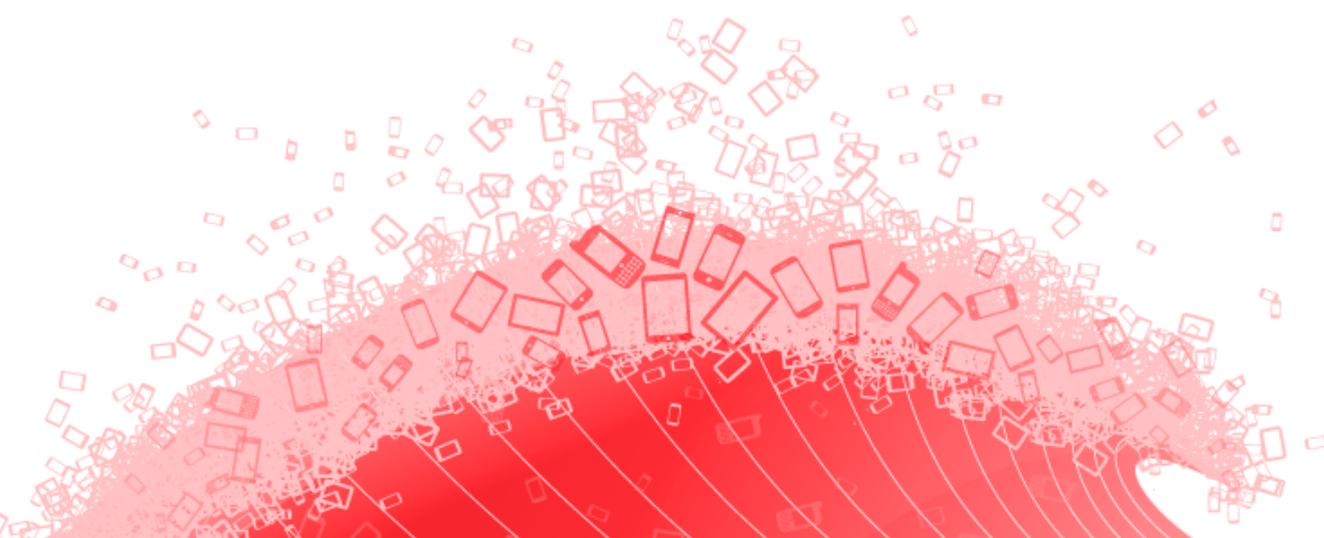




DRIVING INNOVATIVE WORKFORCE ENABLEMENT WITH WINDOWS PHONE

6.3.14 Nokia, London, UK

This whitepaper details the key take-aways from the above industry event hosted by
Vodafone, Nokia, Microsoft and TBS Enterprise Mobility



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1. Embracing a new paradigm

Steve Reynolds, president of the Mobile Data Association and managing director of TBS Enterprise Mobility

What's driving enterprise mobility today?

Our love affair with smartphones as consumers shows no sign of letting up, now taking hold in our professional lives. The rapid pace of change of mobile technology has seen us enter a new paradigm in the way we live and work, and the statistics speak for themselves, with 1bn smartphones sold in 2013.

The demand for smartphones remains strong. In the UK, there are 82.7m mobile connections (Ofcom) which represents a 130% penetration rate. Smartphone sales are set to grow by around 30% in 2014, and as 24 month contracts roll over the vast majority of the population will have one.

Compared to laptops, which on average are replaced every 4 – 5 years, smartphones represent a lucrative revenue opportunity for OEMs (Original Equipment Manufacturers) creating a vibrant market bursting with innovation. Manufacturers have also created devices specifically to meet demand in developing markets, which has seen low-cost smartphones such as Windows Phone Nokia Lumia 520 retail for just £68 contract-free.

Further proof of the ferocity of mobile technology, is the predicted annual revenue of smartphone and tablet sales in 2014 - which is expected to reach \$450bn, exceeding that of the entire consumer electronics market.

Should there be an app for that?

By the end of 2014, the number of UK adults who have a smartphone is predicted to rise from 61% to 80%. Most of us never leave our homes without three crucial items, our keys, wallet and now, our smartphones.

The number of mobile apps has grown from 100,000 in 2009 to 1m today - a global megatrend which continues on its upward trajectory. In Europe alone, the app market is worth 10bn per annum.

The focus for business

The near ubiquity of smartphones means our customers and business users are connected around the clock, and through mobile apps organisations can have a powerful direct link with them.

Amazon provides a best practice example of leveraging the mobile app era to boost sales and customer stickiness. One-click purchasing has made its B2C app more lucrative than its e-commerce site.

