Panasonic BUSINESS

TOUGHBOOK

POWERED BY B2M SOLUTIONS

WHITEPAPER:

MOBILITY MATTERS:
THE TRUE COST OF MISSING MOBILE COMPUTING ANALYTICS

A Better Life, A Better World

FOREWORD

The widespread adoption of mobile computing has driven increases in productivity few could have predicted just a decade ago. However, as we enter this mobile-first world, it is important that the IT support and analytics around mobile computing continues to evolve to meet the needs of the workforce and the wider business. Our global partner, B2M, released their 2nd Annual Enterprise Mobility Survey which clearly shows progress still needs to be made.

As the research shows, currently there is a gap in awareness between the workers on the frontline and IT support staff around the impact of mobile issues on customers, revenues and productivity. Users say mobile computing failures are losing businesses customers and money on a scale management is unaware of and the indications are that the problem could be worsening. Ensuring the business is buying suitable, proven and reliable computing devices will reduce many of these issues but as business application requirements become ever more complex additional insight is needed.

A lack of analytics on devices is causing IT support teams to unnecessarily replace parts, such as batteries, or return devices to the manufacturer when there is an issue. This lack of insight and extreme reaction is having an expensive impact on operational costs within a business.

No IT team wants to cost its business money by underestimating lost productivity or replacing batteries and complete devices when there is no need. The issue here is that IT managers are clearly missing vital real-time information on the operational status of their devices when in the hands of the mobile workforce.

As we continue to benefit from mobile computing innovation, it's critical that businesses quickly establish the same level of insight that they have with their bricks and mortar IT infrastructure. IT staff need the tools to proactively see problems and fix them, and even predict problems before they occur.

It's clear from the research that IT workers want this level of clarity. These services do exist and if it's a business issue you face, I encourage you to take a look at our TOUGHBOOK Smart Essentials suite. In the meantime, I hope you find this research useful.

Jan Kaempfer
Head of Marketing, Panasonic System Communications Company Europe

Gary Lee
Chief Revenue Officer
B2M Solutions

EXECUTIVE SUMMARY

Research shows that the regular failure of mobile computing devices is losing businesses customers and money on a scale management is unaware of.

More than 50% of mobile workers reported their company had lost revenue and customers as a result of issues with their mobile computing devices. End-users (51%) reported suffering at least one mobile device issue per month but these problems were not filtering back to the IT administrators, with 80% claiming only 5-20% of users were reporting problems monthly.

And it's getting worse, with 37% of end-users with problems saying the number of issues they've experienced per month has increased over the past 12-18 months.

IT workers were also failing to appreciate the loss of workforce productivity as a result of mobile issues. 95% of all end-users that had experienced problems said it had negatively impacted their productivity. With 63% of all end-users surveyed stating it takes between 30 and 180 minutes on average for any mobile issue to be resolved. But only 33% of the IT team respondents believed their company was negatively impacted by lost workforce productivity as a result of mobile issues.

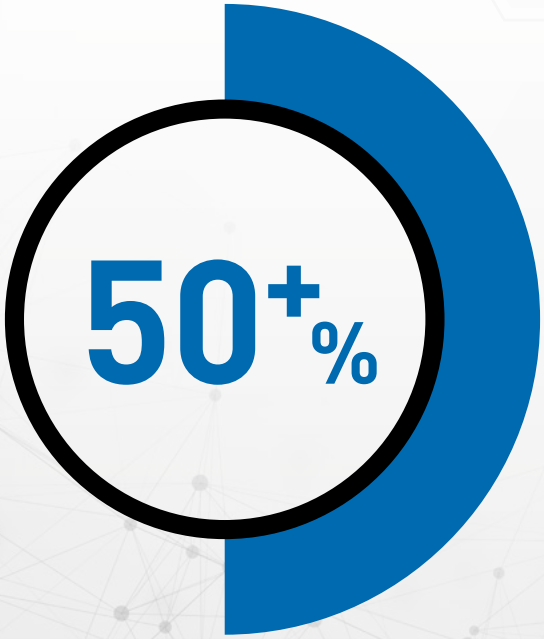
The top 3 issues affecting mobile device users were network issues (45%), battery issues (41%) and mobile application issues (40%).

Many IT workers also admitted that they simply replaced batteries or sent devices back to the manufacturer for replacement when issues were reported – increasing operating costs. IT workers (88%) admitted they were likely to unnecessarily replace device batteries which are perfectly healthy and 91% admitted to returning healthy devices for repair (devices which are ultimately classed as "No Fault Found / No Trouble Found (NFF/NTF)".

When IT workers were asked to rate a tool that would provide real-time visibility and alerts to issues affecting end-users, 91% rated it as Valuable or Extremely Valuable, with Extremely Valuable selected by 54.2% of all IT workers.

KEY FINDINGS

Mobile issues are causing businesses to lose customers and revenue.



More than 50% of all end-users surveyed said their company has **lost revenue** due to mobile problems.

More than 50% of all end-users surveyed said their company has **lost customers** due to mobile problems.

