

## IMPLEMENTATION

# Seven steps toward a mobile collaboration strategy

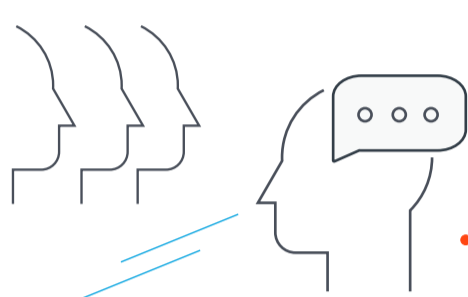
As an organization, you probably have many of the component parts of a mobile collaboration strategy already. But they may not be working together as cohesively as they could. Here, we outline a seven-step process for IT leaders to implement a sustainable mobile collaboration strategy.



## 1 Identify your business goals

There are many business drivers for implementing a mobile collaboration strategy. Enabling remote working. Recruiting and retaining global talent. Reducing capital or operational expenditures.

Identifying your business goals will help you develop a mobile collaboration strategy that will provide the greatest benefit to your enterprise.

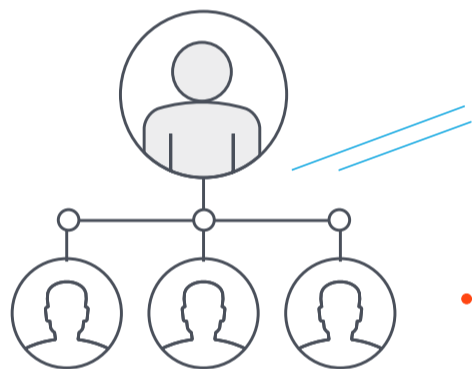


## 3 Know your users

### 68%

would like standardized devices on the job<sup>1</sup>

Users will have different needs across the organization, depending on their role, tasks, and preferences. Understanding their requirements will help guide you to the right technologies for maximizing productivity and enhancing employee engagement.



## 5 Choose the right management model

### 92%

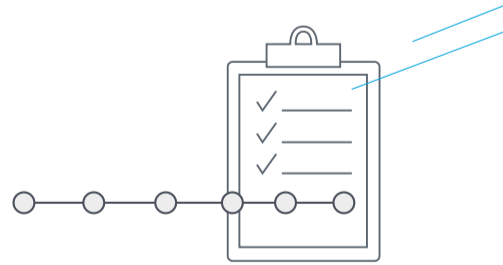
are "always connected" during business hours<sup>2</sup>

Choose a management model that gives IT control while still meeting the needs of your end users. Consider these three models:

**Virtualization** of applications and desktops optimizes enterprise applications for mobility.

**Mobile Device/App Management (MDM/MAM)** allows you to manage the configuration and security of laptops, mobile devices, and applications to help protect sensitive data.

**Mobile hypervisors** enable you to manage apps, data, policies, and settings on devices without touching any resident personal data, effectively creating two virtual devices: work and personal.



## 7 Support implementation

### 90%

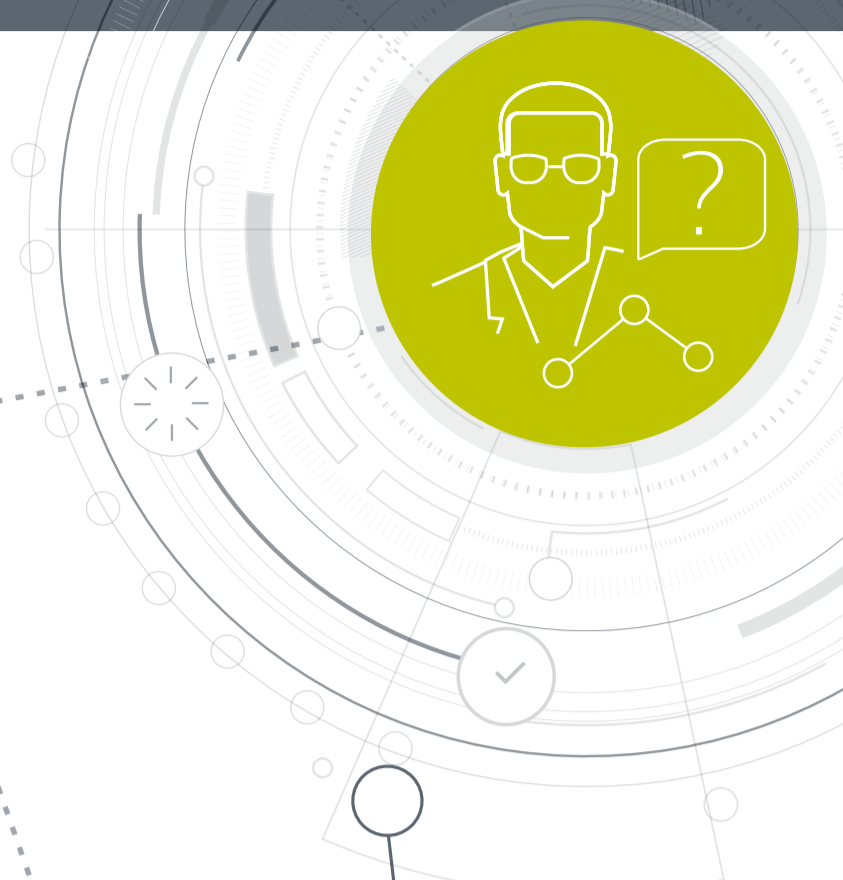
see new and emerging technologies as having a positive impact on their productivity, career, and quality of life<sup>1</sup>

Change doesn't happen overnight. It is likely to take some time for users to get up to speed and make full use of the technology now available to them. Keys to a successful implementation include:

**Training.** Educate users and provide guidance on connectivity, such as using apps to find hot spots or Wi-Fi, and how to use UC applications.

**IT support.** Establish a plan that provides communication and support for mobile workers.

**Ongoing monitoring and analysis.** Keep a close eye on user experience to measure gains and identify roadblocks so you can continue to improve your strategy—and drive business results.



## 2 Choose your architecture

The right architecture will leverage what is already in place and create efficiencies.

Consider which OS, mobile platform, network, telecom infrastructure, and security will work within your current IT infrastructure. What technologies do you already have that you can scale or leverage? You may want to consider a cloud-based approach. Offering flexibility and scalability, cloud-based applications, and delivery of information, it can play an important role in mobile collaboration.



## 4 Select your devices

Choosing the right devices helps ensure your end users will actually use the technology to perform their day-to-day tasks, making them more productive. If the devices are not the right fit, they simply won't be used.

### 57%

say their laptop is the number one tool<sup>3</sup>

### 44%

say their smartphone is the second most critical tool<sup>3</sup>

### 23%

say their tablet is the third most critical tool<sup>3</sup>

### 22%

say their headset is the fourth most critical tool<sup>3</sup>



## 6 Select a pilot group

Before you fully enact the strategy, do a test deployment to a smaller group. Get feedback, analyze the results, and work out the bugs before deploying to the whole organization.



Start shaping your mobile collaboration strategy with the right audio products and solutions for your enterprise.

To learn more, visit [www.plantronics.com/mobility](http://www.plantronics.com/mobility)

<sup>1</sup> Oxford Economics, "The Always-On Economy: Survey analysis prepared for Plantronics by Oxford Economics," December 21, 2015.  
<sup>2</sup> Plantronics Persona Research, 2013.  
<sup>3</sup> Plantronics Mobile Collaboration Global Survey, 2016.