As retailers tune-in to what makes a mobile app successful, increasingly consumers are choosing to spend through them. Following by example, businesses can harness mobile apps for real-time customer relationship management.

Mobilising your operations

Mobile apps present an opportunity to address key business challenges, helping to reduce operating costs, improve efficiency and productivity, improve customer satisfaction and retention, make service delivery consistent and ensure health and safety compliance.

The business case for mobilising has changed beyond recognition in just 3 years. Where the capital expenditure required was once prohibitive, with fit-for-purpose devices often costing £1000, there was no viable business case. But with sophisticated smartphones now costing around £100, or free on certain contracts, the business case is heavily weighted in favour of deployment – given the quick rate of ROI which can be realised.

New business models are driving businesses to revisit their mobilisation strategies; those which have already mobilised are considering updating or extending their mobilisation programmes to other aspects of operations. By overcoming the cost barrier, workforce mobilisation has entered a new paradigm.

What's next?

The Internet of Things is quickly gaining momentum in many sectors, most notably in the health and fitness industry, where 10 million IoT devices were sold in 2013. Gartner predicts that there will be 31bn IoT devices by 2020.

Some trailblazing businesses have already adopted IoT and increasingly numbers will integrate this capability in the medium to long term, to transform asset management and enable yield optimisation of processes and people.

Currently, businesses will be looking at where smartphones and tablet devices will deliver efficiencies prior to mobilising their enterprise. The cloud will be increasingly considered as a low cost enabler of Business Intelligence, and B2B/B2C mobile apps will be developed to generate efficiencies and for real-time customer relationship management.

Key mobile strategy imperatives for 2014

1. Consider where smartphone and tablet devices will deliver efficiencies
2. Mobilise your enterprise
3. Consider cloud is a low cost enabler of BI
4. B2B and B2C Mobile apps for customer relationship in real time
5. Review the impact of enterprise-social
6. IoT is around the corner - consider its impact on your business

2. Next Generation Workforce Enablement: Nokia Lumia for business

Sam Shopland, business account manager, Nokia

After breaking into a marketplace dominated by Android and iOS, Windows Phone Nokia Lumia has rapidly increased market share, in particular in the corporate space where it is widely acknowledged as the smartphone of choice for business users. In Q4 2013 alone, Nokia Lumia deployment in the business sector grew by 69%.

The innovative features and enterprise-readiness of the wide Nokia Lumia range, coupled with the business-friendly Windows Phone operating system, remain central to its continued growth.

The range

Key to Nokia's growing popularity with businesses is the wide range of Lumia devices, offering a consistent user experience across models whilst catering to different requirements within organisations.

From the Lumia 520 which offers basic functionality and the 4G enabled 625, through to the phablet 1520 with large screen and the 2520 tablet, the Lumia range can cater to any business role, be that blue or white collar.

The business proposition

- **Business worthy design and innovations**
 - Toughened Gorilla Glass screen and high megapixel camera help make this a practical smartphone in a range of enterprise use cases
- **Value for business beyond email**
 - Office 365, Nokia Here Drive+ turn-by-turn sat nav, Lync, airwatch and SkyDrive empower Lumia users around the clock
- **Accessories for a smoother business**
 - The innovative wireless pad charger and camera grip can help adapt the Lumia for a variety of purposes
- **Assistance through lifecycle**
 - The Nokia Expert Centre is a dedicated service for business users to support migration to Lumia and for ongoing troubleshooting

The dedicated [Nokia for Business](#) webpage contains videos and case studies showcasing real-world Lumia use cases.

3. Windows Phone 8: Enterprise futures

Paul Foster, principle technical evangelist, Microsoft

At the heart of the Windows Phone business offering is the common core and security architecture, providing consistent experience across devices, from desktop through to smartphone and tablet.

Office Hub

Built-in communication and collaboration tools which support productivity and enable your workforce to access, change and share office documents and notes easier and faster.

- Bringing together all of your office documents and notes in one convenient place
- OneNote Mobile enables you to easily view, edit and comment on documents, and sync them back to your OneDrive, Office 265 or SharePoint sites
- View multiple calendars, Exchange inboxes or web email in one view
- Outlook tasks are synchronised to the device for better time management
- Distribute documents directly from your smartphone using Office Mobile
- Reach colleagues in real-time using Lync Mobile, check availability and create groups

Company Hub

The Company Hub enables businesses to bypass the Windows Phone Store and deploy Line-of-Business (LOB) apps direct to employee devices. In Company Hub users can see directly which apps are available to them, as well as company-specific information such as company news, upcoming company events, and alerts from the IT department.

