DRIVING INNOVATIVE WORKFORCE ENABLEMENT: HARNESSING WINDOWS 8.1 & WINDOWS PHONE

5.6.14 Nokia, London, UK

This whitepaper details the key take-aways from the above industry event hosted by TBS Enterprise Mobility, Microsoft, and eBECS at Nokia in Central Paddington

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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 predicted to grow by around 30% in 2014, and as 24 month airtime contracts roll over the vast majority of the population will have one.

In fact during Q1 of 2014, sales of smartphones have risen by 25%. Tablets have shown strong growth, albeit more modest growth, during Q1 of 2104up by 3.9%. However, consumers tend to replace their tablets less frequently than their smartphones, so this is no surprise.

Compared to laptops, which on average are replaced every 3 – 4 years, smartphones represent a lucrative revenue opportunity for device 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.

We utilise our mobile devices more than ever as a way of communicating with each other. Social media has become embedded in our everyday lives – in Q1 2014 there were 1.28m active Facebook users, the vast majority of those accessing their accounts via mobile apps on their tablet and smartphones devices, rather than laptop or PC.

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 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 condition monitoring 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. Windows 8.1 & Windows Phone 8.1 Better Together

Paul Foster, principle technical evangelist, Microsoft

At the heart of the Windows 8.1 and Windows Phone 8.1 business offering is the common core and security architecture, providing consistent experience across devices, from desktop through to smartphone and tablet.

This fully converged platform provides the broad infrastructure which businesses require, giving the ability to control devices to any degree, to set policy, to secure, to configure and to integrate with other enterprise systems.

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 365 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. Further to this, by creating a kiosk containing pertinent apps, businesses can adds value for end users and gain more control.

Windows Phone 8.1

Set for launch this summer, Windows Phone 8.1 will provide IT departments with more control over Windows Phones and give their employees a fuller productivity experience. It will enable business users to be more productive, put IT in control and give LOB developers comprehensive app lifecycle management.

Data will be automatically synchronised between all Windows devices; smartphone, tablet, laptop and desktop, allowing users can pick up exactly where they left off no matter device they are working on. Up to 100kb per app of roaming data can be stored in OneDrive.

The 'personal, personal assistant', Cortana, can also help business users be more efficient and work smarter. Cortana can provide voice reminders of meetings, flag up if you're going to be late and offer to let who you are meeting know, and recognise and respond to your location with predefined settings set for your office or home for example.

Windows Phone 8.1 will also 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

WP8.1 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. WP8.1 is supported by all leading MDM providers and Windows Intune, the cloud-based management service which helps you to manage all devices and PCs.

Enhanced configuration management on WP8.1 provides an advanced tool kit for businesses to maintain control and effectively manage their devices.

- Device Lock - set password policy, device wipe threshold, inactivity time out
- Restrictions - disable the camera, Bluetooth, Wi-Fi and more
- Storage configuration – enable device encryption, disable desktop sync, and more
- Disable VPN and roaming, disable over cellular
- Remote remediation – full device wipe, partial enterprise wipe
- Corporate lockdown – from disabling the Microsoft account to copy and paste. Disable sharing and 'Save As' option on Office Documents
- MDM enrolment – deny un-enrol, soft reset and hard reset

In addition, The WP8.1 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 WP8.1 with the knowledge that their investment is secure, and the platform is evolving to be an even better choice for business.

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 8.1 will offer 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. IT professionals will be put in full control, benefitting from:

- Enhanced device and app management
- Windows app platform convergence
- Certificate management
- Enterprise wipe
- Enhanced asset management and user assistance
- Assigned access

Windows app platform convergence will also give businesses the opportunity to take one app and deploy it multiple times on different platforms. IT professionals will be fully equipped to develop, deploy and manage apps; with shared API set across different Windows devices, a unified app model and services, familiar developer tools and private app distribution and management.

For the in depth breakdown of all of the features of Windows Phone 8.1, visit the TechNet Centre to find a range of useful resources, including whitepapers, here: aka.ms/wptech

3. Nokia Lumia for Business

Sam Shopland, business account manager, Microsoft

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 latest addition to the Lumia line up is the 630, which boasts a large 4.5" screen, quad core processor and 5MP camera for under £100 on pay-as-you-go, or £129 sim free.

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 OneDrive 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.

4. Mobile Business Intelligence

Paul Saxton, BI Solutions Manager, eBECS

The increasing sophistication of low cost mobile devices represents great opportunities for businesses to capture reliable, immediate data. The latest enterprise-ready smartphones are making it even easier for businesses in all industries take advantage of their rich data sources in BI. Gone are the days of several-month-long delays before a BI report (which is out of date by nature) can be analysed and acted upon.

As smartphone and tablets are increasingly embraced in the enterprise across the entire workforce, from the executive to the task-orientated worker, a wealth of real-time data is being harvested, which is accurate and can be accessed immediately. Utilising the cloud information from fieldworkers can be connected with that of spreadsheets and existing management systems.

The cloud has made is possible for businesses to spring up data sets for BI analysis for low cost and with minimal risk. Mobile also gives us access to new types of information, such as geographical and telematic data, adding further value and insight to BI.

