

# MAPPING THE MOBILE DEVICE JOURNEY

A Data-Driven Look at the Current State of Workforce Mobilisation





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### A Data-Driven Look at the Current State of Workforce Mobilisation

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Mobile device deployments are quickly moving out of trend territory to set a new business standard. In fact, 86% of organisations are now in the research or pilot phase of deploying devices. To better understand the drivers behind workforce mobilisation and best practices of those deployments, we surveyed over 15,000 organisations.

The results conclude that mobilisation is ushering in a new business paradigm, and the competitive advantages go to the organisations that can do it most effectively.

No matter the stage of an organisation's mobile device deployment, we invite you to look more closely at how mobile devices and successful mobile device deployments are changing the business environment. Understanding the buying patterns of your customers will help you position yourself as the expert, resulting in more closed-won deals for you and your company.

## THE MOTIVE FOR MOBILISATION

Organisations embrace workplace mobilisation for three key reasons: to improve communications, process transactions faster, and eliminate manual or paper processes.

The most significant takeaway is that each of these are goals can improve an organisation's internal operations and customer interactions. This suggests the real reason why so many organisations are mobilising in every sector: mobility benefits everyone. The ROI of mobility pays dividends to both the organisation and its customers, making it critical to stay competitive on multiple levels.

Let's take a closer look at each of these goals.

**Key Point for Your Customers:** Investing in mobile technology has proven to result in a positive ROI for many companies. The same is true for Charging Solutions. They also help accomplish these same outcomes. Without a charged device, a mobile tech plan will never reach its intended goals.

## Top 3 Motivations for Mobile Device Deployment



**68%**  
Improving Communications



**61%**  
Faster Transaction Processing



**54%**  
Eliminating Manual/  
Paper Processes

Percentage of survey respondents that rated the objective as important or very important.

# Top 3 Reasons for Improving Communications



**73%**  
Fostering Better Communications Between Employees and Customers



**59%**  
Generating Faster Response Times



**55%**  
Increasing Revenue

Percentage of respondents who rated these reasons as important.

## WHY MOBILISE?

### Improve Communications

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When asked why they wanted to improve communications, respondents' first objective of fostering better communication between employees and customers reinforces not only the idea that mobilisation can benefit an organisation internally and externally, but it bridges the gap between the two. Mobilisation can help employees and customers connect more easily with each other, creating *seamless interactions*.

The second objective, generating faster response times, also has both an internal and customer-facing focus. When employees are provided with mobile devices they can respond to customer demands from any location within the business, *improving customer experience and loyalty*. Customer engagement can happen from anywhere, no longer just at a centralised kiosk or an employee's desk. Faster response times can also equate to more transactions.

Finally, the third objective focuses on what organisations seek to impact the most: *increasing revenue*. Mobile device deployments can influence revenue in varied and more importantly, measurable ways, helping decision makers move forward more confidently. And it's not limited to a single industry or vertical. This can include billing more accurately as a business, turning tables over more rapidly in a restaurant, even facilitating faster checkout with a mobile POS in a retail environment.

**Key Point for Your Customers:** In order for improved communication to take place, employees must always know where to find a charged device. Centralised, secure charging will set your customers' mobile device programs up for success by arming employees with ready-to-use, fully-updated devices at all times.

# WHY MOBILISE?

## Faster Transaction Processing

Faster transaction processing is a major contributor to the push toward mobilisation. Devices like tablets and smartphones make it easier for employees to work from anywhere, increasing productivity and responsiveness.

Not surprisingly, all three of the reasons organisations seek faster transaction processing relate to the bottom line. Streamlining processes to eliminate extra overhead seeks to remove unnecessary variables that add up from a direct-cost or productivity-cost standpoint. And increasing revenues, again ranking third as it did for improving communications, looks for ways to generate more business with a mobile workforce. So, [how can improving data accuracy tie to the bottom line?](#)

organisations leverage data to uncover trends, optimise operations, assure compliance, track customer buying behaviour, and empower their entire operation. Ultimately, they leverage data to generate revenue – and data is extremely valuable. If that data is inaccurate, it can send organisations off in the wrong direction, such as miscommunications with customers, developing products that aren't warranted, pricing products in a way that are unsustainable. More accurate data is vital to running a smooth operation and is a competitive advantage.

