

5 Top Tips for Successful Mobile Working

Mobile technology is helping change the face of businesses throughout the world today. From ordering dinner at a restaurant to signing for a package from a delivery firm, many organisations are replacing the traditional 'paper-chain' with mobile working solutions that claim to maximise efficiency and effectiveness of everyday business processes.

As organisations become increasingly performance focused, it is no longer acceptable for manual processes to take several weeks to update records. It is also becoming increasingly critical that all work carried out in the field is recorded accurately and used to update asset or customer information in a timely manner. As a result, there is now a growing and urgent need for organisations to make sure they have a mobile strategy in place to capitalise on new developments and outpace their competitors, whilst keeping up with added regulatory pressures.

It is also pressure from industry bodies and organisation's customers that often necessitate significant changes to business processes and the adoption of innovative software-based solutions to ensure business objectives are met.

There is no doubt that the promise of mobile working can be tempting – seamless data exchange, real time scheduling, dramatic cost savings plus reductions in frustration for employees and customers. However, when implemented incorrectly, many organisations have found mobile working simply doesn't work.

The implementation of effective mobile working practices can be complex and if processes are not managed correctly, problems can quickly arise.

Some organisations underestimate the intricacies of mobile deployments and for this

reason find mobile working solutions are simply not performing as they should. It is not enough to simply extend existing applications out to the mobile worker. Mobile solutions need to be primarily about the people in the field and their jobs, and secondarily about devices and networks.

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This is where a number of solution providers fall over. They attempt to squeeze ambitious and over complex amounts of corporate data into networks and devices that can barely cope, then put them in the hands of people who aren't ready to use them. This traditional 'inside-out' approach results in inefficient use of an organisation's network and poor user experience – a critical factor in user acceptance.

What is noticeable of late is that there has been a quantum shift. Organisations are beginning to realise mobile technology can definitely work. As a result, many are now considering how technologies might be brought to bear on business problems to maximize the efficiency and effectiveness of their business processes.

What is needed to help mobile solutions succeed is a complete end-to-end system, in which data flows both ways and is perfectly synchronized. By connecting the field and the centre through an outside-in approach, data can be shared, exchanged and used to provide benefits to all parties.

So if your business is looking to making mobile working a reality, where should you start? We advise following the five steps to help maximize return on investment and ensure the seamless integration of mobile working with standard business practices:



1. Understand the role of the fieldworker

Fieldworkers' needs should be at the heart of any mobile working solution. Failing to get the field worker on board from the start can result in the uptake of any mobile working solution suffering and projects can be doomed to fail.

2. All other parties need to be on-board as early as possible if the required change is to be embraced.

Mobile working often brings substantial shifts in existing working practices and it is important all stakeholders are happy and confident in the chosen mobile solution.

3. It sounds obvious, but make sure all members of the workforce who will be using the solution are trained.

New technologies, hardware and practices can mean there is huge scope for error, especially if used by the under-trained or under-guided.

4. Fully understand the potential impact mobile working will have on the organisation's business processes including IT.

Ensure these changes are highlighted and discussed at an early date so they can be managed appropriately.

5. Understand the total cost of ownership from the outset.

Defining a clear, decisive and single point of accountability will reduce complexities if problems and issues arise.

Following the five tips we have provided and using our 'outside-in' approach can help any organisation implement the right application framework; making it easy to synchronize data, implement changes and updates, optimise connectivity and derive real business benefits. The result can be a solution that is not "always on", but "always active" - enabling the organisation and its work force to become not just reactive, but adaptive and responsive to business change."

AMT-SYBEX: Making mobile working work

In the last two years we have grown our mobile solution from a handful of customers to being the clear leader in mobile solutions across the UK infrastructure industries.

We have adopted a unique 'outside in' approach that is proving a real success story...

We connect the field and the centre with what each needs and

can cope with. Data can be shared, exchanged and used. More of it and faster. You can intelligently manage, schedule and automate work in real time. The possibilities of saving time, cost and frustration are endless.

We "make mobile working work". This is summed up in three key stages:

Working people

Mobile working is about people and their jobs, and then about devices and networks. We've seen how success can stand or fall with the end user experience. So we get out a bit more than your average integrator.

Working business

There are real savings in time, cost and frustration to be had. But you get these only when you genuinely understand the business and process you're trying to accelerate.

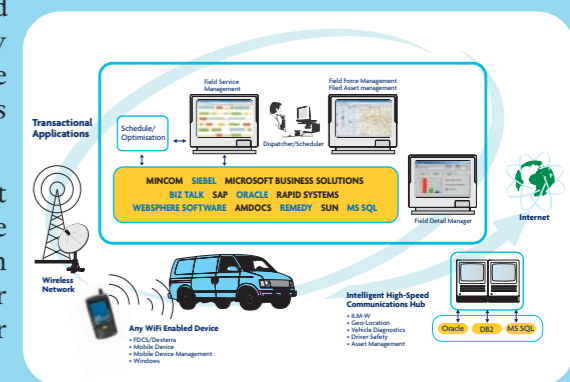
Working systems

Mobile integration needs first class technical ability and middleware to orchestrate the business and its people.

Put these three together and you start to make mobile working work.

Our extensive experience of delivering large-scale mobility solutions has been called upon by some of the UK's largest companies. Within asset-intensive industries in particular, our mobility solutions have played a vital role in maintenance and inspection processes. We have now taken this experience forward across a range of industries where the introduction of new mobile working practices have realised significant improvements in efficiency. Whatever the industry, our customers all benefit from increased workforce productivity whilst getting more from existing systems investments.

See this issue's Latest News section to see how we've been working with our Mobility Clients over the last quarter.



For further information, please contact your Account Manager.