

# VMware Model for Enterprise Mobility

The Keys to Greater Productivity Are Already in Your Employees' Hands

With chief information officers (CIOs) bearing increased responsibility for driving business growth and competitive differentiation, strategic investments that enhance workforce productivity remain a top priority in 2013. The growing urgency of this business priority has led to significant growth in technologies that enable employees to access critical information whenever and wherever they work. This trend toward enterprise mobility is not only increasing group and individual productivity but also improving customer service.

The connection between mobility and workforce productivity has never been clearer. Studies show that employees using mobile devices for work increase their productivity by an estimated nine hours per week—the equivalent of one extra day of work for every employee, 50 times per year. Extended across the entire workforce, this pattern is helping businesses of all sizes stay competitive while achieving better results. Workforce members also recognize the impact of mobility on productivity. Nearly two-thirds of mobile employees report that their productivity is reduced by 50 percent or more when they lack wireless access.

So critical is the connection between productivity and mobility that Forrester Research recently identified a new class of worker: the anytime, anywhere employee. Forrester identifies this type of employee with the portion of the workforce that uses three or more devices, works from multiple locations and leverages a broad set of applications. Representing 29 percent of the global workforce, this class of worker is becoming the new norm.

## Harnessing Market Trends to Drive Employee Productivity

The rise of this class of highly productive mobile worker parallels three major trends in the industry:

- **Growing prevalence of mobile technologies and comfort with mobile work styles** – Although it is now commonplace for employees to leverage multiple types of devices that span heterogeneous form factors and operating environments, the growth of this phenomenon is still staggering. With 84 percent of employees using some kind of mobile device for work, the fixed worker is now the exception. Mobility has become so common that two-thirds of information workers use two or more devices for work on a regular basis. Growth in mobility has also given rise to new work models that impact where and how employees work. Over one-third of workers report working from multiple locations—bringing devices and their associated data and applications into the home, the field and public spaces.
- **Increased popularity of bring your own device (BYOD) models** – The vast majority of businesses are moving toward a BYOD model—no surprise given significantly increased mobile device options and growing demand from users to select devices that meet their specific needs and preferences. BYOD policies serve two primary purposes. First, they enable employees to make their own choices about the devices they leverage every day for work and personal productivity. Second, they provide IT with a cost-effective model for satisfying consumer demand for new and more-innovative mobile environments. An estimated 258 million information workers benefit from BYOD policies today. The clear, tangible benefits of BYOD continue to drive demand. Seventy-two percent of organizations predict that they will have implemented BYOD policies by the end of 2013.
- **Proliferation of software-as-a-service (SaaS) and mobile applications** – Although the growth in SaaS applications is rapid, adoption of mobile form factors has provided a further boost to the SaaS market. Mobile workers today expect to access a common set of applications and data from heterogeneous devices, enabling them to interact with core business applications seamlessly regardless of location or device type. In most organizations, SaaS applications are a fixture that drive core human resource, finance and sales-force automation. However, the average number of SaaS applications in the enterprise doubled from 2011 to 2012. This period marked a critical crossover point at which less than 50 percent of enterprise applications were tied to the Windows environment. Most applications in the enterprise are now SaaS oriented, Web based or native to mobile devices. This marks a significant turning point in the way that employees consume and leverage information and data to achieve business results.

## Mobile Paradox: Restoring IT Control, Giving Users Freedom of Choice

Despite these well-established trends, a key question is how to leverage mobility to drive productivity while still managing a reliable, secure enterprise environment. At times these trends represent equal levels of opportunity and risk for a CIO: A workforce that can access vital corporate information and applications anytime, anywhere—on any number of devices—often exposes vital corporate information and applications to far greater security risks than the locked-down models of the past.

These concerns weigh on the same trends that hold so much promise for the enterprise. Despite the growing interest in BYOD, 57 percent of IT organizations believe that BYOD presents some level of security risk to the business. Even with this concern, only 32 percent of enterprises fully support mobile users with acceptable levels of security and management. With an increasing volume of applications and data residing on employee-owned devices, lack of management creates an immediate and obvious point of risk for the business.

Moreover, mobile users are highly likely to use SaaS-based file-sync technologies to address the limited memory and storage capabilities of smartphones and tablets. Of those using such a solution, 70 percent use it for work or work and personal use combined—placing corporate files, data and intellectual property into unmanaged environments that lack security and governance oversight.

### The Challenge for CIOs

The challenge for CIOs is to elevate opportunistic investments in BYOD, SaaS applications and increased mobile device access to a comprehensive strategy for enhancing productivity throughout the workforce. CIOs must establish such a strategy to harness the greatest value from potentially disruptive forces in end-user computing. Successful CIOs are leveraging these macro strategies as part of a long-term road map for mobility that preserves security, management and governance.

Working with VMware, CIOs are resolving the mobile paradox, driving forward a flexible environment for users that emphasizes choice of device type and anytime, anywhere access to applications. At the same time, this new approach gives IT a framework and model for securely managing users in this changing landscape. As part of a long-term road map for CIOs, VMware is helping customers

- Extend existing legacy PC investments, establishing a more efficient and flexible environment for managing and supporting today's information worker
- Establish a model that gives users consistent, secure access to applications and data from multiple devices
- Securely support and manage employee-owned devices across heterogeneous platforms while separating personal and business environments
- Leverage centralized management to allocate, provision and deprovision access to applications and data
- Evolve mobile-management practices away from managing devices to managing users, creating policies that follow users across multiple devices and access points to securely enable flexibility

CIOs recognize that the past models of workforce productivity, driven by stable yet incremental advancements, will not return. Adapting to this fact and leading in today's environment require an ability to leverage powerful yet disruptive forces to enhance the way a global workforce executes and drives the business forward. The impact of this changing model of workforce productivity is already being perceived at a global level. Mobile technologies hold the potential to bring even greater benefits to the enterprise, as long as CIOs continue to evolve IT strategies, investments and skills to harness this impact.