**Key Point for Your Customers:** Time is money, and by increasing efficiencies, organisations are able increase revenue/decrease costs and improve data accuracy. A Charging Station is a critical component to efficiency. Misplaced and uncharged devices lead to lost productivity and missed sales opportunities. Centralised, secure charging ensures employees always know where to find a fully-charged device.

### SOURCES

Bad Data Costs the U.S. \$3 Trillion Per Year, (September 2016)

The Importance Of Data Quality – Good, Bad Or Ugly, (June 2017)

Predictably inaccurate: The prevalence and perils of bad big data, (July 2017)

## Top 3 Reasons for Faster Transaction Processing



**75%**  
Streamline Processes to Eliminate Extra Overhead



**59%**  
Improve Data Accuracy

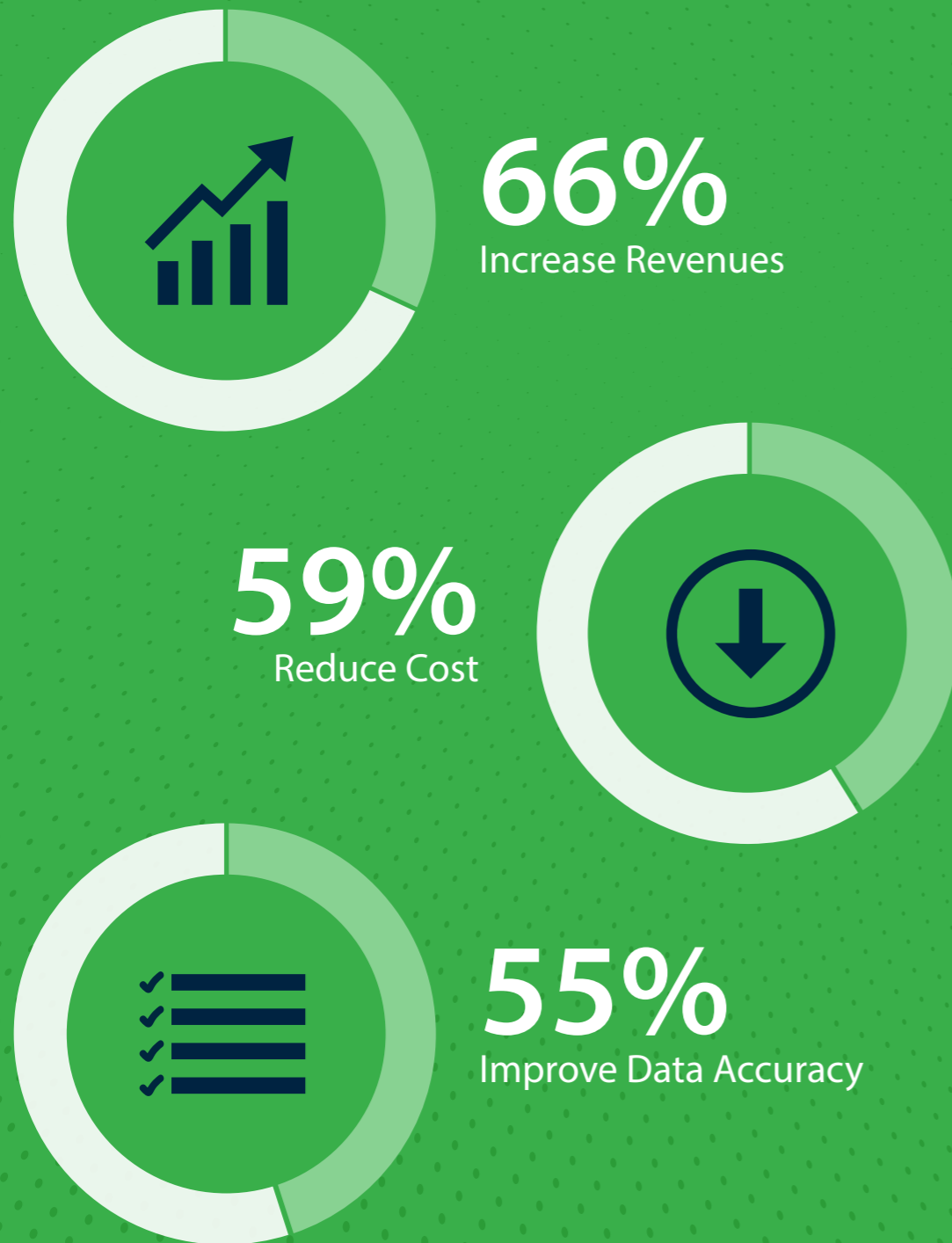


**57%**  
Increase Revenues

Percentage of respondents who rated these reasons as important.



