

IF YOU DON'T KNOW WHAT'S HAPPENING IN YOUR MOBILE ENVIRONMENT, CHANCES ARE THINGS AREN'T GOING WELL

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This report explores how businesses today are challenged by the lack of tools to monitor, understand and analyze their mobile infrastructure. Lacking this visibility reduces productivity, front-line customer support, and mobile worker satisfaction with corporate devices and applications. We'll also delve into how some organizations are taking advantage of modern tools that enable them to understand what's going on in their mobile infrastructure. And we'll look at how leaders are using this knowledge to improve performance, user satisfaction, and ROI in their mobile environments.

Just How End-to-End is Your End-to-End IT Monitoring and Analytics?

Deep visibility, end-to-end analytics, unified reporting are some of the biggest trends in IT management and operations in recent years.

To truly understand how your IT systems and investments are operating, you need to see every bit of that infrastructure. After all, if there is some part of your infrastructure that you don't have visibility into, that is most likely where your problems will be.

Along with these trends, we've seen steady progress to the mobile-first enterprise, where mobile devices are the primary way that employees use technology and customers interact with a company.

The problem, however, is that these two trends aren't intersecting. Businesses are building in-depth analytics and IT reporting, but not carrying that end-to-end visibility into mobile.

The result is that many businesses lack visibility into how mobile systems are being used and if there are recurring problems. This means that they can't effectively support what is becoming a primary IT platform.

Aberdeen's research has shown that mobile has become the primary computing platform, superseding desktops. But despite this importance, organizations often lack any visibility into how their mobile apps, devices, and networks are used.

When it comes to being an agile and innovative company that stands out in the market, having a reliable, cutting-edge mobile environment is key to success.

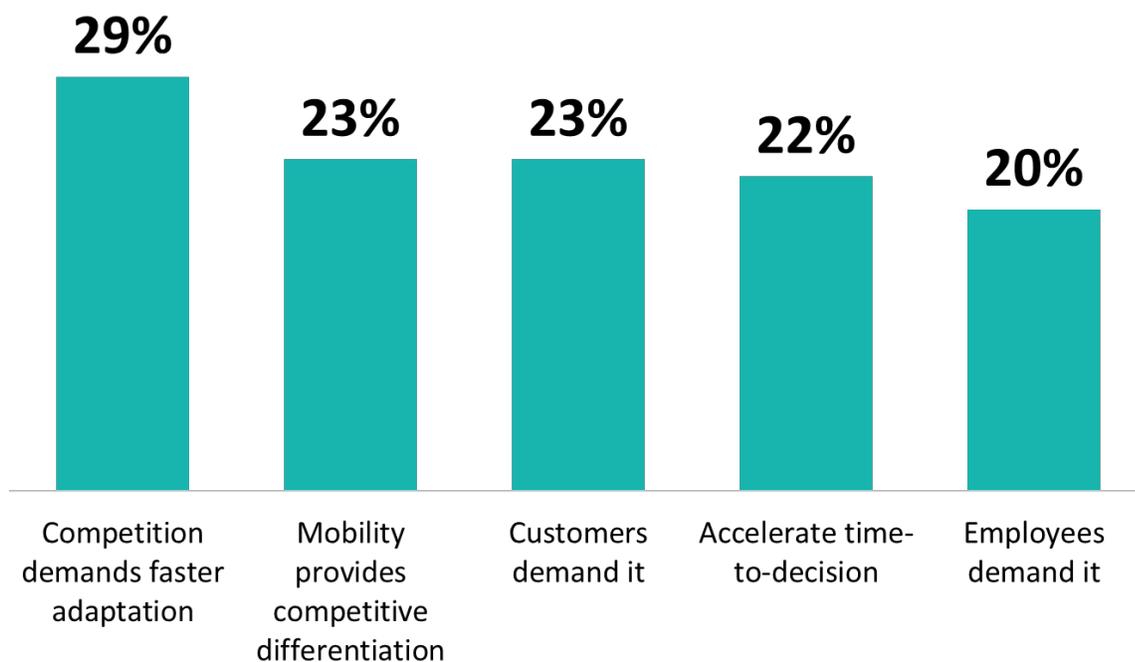
The Challenge of the Mobile-First Business

There's no doubt that having an effective mobile infrastructure is key for businesses today. Aberdeen's research shows that more than 90% of employees use a smartphone or tablet as a key part of their work-based computing, and that 70% of organizations rate their mobile capabilities as vital to their success.

With this level of demand, it's clear that businesses need to have a well-running mobile infrastructure. And as we see in Figure 1, there are a number of key pressures driving organizations to improve their mobile capabilities.

