

TOP 8

Considerations to Enable And Simplify Mobility

1. Simplify the Process of Adding a Mobile View
2. Utilize the Native Capabilities of the Mobile Device
3. Enable Important Trends such as BYOD and IT Consumerization
4. Get IT Out From Behind the Desk and Into the Business
5. Provide IT Management with Better Information for Faster Decisions
6. Enhance Collaboration and Strengthen the Development of Custom
7. Embrace the Future Applications
8. Use the Right Tools to Accelerate and Simplify the Deployment of Mobile-enabled Applications and Uses



IT departments have a huge opportunity to make their enterprises more agile, cost efficient and competitive by embracing the opportunities available through the proliferation of mobile devices and the near-ubiquity of connectivity. In fact, supporting a more mobile workforce and customer base is no longer an option for IT departments — it's a necessity. Employees and customers expect to interact with the enterprise from their mobile devices, and they expect their mobile business solutions to be as simple to use and elegantly designed as the mobile personal solutions they use outside the office. At the same time, IT departments can be much more productive by moving their personnel out of the office and into the workforce, armed with tools that maximize the unique characteristics of today's sophisticated devices. Fortunately, embracing mobility doesn't have to be complicated or costly. Here's how.

Sales of smart mobile devices surpassed a billion shipments in 2012, and should land between 2 billion and 3 billion over the next few years, depending upon which study you choose. But those numbers don't tell the whole story: Mobility is a defining characteristic of not only a new era in computing, but also the new ways in which we live, work, communicate and interact. To enable businesses to participate fully in this mobile era, IT departments must think in the following terms:

- **Mobile-Enabling the Enterprise** This means enabling customers to interact with the business from mobile devices, and allowing workers to do their jobs securely and conveniently from any mobile device of their choosing. IT should be able to deploy simple and inexpensive tools and processes to mobile-enable new custom applications, and easily create mobile views for existing enterprise applications.
- **Mobile-Enabling the IT Department** This means taking advantage of always-on connectivity and the unique characteristics of mobile devices to enhance and, in some ways, reinvent the delivery of IT services. IT personnel can be far more efficient and responsive to the needs of the business when they are working closer to business decision-makers and are equipped with the right tools to quickly fix problems and enhance services.

A critical aspect of success in this new era is recognizing the unique characteristics of mobile-based interactions, which means ensuring that mobile applications are designed to take advantage of the features and functionality of mobile devices, while building upon the attributes that make these devices so convenient, compelling and exciting.

Many IT leaders are operating under the assumption that adding mobile capabilities is a complex and costly undertaking. But it needn't be either, if you use the right solutions.

In fact, adding mobile capabilities and support can and should be virtually automatic. Here are eight top considerations on how to do it successfully, with the first three focusing on adding mobile views and functionality to business applications, the next three focusing on using increased mobility to help reinvent IT, and the final two bringing it all together.

1. Simplify the Process of Adding a Mobile View

In today's environment, any application that has a browser-based interface should have a mobile interface as well, and you should be able to access the application on a laptop, a desktop, a tablet, a phone or any other device. In reality, the distinction between a standard browser interface and a mobile interface should not only be diminishing, but disappearing altogether. The mobile interface should be familiar to users and require no rework for administrators. If you have to reinvent the wheel every time you want to add mobile capabilities to an application—and if you don't have a platform that enables you to simply add a mobile view—you could be spending a lot more money than necessary. You might need to purchase additional servers, storage or network bandwidth, depending upon the application. However, if you have a platform in place that supports mobility, those expenses and headaches should not be necessary. Once an application is deployed, enabling a mobile view should be a relatively simple process, with no additional configuration requirements, no additional hardware or software to purchase, no customization and nothing extra to install.

2. Utilize the Native Capabilities of the Mobile Device

While adding the mobile view should be a simple process, each mobile application should be capable of taking advantage of the native capabilities of mobile devices and their unique characteristics. The way workers interact with and utilize mobile devices is different from how they work using laptops or desktops, and the mobile application should be enhanced to reflect those differences. Mobile users tend to focus on a higher volume of simple tasks, and they expect to complete them using minimal interaction. You will get more value out of your mobile applications if you make it easier for users to quickly access frequently viewed documents, or if you enable them to use simple commands that involve more clicking than typing. The other critical point is to make sure that your applications and solutions utilize mobile devices' native capabilities, many of which are simply not available to users chained to their desktops. For example, you can use built-in cameras to attach pictures to any document, or to simply scan bar codes. Many organizations are also taking advantage of the GPS capabilities of mobile devices for location awareness, as well as features such as geo-tagging and auto-routing, because mobile devices are presence- and location-aware. The point is that mobile devices give you many more opportunities to be innovative, which is why it is important to have a platform in place that enables you to not only simplify the support of mobile devices, but also simply develop applications and solutions that maximize their potential.