Robust security

Protecting business and customer data remains a key consideration for businesses looking to fully mobilise, extend, or update their mobilisation programme. Windows Phone 8 offers comprehensive security and encryption features to ensure all elements of the business are protected, including secure boot, code signing, app sandboxing, information rights management and BitLocker device management.

Enterprise Feature Pack (WP 8.1)

Set for launch this summer, the Windows Phone Enterprise Feature Pack (EFP) will provide IT departments with more control over Windows Phones and give their employees a fuller productivity experience. The EFP will enable business users to be more productive, put IT in control and give LOB developers comprehensive app lifecycle management.

What the EFP will include

- S/MIME to sign and encrypt email
- Access to corporate resources behind the firewall with app aware, auto-triggered VPN
- Enterprise Wi-Fi support with EAP-TLS

The EFP will include enhanced MDM policies to lock down functionality on smartphones for more enterprise control, in addition to richer application management such as allowing or denying installation of certain apps. Also included will be certificate management to enrol, update, and revoke certificates for user authentication.

The Windows Phone support lifecycle policy will be lengthened from 18 months to 36 months, demonstrating Microsoft's commitment to the platform. This means business customers can have the confidence to invest in Windows Phone with the knowledge that their investment is secure, and the platform is evolving to be an even better choice for business.

Full details will be announced in April 2014 at the [Microsoft Build Developer Conference in San Francisco](#), and businesses already using Windows Phone 8 will be able to utilise the EFP when it is launched.

For more on Windows Phone 8 for business, download the [Business Reviewer Guide](#).

4. Early adopters: UKDN Waterflow

Mark Cooper, IT director, UKDN Waterflow

The UK's leading water and wastewater solutions provider, [UKDN Waterflow](#), positioned itself as a pioneer by stepping into uncharted territory, migrating from rugged-devices to smartphones.

Making the leap to Windows Phone Nokia Lumia 625s, UKDN Waterflow deployed the TaskMaster platform to its specialist field engineers in just 2.5 weeks.

With growing demand to increase the number of PDAs in the business and workforce mobilisation targets just around the corner, the decision was made to migrate to smartphones. Here are the highlights from UKDN Waterflow's question and answer session at the event.

Q. Why not replace the existing rugged devices like-for-like?

A. The PDAs cost 4 times more than the Lumia 625s, meaning a much lower-risk to the business financially. Replacing devices and whole of life costs would also be substantially lower.

Q. Why Windows Phone and not iOS or Android?

A. iPhones were out of the question due to cost. More importantly, we were already invested in the Microsoft ecosystem as a business, and we wanted a consistent user experience as well as full system integration across our divisions.

Q. Why Nokia Lumia 625s?

A. The Nokia Lumia offered superb functionality. The quality camera, responsive signature capture, battery life and robust casing have helped us streamline processes and they stand up to the working environment.

Q. Why TaskMaster?

A. TaskMaster works across platforms, so would support our migration from the PDAs on Windows Mobile 6.5 onto Windows Phone 8. TaskMaster appealed to us because it is customisable, intuitive, and flexible, plus it enables us to provide a customer-specific experience.

Q. How did the engineers respond to the roll-out?

A. Many of our engineers were familiar with using smartphones, but after 2 hours training the whole team was ready to start using the devices on the job. We can pinpoint usage issues and address them with ease. Most of our engineers much prefer using a smartphone over a PDA.

Q. Have there been any breakages since deployment?

A. We've only had one. Staff are incentivised to take care of their Lumias with an option to own them after a certain period. If an engineer breaks their Lumia more than twice, they'll revert back to the old PDA – which is deterrent enough!

Q. Were there any concerns about security?

A. We were able to address security concerns prior to roll out. We are able to reset device passwords, and information is encrypted and wiped from the device after a job is completed.

Key benefits

- Configured, integrated and delivered to 19 bases in 2.5 weeks
- TaskMaster workflows tailored to different customers' needs
- Enhanced customer service
- Up to 50% reduction in overall job lifecycle and associated paperwork
- 130% device usage rate resulting in consistent process adherence and data capture

To read more about UKDN Waterflow's experience of deploying smartphones, see the accompanying case study PDF.

5. Managed mobility

Trevor Cook, head of managed mobility northern Europe, Vodafone

When moving to or implementing a smart mobility strategy, there are significant areas of consideration, including:

- Asset Audit – where are your existing mobile devices?
- Policy Management – identifying who gets what and why?
- User Communication – how do you engage with the users?
- Op-ex BES/servers – bringing all mobile related costs together.
- Implementing a Security Wrap – securing devices from both user and external threats.
- Pre-Loaded Content – do all of your users really know what to load on their devices and how to do it?
- Managed Distribution – how will you get the devices into the hands of the users?
- Consolidated Help Desk – who answers users' problem calls?
- Multi-Country Approach – how many countries do you wish to cover and do they all have the same usage culture?
- Coverage Enhancement – do you have enough network to handle the huge change in usage?
- Tariffs – do you have the correct tariffs for the new mobility culture?

