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How Managed Mobility Services Maximize TCO

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In the complex world of mobility, could the simple answer be MMS?

Just as the Internet irrevocably changed how businesses engaged with their customers, so, too, are mobile devices transforming virtually every aspect of business operations.

For users, mobility brings new flexibility and efficiencies. But they need reliable uptime and connectivity, current and easily accessible applications and information, and ongoing training and support. For business operations managers, mobility brings opportunities to increase customer satisfaction, as well as employee efficiency and productivity. But managers are faced with the challenge of managing an exploding and dynamic landscape of devices, applications, suppliers, connections, networks, services, and content.

The Challenge: Costs Of Managing Mobility

Developing an enterprise mobility strategy is complex. The explosion of mobile devices, infrastructure, network technologies, providers, and applications results in an equal expansion of organizational resources needed to provision, update, track, and support all of it. Many companies have learned that outsourcing noncore functions — such as maintenance — can be beneficial, as outsourcing managed mobility services (MMS) lets companies take control of their mobility management budgets.

When provided by a proven supplier, MMS offer predictable costs, lower TCO (total cost of ownership), increased productivity, and reduced risk across the organization. An experienced MMS partner lets companies hit the ground running — utilizing expert knowledge and best practices from the start. More importantly, outsourced MMS frees up significant resources to focus on improving core business operations, taking advantage of dynamic market opportunities, and investing in new channels and lines of business. With MMS, organizations can enjoy a single point of contact and accountability for providing required levels of availability — without sacrificing control over the IT environment. Further, outsourced MMS ensure continuity when employees change jobs or leave the company.

By leveraging the expertise of an MMS provider whose only business is service, businesses can:

- reduce mobile equipment, network and support costs and ensure budget predictability
- simplify provisioning, installation, testing, technology updates, ongoing maintenance, and problem resolution
- gain significant improvements in visibility of devices, networks, apps, users, and functions
- ensure consistent policy management
- quickly have on-the-spot expertise when and where it's needed, and only when it's needed, from experienced help desk and tech support teams
- reduce recruiting and training costs and time by immediately bringing on an experienced technical and consulting staff
- free up internal resources to focus on core business initiatives.

How do you choose the right MMS partner? Quite simply, by asking the right questions about a potential partner's experience and track record; geographic and technology reach; methodology, tools and systems; and approach to the relationship. Some important considerations when selecting a MMS partner include:

- Are outsourced services the provider's core business?
- Does the service provider have proven experience?
- Does the service provider have broad reach?
- Can the service provider be a single source for other service requirements?
- Does the service provider have the right methodology, systems, and metrics in place?
- How will the service provider's solution enable increased productivity for the core business?

The mobility juggernaut is not going to stop — but budgets are finite. The spiraling cost of supporting a mobile portfolio can divert resources from core business operations, and dynamic technology can keep organizations "running as fast as they can" to stay in the same place.

Just as the Internet was the tipping point for new ways of doing business two decades ago, mobility is today's transformative force for business, and companies that can effectively deploy it for business advantage stand to gain — and retain — long-term industry leadership. However, mobility isn't a single technology, but a universe of disparate devices, networks, apps, and users — all of which must be integrated into a cohesive mobility management strategy. With such a wide range of technology, processes, and skills necessary to manage the mobile enterprise, outsourced MMS can help businesses control cost, minimize risk, enhance TCO, and gain optimal productivity improvements from new mobile technology.