility is patchy, even with senior IT managers comprising a significant proportion of respondents. More (16%) claim corporate IT departments are doing a lousy job and not supporting their employees' use of technology, than believe (14%) they're doing a good job providing support for both corporate and personal devices in the workplace.

Between these lines most (42%) say their corporate IT departments offer limited technology support only for a restricted hardware and software estate. But, 'lousy' and 'decent' are not descriptors any progressive digital enterprise would welcome to be attached to their IT functions. As the IoT wave starts to brake across Europe, opportunities to optimise, distinguish and expand operations will be diminished if a new way is not found.



Of course, digital change is not straightforward. At the same time, with correct planning and execution, this revolution can raise businesses above the heat of battle and allow them to embrace new opportunities.

The research is showing us that European businesses are at a crossroads. They risk taking the wrong route if they continue on their journey without addressing their mobility management gaps.

IoT is here, and it's a reality. It is changing how people and businesses connect, it is transforming customer service, and it is remodelling how businesses manage their mission-critical processes. Yet the research shows a worryingly low number of organisations in Europe are ready to embrace mobility as part of their transformation efforts.

Why is this a concern? Because those organisations without a mobile strategy in place will soon be left one step behind on the road to digital transformation.

It is imperative that businesses take a hard look and seek to work with mobility and IoT experts to ensure they bridge their mobility management gaps. At SOTI, we believe EMM provides a valuable proposition to help businesses on this journey. EMM combines people, processes and technology to not just manage mobile devices, but also derive true business value from the digital age. It allows businesses to take the plunge into becoming truly mobile.

This research demonstrates that many European businesses need to embrace EMM and transform, before it is too late.

Research notes: This research is based on a survey of more than 2,000 European businesses with more than 50 employees in Denmark, Finland, Germany, France, Italy, Norway, Spain, Sweden and the UK. All respondents held positions as senior IT managers or senior business leaders. The research was conducted by SOTI in collaboration with industry analyst firm Ovum during September 2016.

SOTI is a proven product innovator and EMM industry leader. Over 17,000 customers across 170 countries rely on SOTI for their EMM needs. We empower the enterprise to take mobility to endless possibilities.