More Than One Way to Make Your Business Mobile

Exploring different mobility solutions in the era of digital transformation
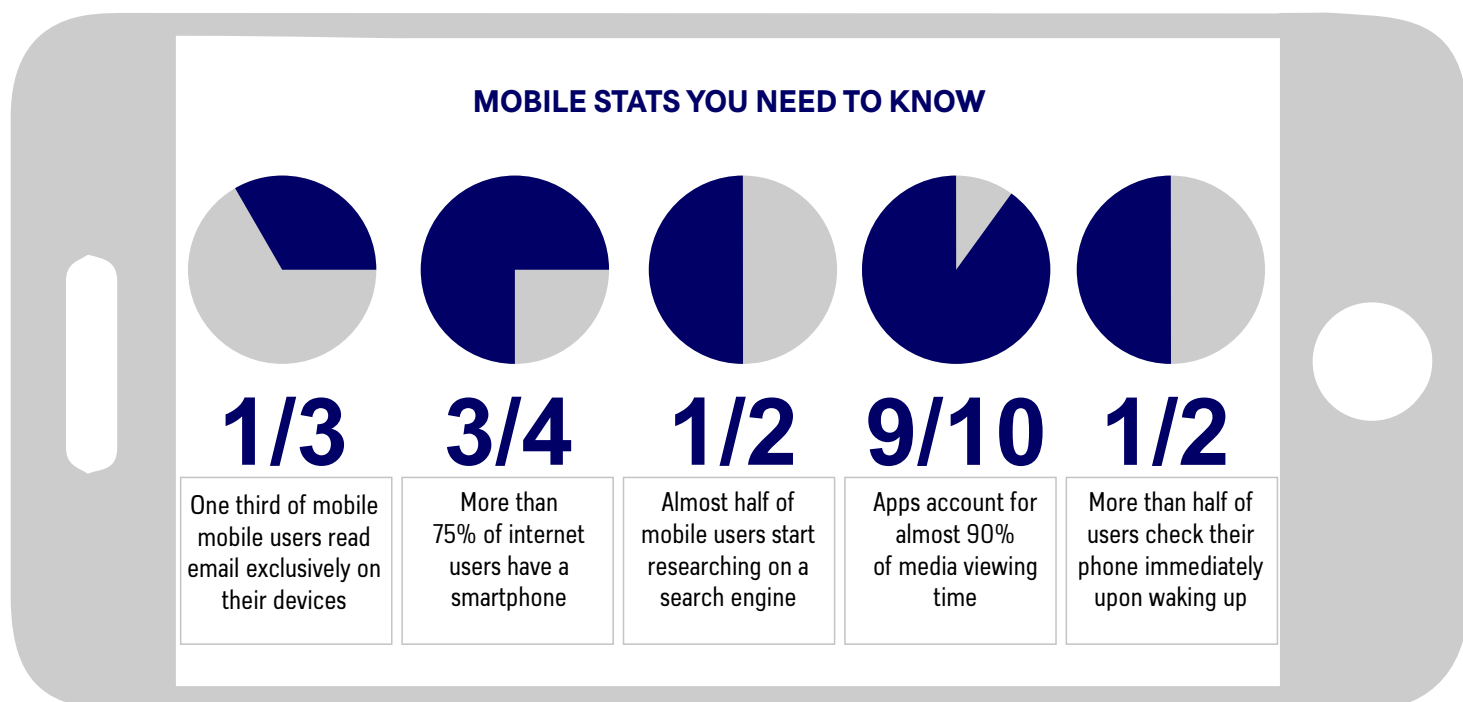
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Mobility is a hot topic. Everyone's talking about, and almost everyone is planning to make their organization more mobile, but sometimes it can be unclear what that means for your business and what it takes to get there.

Questions like do you need a mobile app? A mobile site? A mobile office? All start to blend together, making it confusing to identify the right solution for your unique needs. Add in rapidly changing trends like Google's Instant Apps and Accelerated Mobile Pages, or Apple's advanced wearable technology, and plotting a path forward can be difficult and daunting.

The journey remains tempting, however. In January 2017, 71% of people's digital time in the United States was spent on a mobile device. There are more mobile users than traditional users worldwide, and spending on mobile ads now exceeds desktops and tablets. Salesforce also reports that 79% of marketers feel mobile is important to their business and 58% have a dedicated mobile team.

Clearly, it's a space every business needs to be in. You just need to figure out how.

MOBILE STATS YOU NEED TO KNOW

1/3 One third of mobile mobile users read email exclusively on their devices

3/4 More than 75% of internet users have a smartphone

1/2 Almost half of mobile users start researching on a search engine

9/10 Apps account for almost 90% of media viewing time

1/2 More than half of users check their phone immediately upon waking up

More than one way to go mobile

One reason organizations are challenged by mobile transformation is because it covers a lot of ground. There's more than one type of mobility, and the overall benefits to your business will vary based on your unique needs and customers.