Despite being a business critical asset, mobile devices and apps are failing often and impacting end-users.

51%

of all end-users surveyed reported having at least **one mobile issue per month** which impacted their ability to do their job.

While almost

80%

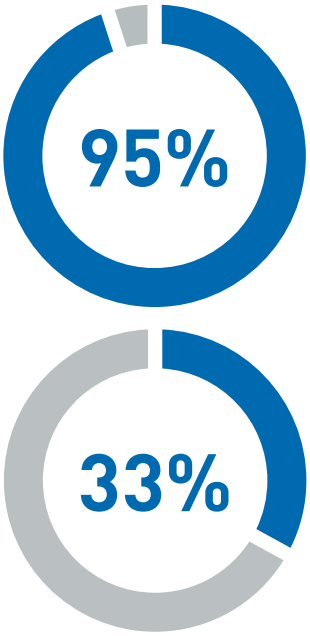
of IT workers surveyed said only **5%-20%** of end-users users **report problems monthly.**

The gap may be explained by end-users not reporting all issues they experience, and IT **not having the monitoring tools needed to monitor all end-user impacting issues.**

% of end-users affected monthly as reported by IT Workers

KEY FINDINGS

Lost 'end-user' productivity due to mobile issues.



95% of all end-users surveyed, who experience issues with their mobile device, say the company is negatively impacted by lost end-user productivity due to mobile issues.

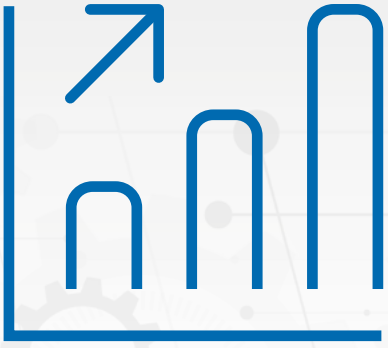
VS

33% of all IT Workers surveyed say the company is negatively impacted by lost end-user productivity due to mobile issues.

These findings highlight a potential gap between what front-line end-users understand about mobility and its impact on end-users, customers and operations, versus what IT may understand. This is an opportunity for both better communication between the groups, and better tools for IT to gain visibility into issues which end-users see but may not report.

It's getting worse. Over a third of end-users report an increase in the number of mobile issues they experience each month.

37% of end-users reporting problems say the number of issues they've experienced per month over the last 12-18 months has increased.



KEY FINDINGS

Top 3 mobility issues affecting end-users

Network Issues

45%

of all end-users surveyed said they have network-related issues one or more times per month (daily, weekly or at least once per month).

Battery Issues

41%

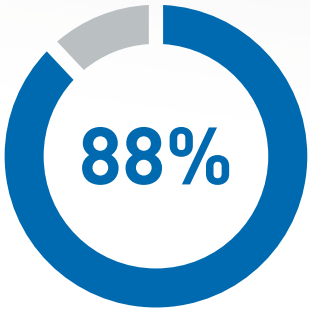
of all end-users surveyed said they have battery-related issues one or more times per month (daily, weekly or at least once per month).

Mobile Application Issues

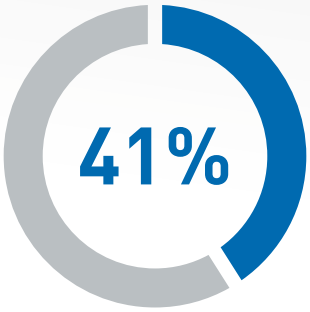
40%

of all end-users surveyed said they have app-related issues one or more times per month (daily, weekly or at least once per month).

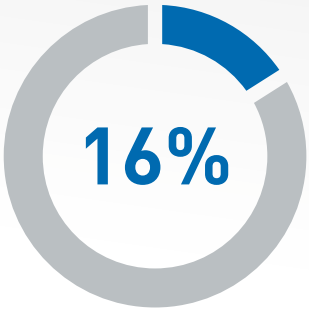
Unnecessary replacement of batteries is raising operating costs.



of all IT Workers surveyed admit they likely unnecessarily replace device batteries which are perfectly healthy.



of IT workers admit to automatically replacing the battery to solve the problem.



of IT workers admit to automatically returning the entire device to swap the battery and solve the problem.

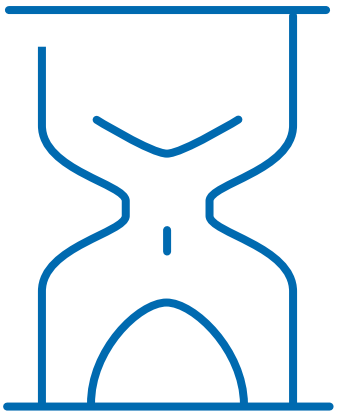
A lack of tools to remotely monitor and diagnose battery issues may be to blame.

KEY FINDINGS

Lost end-user productivity due to mobile issues is raising operating costs.

63%

of all end-users surveyed state it takes between 30 and 180 minutes on average for any mobile issue to be resolved.