In our recent survey, The New Mobile Enterprise, respondents listed their top mobile pressures and competitive advantages (Figure 1). Businesses understand that when it comes to being an agile and innovative market leader, having a reliable, cutting-edge mobile environment is key to success.

Figure 1: Rising Demands Are Pressuring Businesses to Improve Their Mobile Infrastructure



We also see that businesses are driven to improve their mobile capabilities by both their employees and their customers. Employees know that mobile access enables them to do their jobs wherever and whenever they need to. And customers want to be able to interact with a business on the platform of their choice, which is increasingly mobile.



However, becoming this kind of mobile organization isn't simply a matter of deploying some mobile apps and improving mobile access to resources. Businesses need to rethink their approaches to IT support and service as well as improve their visibility into mobile activities. When they fail to do this, they face a number of challenges.

The top two challenges businesses face in mobile infrastructures are concerns about mobile security and the lack of IT resources to monitor and manage mobile environments.

Source: Aberdeen July 2017

Mobilizing Visibility into How Mobile is Used

A modern mobile infrastructure creates a lot of data. Mobile devices, apps, access points, carrier networks, use of mobile inside and outside the firewall — you name it. But many businesses today have very little visibility into this mobile data, which means they can't use it to improve service, reduce problems, and implement new capabilities and innovations.

Combine this with the lack of IT resources and rising user demand for mobile, and you end up with an IT infrastructure that not only can't solve problems, but can't even see when or where they are happening. And all of this leads to unhappy customers and employees.

However, Aberdeen's research has shown that there is a way that organizations can improve their visibility into how mobile is being used and how it is running. With deep analytics and reporting that can not only see all of the data coming from mobile, but also provide actionable insights and integration with IT tools, leading businesses are able to improve their entire mobile infrastructure.

To understand some of the ways that organizations are using improved mobile insight to boost all of their IT mobile management capabilities, we analyzed our survey data to find those businesses that were leveraging extensive mobile analytics and reporting. And when we compared these organizations to those who hadn't utilized mobile analytics, we saw some interesting disparities.

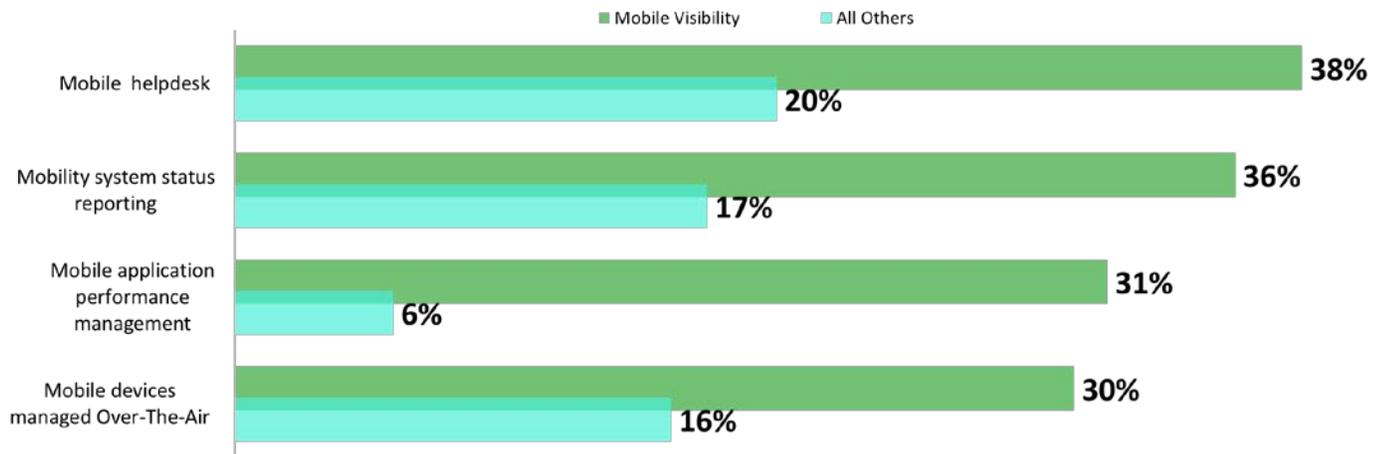
Looking at Figure 2, we find that businesses with deep visibility into their mobile infrastructure are 90% more likely to have integrated mobile capabilities into their help desk. Across Aberdeen's research into ITSM (IT Service Management) and service and support, we've found that mobile capabilities are vital for today's employees.