## Top 3 Reasons to Eliminate Manual Processes



Percentage of respondents who rated these reasons as important.

## WHY MOBILISE? Eliminate Manual Processes

The top motivation here - cost - comes as no surprise: The primary goals of mobilisation have always included reducing operating overhead and increasing revenue.

According to a PricewaterhouseCoopers study, estimates suggest organisations that “going paperless” can save up to ten times their paper cost by also reducing the cost of printing, toner, storage, labor, postage, and disposal. A recent report estimated U.S. businesses waste \$8 billion managing paper every year. It costs an average of \$20 to file a document, \$120 to locate a misplaced document, or \$220 to eventually reproduce the document that couldn't be found. If mobile devices are leveraged to eliminate much of that manual document processing, significant savings can be realised.

In addition, it makes sense that organisations looking to mobilise will want more electronic processes to make it easier for mobile workers to access job-specific information. PricewaterhouseCoopers reports that the amount of data that businesses typically produce increases 65 percent annually, and that professionals can spend up to half their working hours looking for the information they need simply to do their jobs. Electronic processes deployed via mobile devices can mean greater productivity.

In terms of increasing revenue, mobilisation has conditioned customers to expect faster response times. So a sales associate in a retail environment armed with a mobile POS can actually check out customers on the spot, increasing customer store sales, inventory turnover, and upsell opportunities.

**Key Point for Your Customers:** Companies are making the switch from manual paper processes for obvious financial reasons, but what they often overlook are the data and device security issues associated with confidential records being stored on a device that is easily moved around. Most customers are surprised to learn that 41% of data breaches are actually caused by lost or stolen devices, and in order to protect digital information, mobile devices need to be secured when not in use.

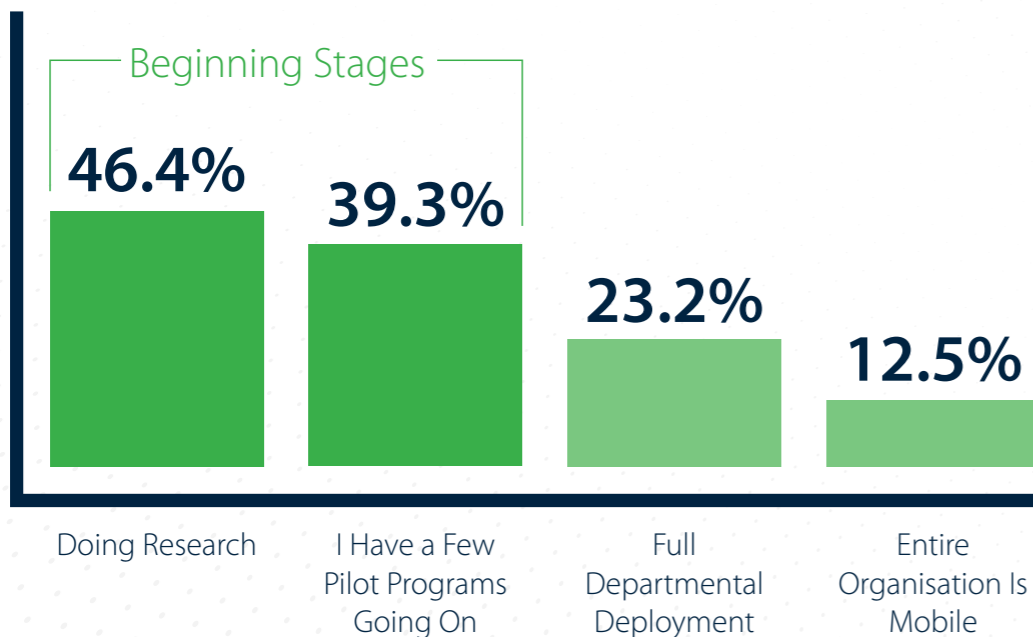
#### SOURCES

Go Paperless: Benefits of A Paperless Office, (June 2018)

82 Percent of Companies Still Spending Billions on Paper, (November 2015)

# THE STATE OF MOBILE DEPLOYMENT

## Where are Organisations with Their Mobilisation Strategy Today?



**Your Opportunity:** By understanding where buyers are in their mobile device journey, you'll be able to position yourself as the expert, gaining the trust of your customer and increasing your sales opportunities. Most organisations implementing mobile devices aren't even considering the logistical hurdles they'll face without a charging solution. Use this as an opportunity to teach your customers about the issues they'll face and how you can solve the issues before their plans are derailed. LocknCharge has several examples of real-life customers who have had seamless mobile device deployments with our help. Your Channel Manager can provide these resources to you anytime.