During this time, it's common for the end-user to be unproductive – even completely unproductive by not being able to work resulting in increased costs for the company.

The mobile device management and troubleshooting challenge for IT workers

96% say they have an MDM / EMM in place to manage their mobile devices, apps, content and users.

84% believe they've been given the tools they deserve and need to support mobile end-users.

2% say they get all the analytics they need to manage mobility from their MDM / EMM solution.

0% say they have tools in place to get real-time alerts and monitor issues on mobile devices.

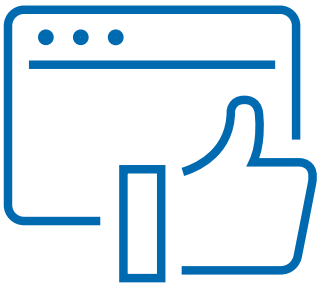
Unnecessary replacement of healthy devices is raising operating costs.

91% of IT workers admit returning healthy devices for repair (devices which are ultimately classed as "No Fault Found / No Trouble Found (NFF/NTF)"

54% of all IT workers admit between 1 and 20% of all devices returned are healthy.

NTF / NFF is costly as it means replacement devices are purchased and in use for no reason in addition to the costs of managing each replacement.

When IT Workers were asked to rate a tool that "went beyond MDM / EMM to give real-time visibility and alerts to issues affecting end-users":



91%

rated this as Valuable or Extremely Valuable, with Extremely Valuable selected by 54.2% of all IT workers.

SURVEY METHODOLOGIES

The findings were the result of an online survey of over 550 companies using a third-party, independent market research provider. The pool of end-user survey respondents was screened by the provider to ensure they depend on a mobile device to do their job daily, while IT worker survey respondents were screened to ensure they were in charge of supporting mobility in an enterprise with a minimum of 500 mobile devices.

Average # of devices supported within each enterprise surveyed:

3,880

Average # of rugged devices supported:

1,946

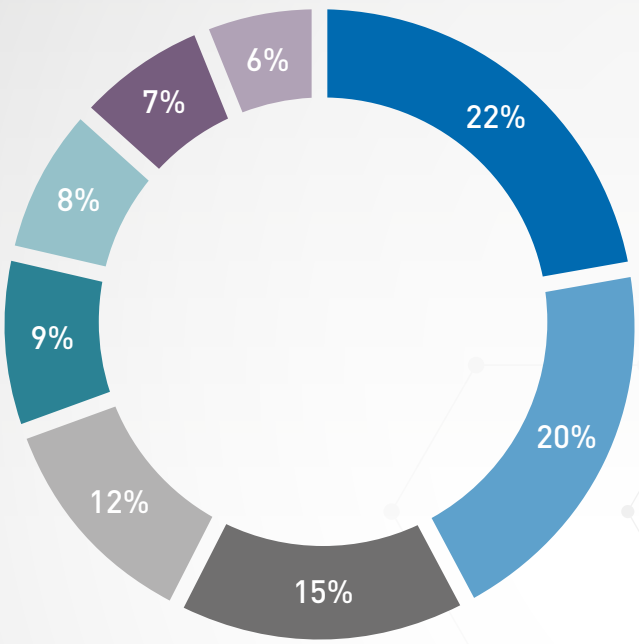
Average # of non-rugged devices supported:

1,934

Total number of devices under management represented in survey:

966,215

Respondents were split between the following vertical market segments:



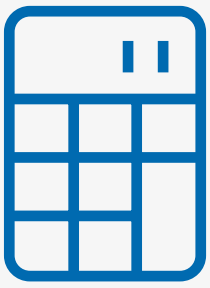
TOUGHBOOK SMART ESSENTIALS, POWERED BY B2M

Ensuring maximum productivity and utilisation of mobile devices is critical to business success. The TOUGHBOOK Smart Essentials suite provides the unique ability to gather and analyse data from deployed mobile devices and gain actionable insights to eliminate issues. It provides information to make more informed decisions, take faster action and measure results in new ways.

The analytics are a scalable, cloud-based Software-as-a-Service solution, compatible with any mobile device management/enterprise mobility management (MDM/EMM) solution. TOUGHBOOK Smart Essentials software captures, aggregates, analyses, stores and reports on mobile device behaviour and attributes such as signal strength, battery performance and application usage for unprecedented visibility into the health and utilization of mobile devices.

Real-time operational views identify problems as they happen and correlate that information with the event that caused them, providing the opportunity to find a solution before problems become significant.

TRY THE TCO CALCULATOR



Why not try this quick True Cost of Ownership calculator to estimate how much outages with devices and applications may be costing your company, as well as get a quick assessment of how your company is performing against industry averages.

Click the link here.

The True Cost of OwnershipTM measures the total cost of ownership over a multi-year period. It examines the acquisition costs of rugged and non-rugged devices, software and peripherals, and using industry benchmark data from analyst firms and primary market research, calculates the average failure rates across devices' batteries, applications, networks and other factors. **On a 5-year average, 60% of the total costs of mobile devices for enterprise customers are due to failures – many of which could be prevented.**

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