A large number of help desk tickets now come directly from mobile devices, not from traditional desktop help desk request portals. This makes sense as, for many users, it's the only way they can get help in an emergency since they rely primarily on their mobile device as a computing platform. With the ability to not only manage mobile requests, but also to have visibility into any issues within

the mobile environment, leading organizations are able to effectively fix issues and keep employees productive and happy.

In Figure 2 below, we analyzed our data to compare businesses that had implemented extensive mobile analytics and reporting, to competitors who haven't deployed these capabilities. And we find that they have a significant edge over competitors when it comes to using other vital mobile management capabilities.

Figure 2: Deep Mobile Analytics Improves Mobile Capabilities



Source: Aberdeen July 2017 Percentage of respondents, n=184

Looking at the data in Figure 2, we see that these mobile visibility firms are more than twice as likely to have real-time information on the status of their mobile infrastructure and are more than five times more likely to use mobile application performance management tools. This means they detect mobile issues as soon as they occur (or even before they impact end-users) and are using their extensive mobile information to optimize and improve the performance and usability of their mobile applications and services.

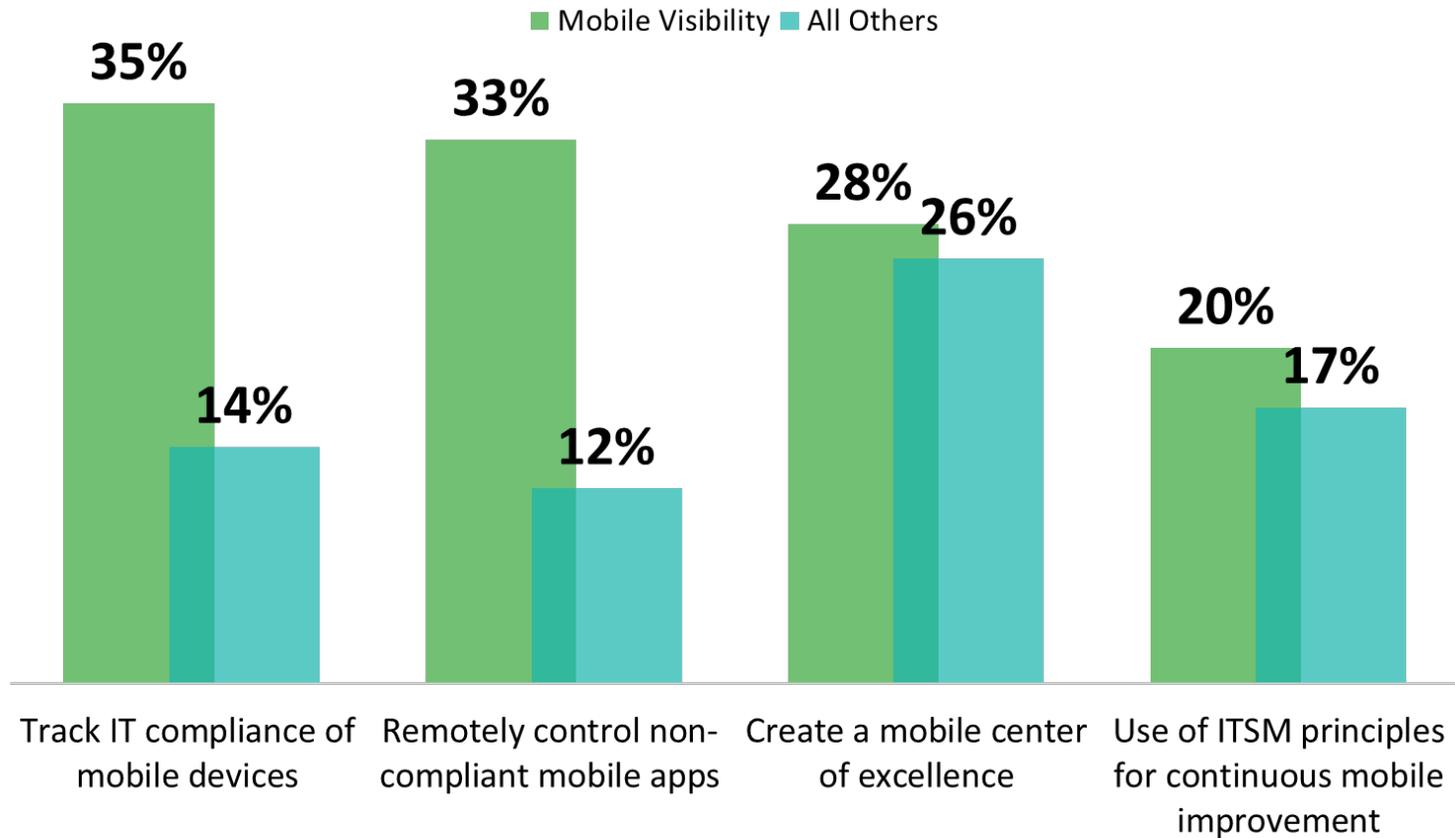
With greater visibility into their mobile infrastructure, these leading businesses are able to provide better service and support to employees (thus meeting their demands) and get better performance and uptime for their applications and services (which ends up keeping customers more satisfied). Clearly, the improved information quality is improving their capabilities to use mobile within their IT operations.