Although mobile deployment is changing the face and foundation of today's businesses, a large majority of organisations are still in the early stages of transition. Nearly 86 percent of organisations surveyed are in the first two stages of mobilisation: **doing research** (46%) and **piloting programs** (39%). This could suggest several challenges:

- While mobilisation is vital to staying competitive, actual mobile deployment is far more complex
- Organisations are proceeding cautiously with their deployment efforts, rolling out programs slowly to gauge impact and effectiveness
- The logistics of mobile deployment, specifically mobile device management, could act as a speed bump, creating the need for systems, software, and storage solutions to help manage devices
- With the number of resources available to assist with deployment, many organisations may find themselves paralysed in the research phase, investing a significant amount of energy and resources into this phase but feeling overwhelmed about smart ways to move forward.

These reasons are not exhaustive. Every organisation is likely to have good reasons why they are where they are in their mobilisation strategy. The takeaway is that mobilisation isn't a straightforward process. It demands research, testing, and measuring before a full rollout can take place. This helps identify issues early in the game and measure the effectiveness of test programs, mitigating potentially costly errors down the road.

# THE STATE OF MOBILE DEPLOYMENT

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While any number of mobile devices could be considered a worthy business tool, the top four give insight into the type of functionality and usability a majority of organisations need from their devices.

Touchscreen-enabled tablets like iPads are an ideal device for mobile businesses because they bridge the gap between smartphones and laptops. Larger than a phone, iPads give users more screen to work with and the potential to leverage a keyboard accessory.

Smaller and lighter than a laptop, iPads can offer similar functionality and processing capabilities ideal for mobile workers. It's no surprise that iPads are a top device choice for businesses.

Smartphones (like iPhones and Android Phones) offer maximum portability and mobility. Laptops toe the line between traditional computing device and mobile devices. They're often a first step many organisations make into mobilising their workforce because they bring desktop-quality processing and information access wherever it's needed, untethering workers from desks and on-premise systems.

## Top 4 Mobile Devices Used by Organisations:



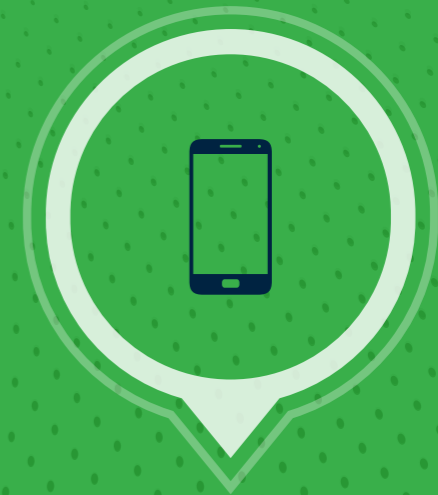
iPad



iPhone



Laptop



Android Phone



# MOBILISATION PAIN POINTS

Since the goal of mobilisation is a combination of portability and utility, it's no wonder that lost devices are considered the biggest pain point for deployments. The estimated **cost of a lost device can be up to \$50,000**, including not only the cost of the device itself but also lost productivity and the financial impact of lost or stolen data. Because so many organisations are still in the early stages of mobile deployment, they may not realise the very tangible impact caused by lost devices, both in cost and productivity, compared to other industries more immersed in technology such as education. These organisations plan for lost devices as a matter of course to help mitigate the impact.

Device theft is a real concern amongst organisation deploying them. The fact that most people already have personal mobile devices does not preclude people from stealing devices. In fact, **10% of devices go missing or break in each year of a mass deployment**. And it's not just the device that is taken. Confidential, sensitive, or proprietary information from a stolen device presents real risk. The costs associated with stolen data can skyrocket from thousands to millions and threaten an organisation's reputation or market position if information like customer data gets into the wrong hands.

The obstacle of keeping apps and data on mobile devices up-to-date is fundamentally an issue of productivity. What good is it to send workers in the field with out-of-date apps or incorrect information? This undermines the entire concept of mobile deployment—the ability to work flexibly as your business or market demands—making it a key issue to be resolved in successful mobilisation efforts.

