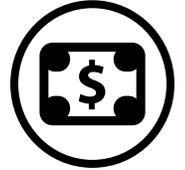


The Critical User Experience You Are **Not Prioritizing:**



The fair question is then why the digital economy has yet to transform the corporate environment into a fully immersive mobile experience that rivals or even exceeds that found in our private life?



Today's smartphone or tablet can basically run your private life enabling everything from house thermostats, TVs, music, security systems, lawn sprinklers, grocery shopping, travel booking, bill payments and everything in between. The fair question is then why the digital economy has yet to transform the corporate environment into a fully immersive mobile experience that rivals or even exceeds that found in our private life?

As the digital economy links people, companies, devices, processes, and systems across all areas of business, private and social life, the magnitude of information and data created is truly astounding making the potential use case all the more interesting in a mobile setting.

An ocean of data in need of mobilization:

Consider for a moment that the digital economy is creating a yearly deluge of data projected to be in excess of 403 trillion gigabytes as of 2018 (source: Cisco). If you are not familiar with the concept of a Zettabyte, it is roughly the same amount of data as you could store on 250 billion DVDs. If that seems like a hard number to grasp try to imagine that the volume of the coffee cup on your desk equals one Gigabyte. One Zettabyte of coffee would then have the volume of the Great Wall of China.

As dramatic as the constant rise in these numbers is though, its presence and importance is not new. Nevertheless, making the right decisions about what to do with this mind-boggling amount of data is what will separate the leaders from the laggards in the very near future. While many companies are making serious efforts to harness and make some sense of the data,

real competitive value will only truly be achieved if end-users across organizational hierarchies are truly using the power of the data to make business decisions in the moment based on real-time changes to their business environment no matter where they may be physically. This ability to make informed decisions on the fly as well as sense and act on change is what defines a "Live Business" which will set the new standard for the future of work and enterprises in general.

A Live Business is a Mobile Business – but are you prioritizing to make it happen?

The shift towards the Live Business requires a technology infrastructure that can respond in real time and the organization, its people, processes and structure, must all be mobilized to act in the moments that matter most to customers.

The competitive impact of the live business model is however only truly realized if those actions and decisions can be made anytime and anywhere. The implication of this goes beyond the traditional mobility scope of collaboration, email and a multitude of disparate business apps. It consists of a highly user-friendly and integrated access to all business critical systems from any device effectively shifting enterprise mobility from being an extension of your business to becoming the de facto operating model for your business.

The basis for the successful implementation of this operating model, is enabling a mobile user experience that reduces complexity, increases productivity and integrates every piece of the business and makes it available in a simple package that rivals any private tools or apps that we are used to from their private sphere.

The challenge in delivering such a compelling enterprise mobility user experience is typically found in 3 distinct areas.

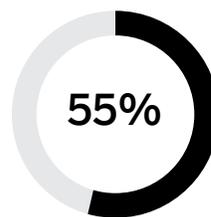
1. The underlying business systems are not truly linked through a digital core to provide a seamless user experience for the end user resulting in wasted time and added complexity.
2. The mobile user interface is not prioritized or developed to the point of becoming the preferred business tool for employees in every situation.
3. The scope of enterprise mobility efforts is set to improve current business models as opposed to totally reimagining the way that the company could do business.

The complexity of being simple:

From an executive point of view, the focus has often been on the overall digital transformation and the way it impacts the company processes and technology but less so on the actual user experience. However, when the focus shifts towards streamlined, integrated and automated workflows on a mobile platform it opens up for changing and vastly improving the complexity challenge which is one of the major obstacles of companies today.

A study by the Economist Intelligence Unit published in Q3, 2015 showed that 55% of executives state that their organization is either very or extremely complex with more than 50% believing that this complexity has cut into their profits over the past 3 years. In an increasingly data-driven business environment affected by a constantly higher pace of innovation, information and process-reconfiguration, the ability to run a successful business is thus becoming more of a live exercise in orchestrating simplicity and managing complexity at all levels rather than a just a function of profits and organizational management.

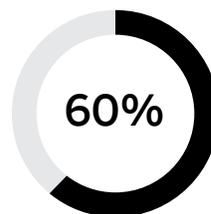
The importance of reducing this complexity is accentuated by the prediction that 60% of the companies in the G2000 will have doubled their productivity by 2020 through the digital transformation of processes from human-based to software-based delivery. (source: [IDC, Nov 2015](#)). In short, if you are not reducing your organizational and daily process complexity across the enterprise and consequently in your enterprise mobility strategy and execution all the way through to the end-user experience you will be left behind.



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Where to start?

A 2016 study on Enterprise Mobility showed that main reasons for investments in the enterprise mobility were related to increased productivity, improved customer service and operational efficiencies. On the flip-side the biggest challenge in implementing solutions was clearly integration with legacy systems. While those reasons are indeed very sensible albeit maybe not surprising, the survey also highlighted the key issues that respondents wished that they had prioritized beforehand. Think Big (but start small). Focus on where the transformational power lies, and Finding the balance between user experience and security all ranked in the top 4 responses and should be considered as key to any mobility investment (Source: [Enterprise Mobility Exchange – Global State of Enterprise Mobility 2016](#)).

A similar [report](#) from Accenture showed that executives are in fact highly attuned to the importance that mobile apps in becoming a digital business though actual implementation of even the most pervasive types of apps are still only deployed by just over 40% of executives. Those who do use all types of apps were however more likely to be more profitable than their competitors and 41% considered a positive user experience to be a crucial step for successful adoption.

This only reinforces the value of the integrated mobile high-quality user experience of the live business and highlights the need for it to be a much more strategic prioritization than e.g. a single line-of-business initiative would ever accomplish.

Can you make the user experience a strategic goal?

The process towards becoming a live business will require mobile user interfaces and user experiences to enable a very intuitive grasp on understanding and acting on data, Success will additionally be tied to the ability to create a consolidated and actionable real-time view of all parameters affecting the business in any location. Many companies already have the strategic focus on the data deluge and the ability to transform it into actionable, real-time information, so how do you ensure that the User Experience and mobile adoption also becomes a standard operating priority rather than an optional enhancement?

The key lies with executives recognizing that starting right now, and increasing with every millennial and Gen. Z entering the job market, the mobile user experience becomes not only a necessity but the expected way of life for customer and employees alike. The enterprise mobile user experience of integrated data clearly has the potential to drive simplicity and efficiency in everything from R&D, to manufacturing, marketing, sales, and customer service, so the question is if you are ready to make it a strategic priority in your company?