But what about their IT and business processes? There's no argument that mobile is not just changing the way employees use technology and customers interact with businesses.

However, mobile is also changing the processes and strategies that businesses use to not only manage mobile itself, but all of their key IT systems and practices. In Figure 3 below, we look at

how organizations with deep mobile visibility are able to take this wealth of mobile information to build better mobile practices and processes.

Figure 3: Using Mobile Data to Build Better Mobile Processes



Source: Aberdeen July 2017 percentage of respondents, n=167

Businesses with strong mobile analytics and visibility are 2.5 times more likely to track the IT compliance of mobile devices, and nearly three times more likely to be able to block and manage noncompliant mobile apps. This means that these organizations use the information they gain from their mobile visibility to make sure the right devices are connecting to their environments, and that the wrong apps don't end up in their company.

These leading organizations also understand the need to improve and optimize their mobile environments, as they are more likely to follow ITSM principles to improve mobile and to use a mobile center of excellence to ensure that their mobile initiatives are delivering on their promise.

With these Best-in-Class capabilities and processes in place, businesses with deep visibility into mobile usage and activity are working to not just build a leading mobile infrastructure, but to improve the entire technology environment at their organization. And by taking these steps, they are seeing some significant benefits.

When we analyzed businesses using deep mobile analytics, we saw that they gained some impressive benefits in improved agility, user satisfaction, and company growth. In Table 1 below, we list the top reported benefits that we found in our survey.

Table 1: Businesses Using Mobile Analytics Are:

2x	More likely to consider themselves mobile-first organizations
2x	More likely to give mobile users access to full corporate support
50%	More likely to spend \$1 million or more on mobile initiatives
40%	More likely to quickly (30 minutes or less) respond to customer issues
25%	More likely to have low employee turnover

Looking at this data, we see that organizations with deep mobile analytics are twice as likely to view themselves as mobile-first organizations (meaning that they consider mobile their primary computing platform). This is clearly where modern computing is headed. And, with the wealth of detailed mobile information at their disposal, these firms are able to reach this goal ahead of their competitors. With this goal in mind, these businesses are more likely to heavily invest in new mobile technologies and strategies, as they are 50% more likely to invest \$1 million or more on mobile.

The deep visibility that these companies have into their entire mobile infrastructure is also allowing them to provide better and faster support for mobile users. We see that they are two times more likely to provide full corporate support for mobile employees, and from a customer perspective, they are 40% more likely to solve customer issues quickly.

We spoke earlier about how one of the top drivers of mobile improvement is employee demand. If an organization is forcing employees to work in an out-of-date environment, and can't support them on the mobile devices they choose, then their employees simply won't stick around. Therefore, we shouldn't be surprised to see that organizations with strong mobile analytics, who



are more likely to have strong mobile-first environments, are 25% more likely to have low employee turnover.

Key Takeaway

I'm sure some IT departments would be happy to go back to the old days, where they only had to worry about desktop PCs that only connected to the company network and were easily monitored. But that's not how today's businesses use technology.

Today mobile, always-on, always-connected, anywhere-at-any-time devices are the norm for business computing. And leading organizations are figuring out how to use and build these mobile environments to improve service, increase productivity, and have an agile and innovative firm.

To do this, these businesses understand that deep and extensive visibility into how mobile devices and apps are being used, how they are performing, and whether there are performance issues is vital to having a successful IT infrastructure.

In the end, the job of IT is to provide and support the technologies a business needs to run effectively. Today (and tomorrow) that means mobile devices running in the office, on the road, from home, on the train, in a plane, you name it.

If you don't know what's going on in your mobile environments, not only does it mean there are probably problems in mobile, it means that you really don't know what's going on in your entire IT infrastructure.

Related Research

[How Big Data Analytics Are Changing IT Monitoring](#); July 2017

[The New Mobile Enterprise](#); July 2017

[To Boldly Go Where No Mobile Technology Has Gone Before](#); July 2017

[How Mobility Powers Leading Healthcare Technology Players](#); June 2017



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