**Your Opportunity:** Knowing the top pain points for a mobile device deployment will help make your case as to why a charging solution is critical to a customer's rollout plan. As mentioned before, most organisations aren't even considering these challenges, but once they understand how imperative it is to protect devices from loss and theft, they will be much more receptive—and probably grateful—to be investing in a secure charging solution.

## Top 3 Pain Points for Mobile Deployments



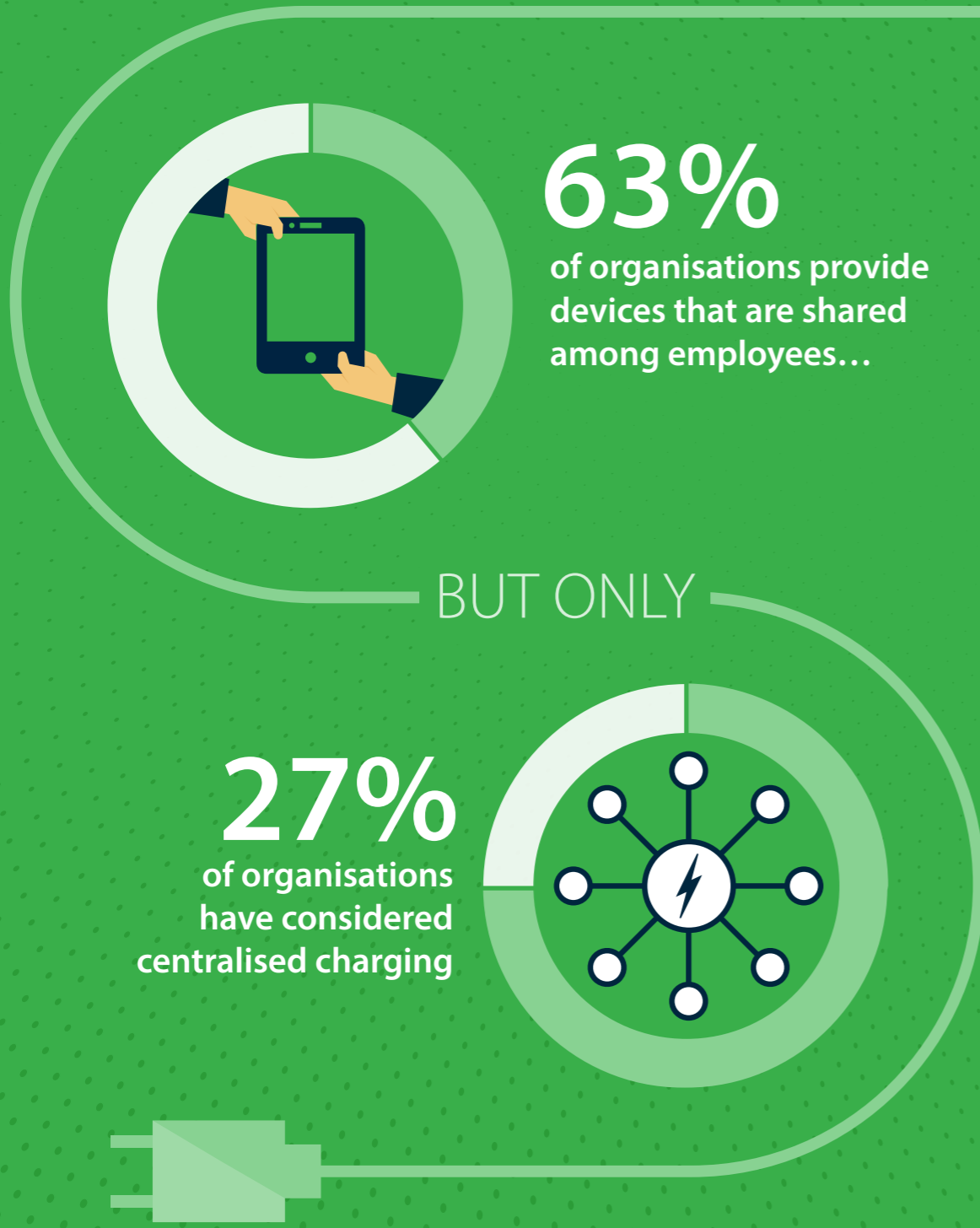
**25%**  
Lost Devices



**21%**  
Device Theft



**20%**  
Apps/Data Not Up to Date



**63%**  
of organisations provide  
devices that are shared  
among employees...

BUT ONLY

**27%**  
of organisations  
have considered  
centralised charging

## DEVICE SHARING & CHARGING

63% of the organisations surveyed provide mobile devices that are shared among employees. Instead of assigning a device per employee, devices are shared to maximise utilisation, comply with privacy regulations (some which state devices cannot leave the business premises) and minimise cost.