Using BI tools which integrate mobile data, you can troubleshoot inefficiencies, identify fresh opportunities and make proactive decisions to ensure lean, robust business processes; all in matter of moments, not months. Being able to innovate and adapt with such unprecedented speed is essential at a time when doing more with less is paramount.

5. Leading Best Practice: Amey

Steve Reynolds and Dyfed Smith, eBECS, CRM Business Manager

Amey is one of the UK's leading public services providers managing and supporting the vital infrastructure and public services that practically everyone, everywhere uses. It comprises 27 divisions operating throughout defence, energy, transport, facilities management, housing and more. The group has around 21,000 employees and a turnover of approximately £2.3bn.

As part of its utilities division, Amey carries out the metering activities nationally for many of the UK's principle energy providers. This involves in excess of 300,000 meter maintenance activities each year and the installation of around 60,000 meters and communication assets in people's homes.

Amey rolled out Windows Phone Nokia Lumia 820s to its field based water metering engineers, using apps on the TaskMaster platform. This has been fully integrated with the company's CRM system provided by eBECS.

CRM Deployment

Challenge

Amey used disparate systems, a mixture of platforms and varied data sources for CRM. eBECS was challenged with retiring the legacy system, implementing the new CRM system, whilst overcoming 16 years of embedded culture in the process.

Solution

eBECS' CRM system incorporated operational field activities of the metering division, service management, scheduling for field workers integrated with TaskMaster, handling in the region of 150k cases per year. This was achieved within 6 months, deployed through Outlook and a web browser to enable remote access through a VPN session.

Benefits

Amey's new CRM system linked customer relations with field service activities, delivering a joined up service. The intuitive user interface, plus access to management information, user customised views and automation of tasks and activities led to a high level of user acceptance and positive user experience. Additional benefits are:

- Greater visibility of data and real time data management
- Live reporting
- Integration with other office products
- Ability to create and share views/information
- Improved process efficiency
- Enhanced customer experience

Smart Enterprise Mobility for Amey

TBS Enterprise Mobility has been working with Amey since 2006, helping mobilise its fieldworkers in its utilities division on the TaskMaster platform. Amey was an early adopter of mobile devices, first deploying the Windows Mobile Smartphone XDA Mini, later replaced by a Windows Mobile Rugged Motorola MC35, and now returning to a smartphone - the Lumia 820.

TBS worked closely with eBECS to integrate the mobile workforce management platform and CRM system, rolled out to 150 engineers. TBS was also tasked with deploying TaskMaster to Western Power's 80 road crews for traffic management act compliance.

Impact

- Removed the paper process leading to consistent data capture
- Improved engineer productivity valued at £80k per annum
- Improved planning and job optimisation valued at £50k per annum
- Improved lone worker and health and safety processes
- Delivered real-time view of fieldworker activities enabling proactive customer management
- TMA compliance project delivered in 2 weeks using TaskMaster Studio

6. Amey Q&A

Q. Why did Amey choose Windows Phone and not iOS or Android?

A. Having already invested in the Microsoft ecosystem as a business, and we wanted a consistent user experience as well as full system integration.

Q. Why Nokia Lumia 820s?

A. We chose the Nokia Lumia 820s on the basis that they met with end user requirements. It was cost effective option and the toughened Gorilla Glass screen made it suitable from a practical perspective. When placed in a protective OtterBox case has the equivalent ruggedness of a rugged device without the high price tag.

Q. Why TaskMaster?

A. We use TaskMaster Evolution, which we chose because it can be finely tailored to our processes. We have worked with TBS over many years and the TaskMaster platform has evolved with our business needs.

Q. Has Amey's damage ratio gone up or down since deploying Nokia Lumias?

A. We've found that are engineers treat their Lumias with a lot more care than the rugged devices which were previously in place. Some damage is inevitable but since introducing the Otterbox case

this has been further reduced. Overall, damage has decreased and people really like using their new smartphones.

Q. What security measures are in place?

A. We don't restrict our fieldworkers from utilising the usual features of their 820s, we try and promote a culture of trust. It is easy to pinpoint unreasonable usage and respond on an individual basis, although this is rare. Business data is secured within the TaskMaster app, and is wiped from the device after synchronising with our CRM system.

7. 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. Microsoft has its own teams dedicated to developing more apps in addition to a growing external ecosystem of app developers.

8. 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.

Mobile data and low cost cloud services are driving business intelligence, providing a unique opportunity to quickly analyse using visualisation tools and gain actionable insights. Businesses are increasingly turning to mobile BI to move from simply reporting what has happened to predictive analytics to boost productivity and future proof mobile strategy.

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 Amey's innovative deployment of the Lumia 820s to fieldworkers.

With the launch of Windows 8.1 and Windows Phone 8.1 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. These converged platforms provide a consistent, integrated and intelligent experience from desktop to smartphone.

9.   How we can help

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

1.   Nokia Lumia business trial

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.   Two hour app challenge

TBS Enterprise Mobility is offering to create your LOB app on the innovative TaskMaster platform to illustrate how you can mobilise your workforce, in just two hours and free of charge. For more information, contact Steve Reynolds (details overleaf).

3.   eBECS offering

eBECS is offering 5 for 3 on consultancy days, Bring Your Own Data workshops and a BI strategy review . For more information, contact Stephen Wilson, (details overleaf).

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