KEY GOALS

Mobile Apps

COMMON EXAMPLES

Customer-facing **applications running on phones and tablets that expand business opportunities** or improve the business experience

E-commerce, healthcare management, banking, gaming, and much more—some businesses are only on mobile apps

Mobile Web

Desktop-caliber experience and content across all devices and screen sizes

Responsive or adaptive design websites, or the new AMP, Accelerated Mobile Pages sites

Mobile Business

Business-specific processes, workflows, and other services to accelerate key functions in your organization

Internal mobile apps for Customer Service and other tasks powered by Microsoft PowerApps or Salesforce Lightning
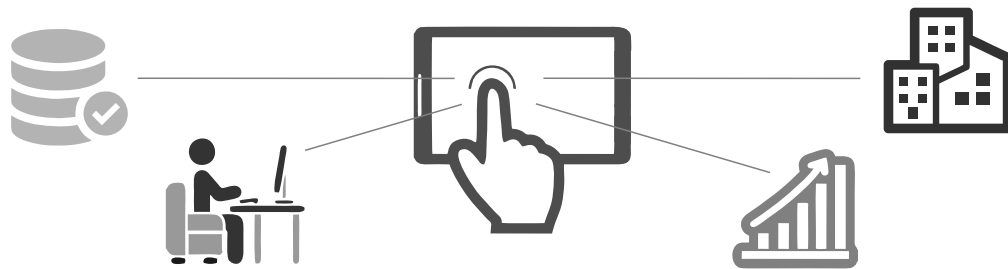

Mobile Office

Seamless access to documents and other files across desktops, laptops, tablets, and smartphones, plus enhanced collaboration and sharing

Cloud-based productivity suites and storage like Microsoft Office 365 with SharePoint, Google G-Suite, and Apple's iCloud

Making your office mobile

One opportunity every organization can benefit from immediately is the mobile office. We've all been there—at a client meeting, or on the road, when we realize we've left a file on our office computer. We call a colleague, search through email, or give up. Time is wasted, and—if the file is critically important—business might be affected.

There's a better way to work. Microsoft, Google, Apple, and others offer low-cost, safe, and secure cloud drives and applications for business that allow access to files anywhere, anytime, on any device, but basic access is just the beginning. These providers also offer a new level of collaboration with colleagues, and "safety" features like version control.

Many also include the ability to deploy project and team websites, managing tasks and editing documents online. Perhaps even better, the entire suite of features is usually available for a small per user, per month fee with no additional software charges.

Project + Team Sites
Collaborate and coordinate with dedicated online portals for your work, including calendars, task management, project planning, and other integrated apps

Collaboration Tools
Share files with colleagues and customers without worrying about which version they are viewing, and even allow them to make edits directly

Productivity Apps
Documents, presentations, spreadsheets, and more available across all of your devices, seamlessly

Cloud Storage
Safely and securely stores your files and keeps a record of your changes - files can be available through a website as well when you don't have a device

The mobile enabled business

Many organizations can also benefit from improving the mobility of their key processes, tasks, and functions. These mobility solutions usually integrate with back-end systems and workflows such as your Customer Relationship Management System and Enterprise Resource Planning Application, serving as a mobile extension of existing software, allowing remote or frequently traveling associates access to key processes from their mobile device.

This type of business acceleration can take many forms and will vary based on the unique needs of your organization, but there are a few common use-cases and technologies that can help illustrate potential benefits. In most cases, a customized app for your organization will support this functionality and integrate with the originating system.

COMMON USE CASES

SALES

Remote sales team members can access leads, collateral, and important functions like requesting a quote

SERVICE

Remote service team members process requests and have access to supporting materials

FINANCE

Remote team members can review and approve invoices and other documentation, or simply check their budgets

KEY TECHNOLOGIES

The services below allow you to build and launch custom apps specific to your business needs without writing code.
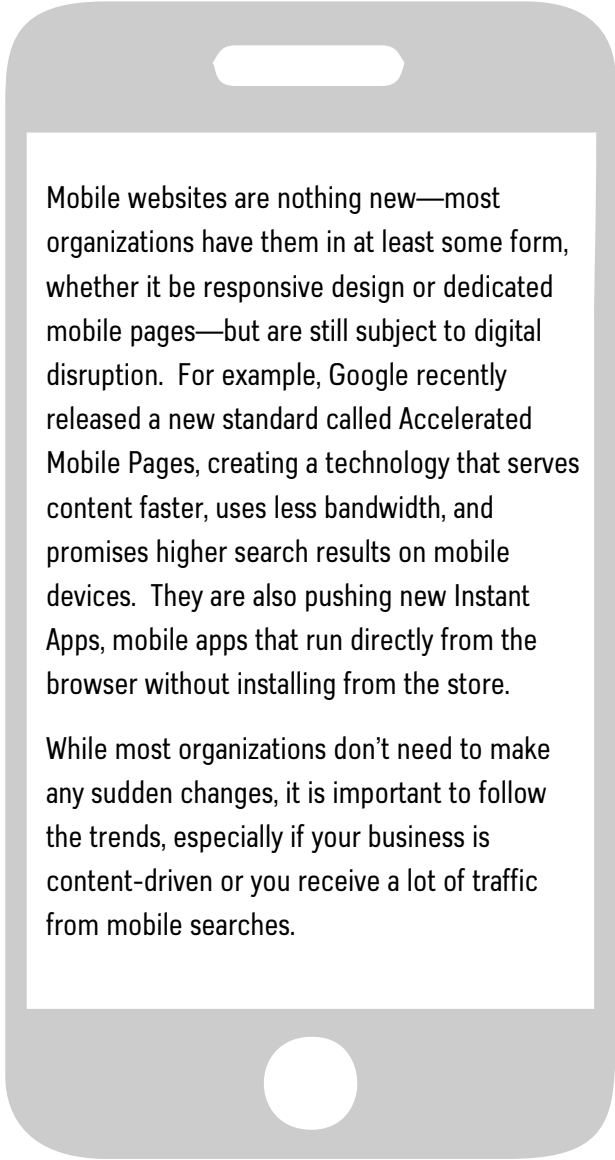
PowerApps

