



The tenth Mobilise Your Workforce was all about helping organisations to break the technology barrier, by learning how to effectively adopt the latest mobile technology which in turn will drive, enhance and improve back end IT systems and enable businesses to become truly proactive for the future.

Here are the highlights

- Insatiable consumer demand for smartphones, tablets and mobile data has led to a flood of highly sophisticated mobile technology that is now permeating the corporate space.
- Customer-facing businesses should be looking to deliver a unified mobile experience in order to exploit a cultural shift toward favouring mobile online spending, or risk falling behind.
- With an increasing number of smartphones and tablets entering the market mobility strategies must embrace a cross-business, cross-platform approach.
- Mobile payments powered by Near Field Communication (NFC) should also be seriously considered in the B2B arena as it continues to strengthen its foothold within the consumer space. It's low cost means that NFC technology looks set to replace barcodes thereby enhancing process compliance, asset management and maintenance, as well as health and safety policy adherence.
- Information security is a key concern for companies adopting mobile. Policy should be established before deployment to mitigate risk, particularly for Bring Your Own Device (BOYD) schemes, where the likelihood of data leaks is higher.
- Mobile integration can make organisations more resilient, as it means they are not entirely dependent on office-based computer networks to function.
- The proliferation of mobile uptake signals the post-desktop, rather than post-PC era, seeing workforces become increasingly mobile and flexible.
- Mobile data driven Clouds are amazing tools for businesses with great potential, but they remain under utilised. Their elasticity offers businesses a quick, flexible and easy-to-use space to test and explore ideas with a fail-fast mentality, to either generate quick ROI or terminate, all in a low cost, minimal risk scenario.
- The Cloud gives small businesses unprecedented access to big computing power, helping them better compete with more established businesses making Cloud synchronisation a vital part of future mobility and IT strategy.
- Mapping technology offers an extra dimension to Business Intelligence with the ability to combine mapping on mobile devices with cloud based mapping tools for Big Data insight, which helps to optimise scheduling and rationalise all business processes.
- Mobile is a fundamental delivery element of Big Data. Big data is a journey, starting with significant data that delivers fast ROI, which is then built on. Gone are the days of huge data projects which take years to implement.
- The key to securing funding for technology-based projects against a backdrop of a tough economic climate is to demonstrate ROI can be achieved within a 12 month time frame.

In summary

Mobile technology is playing an increasing cross sector role in businesses. Fully integrating mobile from the boardroom, to the frontline worker and through to customers is essential for any organisation who wishes to remain competitive and robust in the economic downturn and beyond.