3. Enable Important Trends such as BYOD and IT Consumerization

Bring your own device (BYOD) and IT consumerization are two of the megatrends that are driving mobile usage in most businesses today. In supporting BYOD, you want to make sure that your mobile applications can be accessed from any device regardless of the operating system, so they should support iOS, Android, BlackBerry and Windows Phone users, in addition to desktop browser interfaces. The concept of IT consumerization is that today's users—whether they are members of the IT department, workers throughout the organization or customers—expect many of the same characteristics from their business applications as they get from their personal applications. That means you want to ensure that your mobile applications are intuitive, easy to use, elegantly designed and, as noted earlier, enhanced to take advantage of the native capabilities of mobile devices. You still see far too many applications these days that look like what they are: legacy client/server applications that have been reconfigured to support mobility but don't have the look, feel and functionality of a modern Web application.

4. Get IT Out From Behind the Desk and Into the Business

A lot of what we have discussed so far has to do with IT enhancing mobile capabilities for the enterprise. But it is also critical to recognize how the addition of mobile access and mobile applications can and should be used to shift the paradigm in how the IT department delivers services to the business. By making IT team members mobile and enabling them to use devices such as iPads, your organization can save money and improve productivity by putting technicians out among the workforce rather than keeping them hermetically sealed within the data center. Using mobile devices, desktop support groups should be able to create an incident or change request at a user's desk — so increased mobility becomes not just a money saver, but also a vehicle for IT to improve upon the quality of services it delivers to the business. A mobile-enabled IT department can improve accessibility, accelerate responsiveness and provide better service across the enterprise, no matter where users are located. In addition, if the mobile applications use the native capabilities of the device, they can be optimized for performance and navigation, with an intuitive interface that enables IT personnel to address problems in just a few clicks.

5. Provide IT Management with Better Information for Faster Decisions

Another major benefit of a mobile IT workforce is that it can give IT management access to real-time information and visibility into what's going on within the IT infrastructure for trouble-shooting and problem resolution. If IT decision-makers have a mobile interface that accesses all of the metrics of the IT infrastructure, they can quickly assess and address problems and use the flexibility of mobile devices to remediate problems. In today's environments, where businesses are operating 24/7, mobility can be a critical factor in eliminating downtime and ensuring that any degradation in the performance of mission-critical applications is dealt with immediately and efficiently.

6. Enhance Collaboration and Strengthen the Development of Custom Applications

One of the biggest benefits of having the IT department more mobile is that it makes IT a lot more accessible and connected to the business. Business decision-makers interact with IT personnel more often in the course of everyday business activities, and they know that IT can be available immediately—and with the right tools—to address time-sensitive challenges. This type of everyday interaction can create a cultural paradigm shift within many organizations, where IT and business decision-makers become more collaborative in approaching the development of custom applications and business services. This closer business/IT alignment can have the greatest impact in environments where there is a platform in place that can support the simple development and deployment of custom applications.

7. Embrace the Future

Mobile devices are going to continue to proliferate within IT, within the overall workforce and among customers. For most individuals, they will become their primary device and, in many cases, their only device. To give a sense of how quickly things are changing: In the past two years, the number of active mobile users of Facebook has nearly tripled, with nearly two-thirds of Facebook users accessing the service via a mobile device at least some of the time. More than one-sixth of Facebook users only use a mobile device to access Facebook services.¹ The same type of rapid shift to a more mobile platform is starting to take shape in business applications as well. Consequently, every IT organization must provide its own personnel and the rest of the organization with applications that are truly mobile and that look, feel and function in ways that are comparable to the mobile applications individuals are accustomed to seeing from the consumer world. Mobility is one of the defining characteristics of all next-generation applications and environments. The longer you wait to embrace it, the further you will fall behind your competition.

¹ ["More than 1 in 6 access Facebook only on a mobile device."](#) Shift Communications, May 3, 2013, taken from Facebook SEC filing

8. Use the Right Tools to Accelerate and Simplify the Deployment of Mobile-enabled Applications and Uses

In enabling mobility for your organization, you need a plan, strategy and platform that will provide the best opportunity for success. There are several characteristics you should be looking for in building this plan and in deploying the right platform:

- **Simplicity** Too many mobile initiatives are plagued by excessive administrative and configuration processes. Make sure you have a platform in place that doesn't require additional resources for mobile deployments.
- **Cost efficiencies** Enabling mobile views and applications should not require you to purchase new hardware, software or testing frameworks to ensure cross-device support.
- **Full support for application functionality** You should be able to simply add device-specific views without modifying the underlying application workflows.
- **Mobile-specific features and functions** You want to ensure that your mobile applications support the unique ways in which mobile devices are used, with features such as quick access to recently used documents and simple access to frequently used applications.
- **Tools to support next-generation IT** IT departments have to get more mobile in order to address the speed and agility imperatives of today's businesses. Make sure that your IT service automation platform is optimized to enable mobility, with real-time access to a single system of record for IT from any device and any location.

Next Steps

Custom applications deliver significant value. They provide the opportunity to automate unstructured work processes to make the business far more innovative, efficient and competitive. With the right tools, organizations can maximize the value of custom applications by accelerating and simplifying their development, and enabling IT to manage them in close alignment with business decision-makers. And by using a platform optimized for the development of custom applications, businesses can reduce costs, lower TCO, enhance agility and accelerate time to value for new business services. The business case is compelling, and the technology is available. There's no reason to wait. Find out how your organization can benefit by working with ServiceNow to simplify and accelerate the development of custom applications.

For more information, please visit www.servicenow.com.