Microsoft PowerApps are included as part of Office 365 and enable organizations to develop customized mobile apps by leveraging functionality directly from other Microsoft applications. For example, you can perform tasks on Dynamics 365, look up data from SharePoint, or automate workflows for a specific business need.

salesforce LIGHTNING

Salesforce Lightning can extend the functionality of the Salesforce cloud with custom apps that include key Sales, Service, and Marketing functionality. For example, a dedicated application for sales team members to manage leads or service team members to process requests directly from their mobile app.

The (more) mobile web

Mobile websites are nothing new—most organizations have them in at least some form, whether it be responsive design or dedicated mobile pages—but are still subject to digital disruption. For example, Google recently released a new standard called Accelerated Mobile Pages, creating a technology that serves content faster, uses less bandwidth, and promises higher search results on mobile devices. They are also pushing new Instant Apps, mobile apps that run directly from the browser without installing from the store.

While most organizations don't need to make any sudden changes, it is important to follow the trends, especially if your business is content-driven or you receive a lot of traffic from mobile searches.

A responsive design website is essential for every organization. Google says that 61% of users are unlikely to return to your site if they have trouble accessing it on a mobile device and 40% visit a competitor. If you don't have one, get one because chances are at least half of your traffic is on mobile devices and you can't afford to provide a poor experience.
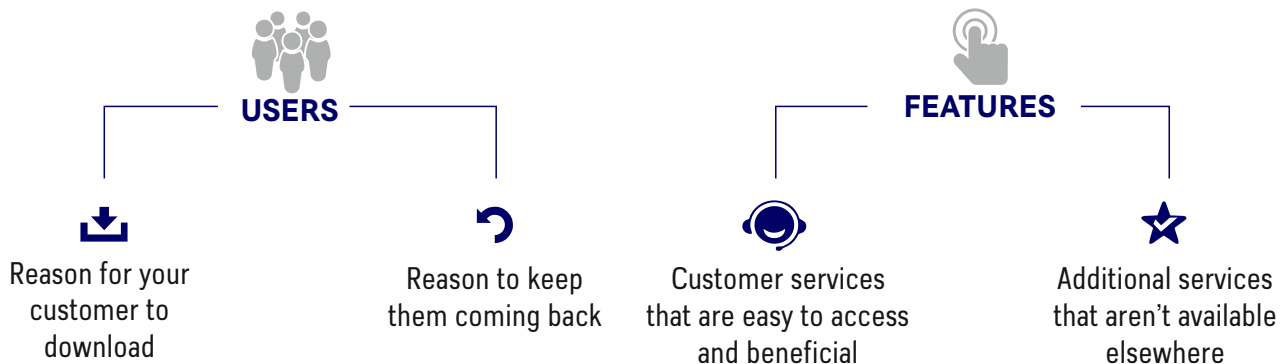
Accelerated mobile pages and other technologies might be an option for you if search is critical to your business and most of your search users are on mobile devices—there are limitations to this technology, however, even if it ranks you higher in the results.

Another essential opportunity is making your email marketing mobile compatible. Organizations are adopting this standard at an aggressive rate, and mobile email open rates have grown by **180%** in the past three years—79% of users surveyed use their phone for reading email.

Making money with mobile apps

The truth is that most organizations don't really need a mobile app for customers. We say this as an organization that builds apps and can profit from creating one specifically for you, but unless you're in retail with a lot of repeat business or can benefit from customer's completing transactions on their phones—financial services and healthcare being at the top of that list—the other mobility solutions described in this whitepaper are going to generate a greater return on investment.

WHAT MAKES A SUCCESSFUL MOBILE APP?

USERS

Reason for your customer to download

Reason to keep them coming back

FEATURES

Customer services that are easy to access and beneficial

Additional services that aren't available elsewhere

We're here to help

KORCOMPTENZ is your total technology transformation partner, helping you engage your customers and prospects, enable your business, and accelerate your results. Request a consultation to learn more about our web and marketing technology services, business management solutions, mobile apps and custom development, and infrastructure management services.

Request a consultation

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