



The Mobile Strategy Workshop

J.Gold Associates LLC, 6 Valentine Road, Northborough, MA 01532, USA
www.jgoldassociates.com +1-508-393-5294

Creating a Mobile Strategy is the single most important action you can take to maximize ROI while maintaining security and minimizing TCO!

Does your company have a mobile strategy? If not, you're not alone. Our research indicates only about 25% of enterprises do. But those that don't are at a big disadvantage!

Look at these facts about Mobile:

- TCO for companies without a mobile strategy can be 50%-100% higher than for companies that have one.
- Productivity can increase 10%-15% or more for mobile users if done right, but can actually decrease if done badly.
- Organizations not enabling a diverse population of devices and user choices through emphasis on manageability, policy enforcement and security will become hopelessly outmoded and struggle to function.
- The heavy burden being placed on IT support staff as a result of "mobile anarchy" is negatively affecting not only mobile but other mainstream corporate functions as well.
- A failure in mobile security can cost companies many millions in fines and massive loss of customers.

Market Dynamics That Can't be Ignored!

- The majority of enterprises will allow user liable devices. Currently at 35%-45%, this will rise to 75%-85% in 1-2 years. But security, compliance and device management will remain challenging.
- Data breaches will grow dramatically. We estimate 10%-20% of companies have already experienced a data breach as result of mobile device use, many of which were not detected.
- Mobile Diversity Management (MDM) will replace mobile device management as the primary infrastructure improvement companies must implement to handle the range and scope of new mobile devices.
- Pressure will increase from end users for broad device support. But IT must maintain a level of control to prevent security threats and minimize TCO, an increasingly important focus over the next 1-2 years.
- Companies must establish user and device classes that reflect the needs of users and align services based on those classes. Simply reacting to user demands will overwhelm IT and lead to inferior service and support.

Copyright 2011 J.Gold Associates, LLC.

We offer organizations a proven, facilitated half-day mobile strategy workshop based on our extensive expertise and ongoing work with many companies; all delivered at your site with your staff actively engaged in creating the optimum strategic plan for your company.

➤ **Defined Benefits**

A customized strategy to securely run your mobile business over the next 3-5 years while maximizing user productivity in a turbulent technology environment. Includes:

- On-site half day (or optional full day) interactive assessment of company's current and future mobile product strategy, user requirements, organization, infrastructure improvements and competitive position
- Resulting definition of mobile requirements, strengths and weaknesses, and best technology fit to meet stated requirements
- Creation of strategic plan for governance, organizational structure and estimated costs and timelines

➤ **Custom Content for your Strategic Mobile Plan**

Direct guidance for a complete, personalized and context-specific plan. Includes:

- Plan of needed strategic changes and how to best achieve them
- Organizational recommendations based on current/future capabilities
- Recommendations on technology modifications and/or acquisitions

➤ **Proven Results**

Well defined, organization-specific strategic plan. Includes:

- Completed strategic plan outline and preliminary content
- Facilitated organizational recommendations to management

➤ **Optional Add On:** Continuing support on a 12-month basis.

- Unlimited telephone inquiries and support.
- Periodic review of progress made against Mobile Strategy
- Assistance to team with mid-course corrections and modifications.

***By completing this program, you will know exactly what needs to be done, how to do it, how long it will take, and the best way to become a mobile company!
Contact us today to get started!***