While many devices are shared, only 27% of organisations have considered centralised storing and/or charging as part of their deployment. Often, this is because organisations are most concerned with selecting the device itself and the apps or content for the device. They aren't thinking about how the devices will be deployed, charged or stored and secured when they're not in use. Because devices are so prevalent in our daily lives, organisations tend to *overestimate employees' abilities to safely charge, store, and maintain* their business devices.

Why does it matter? Productivity, utilisation, and even longevity are impacted if a device is not effectively stored and maintained. If ensuring device apps and data are up-to-date can be considered software maintenance, then storing, securing, and charging the device could be considered hardware maintenance. And device charging stations contribute to reducing other mobilisation pains as well, such as theft and loss. In fact, educational organisations have been leading the charge on mobile deployments for almost a decade, employing charging and storing solutions for shared devices to successfully protect their investments.

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## Top 5 Considerations in Choosing a Device Storage Solution:



Durability



Future-Proofing  
Charging Capabilities



Customer Service



Lifetime Warranty



High Security

### Why Lead Your Pitch with LocknCharge?

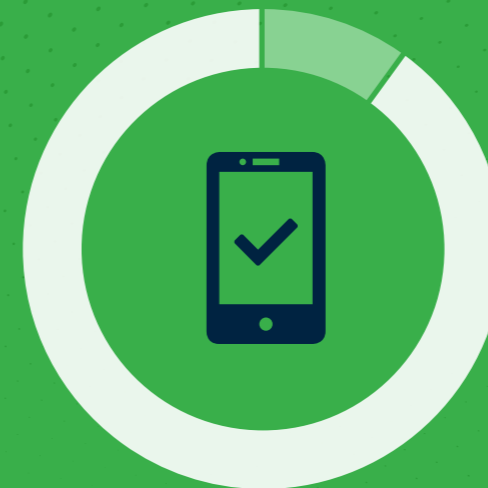
LocknCharge is an industry leader in all of these categories, making our products a great fit for mobile device deployments of all types. Your customers will be satisfied with our products and will look to you for future charging solution purchases.

## CHARGING & STORING SOLUTION BENEFITS

Organisations that employ charging and storing solutions for their mobile devices report three major benefits: ensuring devices are **fully charged** and ready to use, securing them from **accidental loss or theft**, and **simplifying** how shared devices are distributed.

All these benefits ensure devices can provide the level of utility and productivity the Organisation demands from its mobilisation strategy. When we return to the top three motivations for mobile deployment (improving communications, faster transaction processing, and eliminating manual processes), it's easy to see how device charging and storage solutions help ensure all those goals are achievable day to day. Charged, available, and secure, devices are ready to be used in whatever way employees need them.

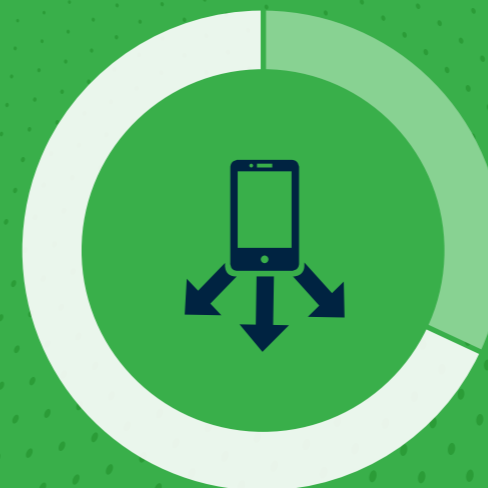
## Top 3 Reasons Organisations Leverage Device Charging & Security Solutions



**90%**  
Ensuring Devices  
Are Ready to Use



**68%**  
Securing Devices  
from Loss or Theft



**65%**  
Simplifying How  
Devices are Distributed

Percentage of respondents that rated the reasons as important or very important.