Devising an effective mobile strategy tailored to specific business requirements is crucial to its success, so having an expert on hand to offer best practice advice can prove invaluable. Managed mobility can help provide a continuous service, joining together all key stakeholders.

6. Questions & Answers

Q. What's the best approach to BYOD?

- A. BYOD schemes evolved as a means to enable employees to bring their preferred technology, deemed superior to what the company provided, into the workplace to help them effectively complete tasks. However, this often exposes the business to risk and offers little in the way of management or control.

Since then, Choose Your Own Device schemes have begun to gain traction as an alternative, offering a middle ground between IT department concerns and end-user preference. This can take the form of a stipend or upfront budget for the employee to spend on a device from a predetermined selection, allowing the business to implement its policy and security measures.

Q. How should business respond as Generation Y begins to enter the workforce over the coming years?

- A. Gen Y workers are digital natives; technology having been a fundamental part of their day-to-day lives from a very early age. They typically expect more from technology than previous generations, have a more technical level of understanding towards it (many are able to code), and are better able to utilise it. Having high quality, up-to-date technology can help to attract the best employees, and enabling Gen Y to work whenever, wherever will best suit their working style. Gen Y's technology-literacy offers huge potential to businesses and should be viewed as an asset.

Q. Many employees now use several devices, from smartphones, to tablets and laptops. Is there a 'one-screen' future in sight, where all these devices are combined?

- A. 50% of all computers sold in 2014 will be tablet devices (285 million), but this does not mean the end of the laptop era. Many of us use multiple devices in different scenarios. Far from a single screen, a fourth screen will be introduced – in the vehicle. Automotive manufacturers are now building vehicles which connect vehicle computers to our smartphones, keeping on-board technology up-to-date. This means that in the future our calendar will automatically sync with our vehicle, navigating us to our next appointment, so the vehicle will become an extension of our other devices.

Q. What's being done to increase the number of apps in the Windows Phone Store?

- A. It's no secret that there are significantly more apps available in Google Play and Apple App Store, but 90% of those apps are never downloaded. As Nokia's market share has grown, increasingly developers are creating apps to meet demand. There are currently 250,000 apps in Windows Phone Store, with the vast majority of the most popular apps currently available or in development. Both Nokia and Microsoft have teams dedicated to developing more apps.

7. Conclusion

The mobile landscape has been transformed, with low-cost, sophisticated technology making a strong business case for deployment across industry sectors, for workforces of all sizes, from blue collar to white collar workers.

The prominence of mobile apps and ubiquity of smartphones compels more businesses to look at developing B2B apps to overcome business challenges, and B2C apps for real-time customer relationship management.

As increasing numbers of businesses are looking to mobilise, Nokia Lumia has stepped up to the demands of the enterprise. It's business-worthy design and value-added services create a compelling proposition for a wide range of use cases, as proven by UKDN Waterflow's innovative deployment of the Lumia 625s to engineers.

With the launch of the Windows Phone Enterprise Feature Pack just around the corner, businesses can benefit from the most enterprise-centric experience to date from Microsoft. A plethora of productivity tools and security features are enabling businesses to embed technology in what they do and work more efficiently. Windows Phone provides a consistent, integrated and intelligent experience from desktop to smartphone.

Engaging with managed mobility ensures the foundations are put in place for a future-proof mobilisation programme, getting the most out of your investment in mobile device deployment.

8. How we can help

The event partners have a variety of complimentary services designed to support your workforce mobilisation plans.

1. Nokia Lumia VIP Box

You can trial a range of Nokia Lumias within your business, to understand how they could fit, find which models would be suitable for different roles, and garner internal interest. For more details, contact Sam Shopland (details overleaf)

2. Advanced preview of the Windows Phone Enterprise Feature Pack

To find out upfront how the Enterprise Feature Pack could benefit your business, Microsoft can arrange a meeting with you under NDA. For more details contact Paul Foster (details overleaf)

3. Free proof of concept on TaskMaster

TBS Enterprise Mobility is offering a free-of-charge proof of concept on its innovative TaskMaster platform, to illustrate how you can mobilise your workforce. For more information, contact Steve Reynolds (details overleaf).

4. Mobile Strategy Consultancy

Vodafone is able to provide consultancy on your mobilisation strategy, helping you to devise a robust implementation plan reflecting the specific needs of your business. For more information on managed mobility, contact Trevor Cook (details overleaf) or your Vodafone account manager.

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