## CONCLUSION

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It's clear mobilisation is changing the way we work. The flexibility, agility, and cost effectiveness it delivers is quickly establishing mobile deployment as the new status quo.

In this shifting business paradigm, competitive advantages will go to organisations **creating sustainable, long-term mobilisation strategies** that go beyond the initial rollout.

By taking into account their organisation's mobile goals, IT and business decision makers can put strategies in place to ensure devices are secure, available, and ready when employees need them while limiting unnecessary exposure to potential issues such as lost devices, stolen data, and out-of-date applications.

These organisations will, in turn, lead the conversation around mobilisation best practices and effectiveness in their own industries and beyond.

## Smart Mobile Device Workflow: Ensure Devices Are Always Ready



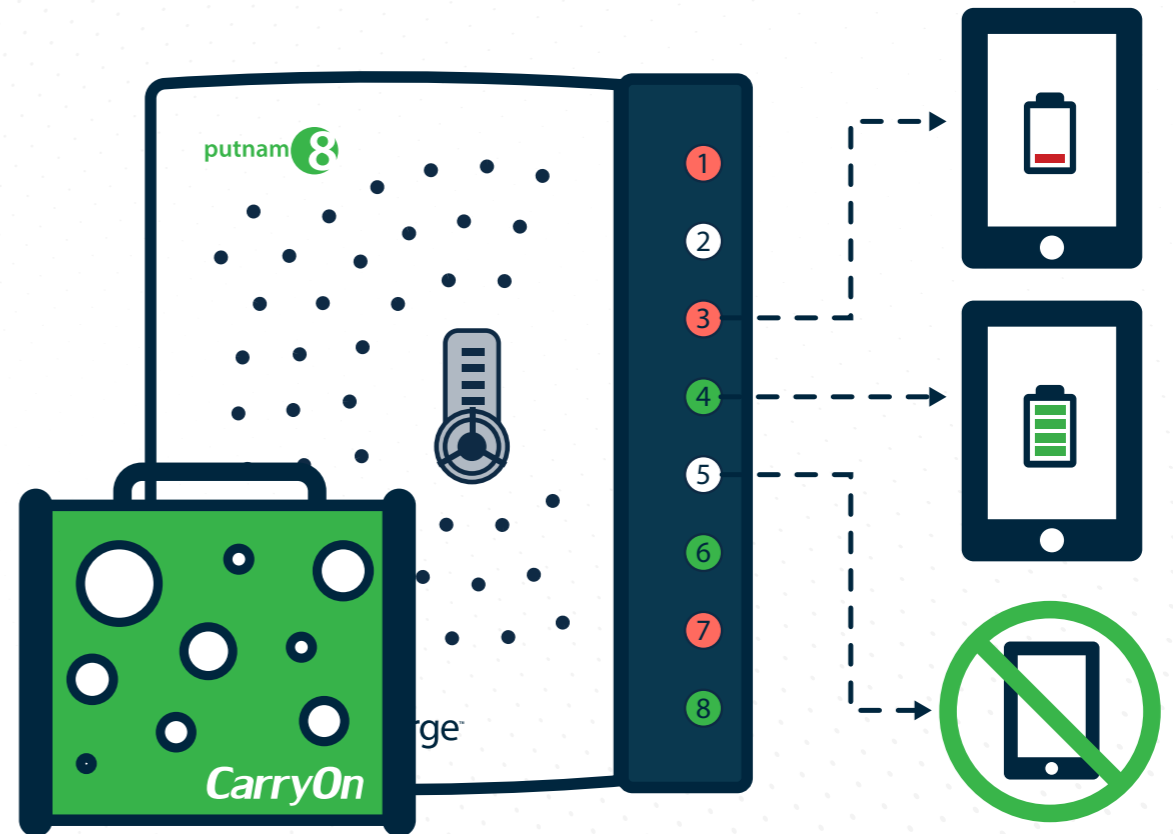




## ABOUT LOCKNCHARGE

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LocknCharge is dedicated to the design, manufacture and functionality of the highest quality security, charging, and storage solutions for mobile device deployments. Our goal is to design products that ensure the **readiness**, **accessibility**, and **productivity** of mobile users, helping streamline mobile technology deployments.



Learn best practices for deploying mobile devices and discover the LocknCharge solutions that are right for your business—click here to schedule a FREE, personalised live product demonstration today.

[CLICK HERE](#)