

5 STEPS to Becoming an Operations Superhero

How to Make the Business Case for Mobility & Get Your Budget Approved

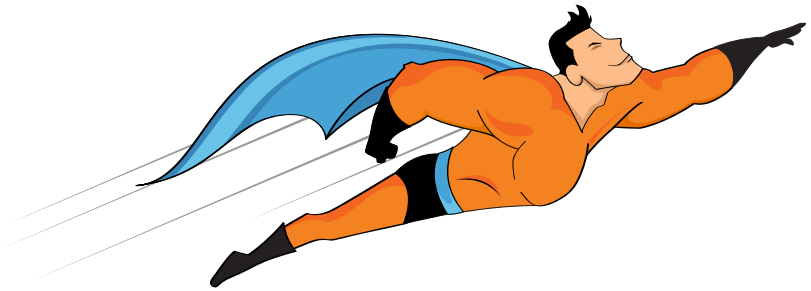
STEP 1 Understand the Context

Mobile apps have surpassed the web as the place where people spend more of their time and an estimated **80% of adults worldwide will be using a smartphone by 2020**. Operations leaders, especially those with transient employees and field-based crews, understand the importance of having an enterprise mobility strategy. Yet, long-held processes and procedures—and even reluctance at the top levels of certain organizations—sometimes shackle their ability to push mobility projects forward. This is the context that operations leaders grapple with everyday as they seek to mobilize their operations.

If you're an operations manager or director who wants to transform your company's operations with the power of mobile data capture, you're not alone. Likewise, if your project lives only on paper right now or even in your mind, you're in good company. Interestingly enough, while 62.5% of business practitioners say they've invested in enterprise mobility over the past 12-18 months, **only 35.7% claim to be beyond the "early implementation stage" of enterprise mobility.**[1]

This field guide will help you **make the business case for enterprise mobility,** and develop a **solid business plan and budget** that your management team will embrace and enable you to:

- ✓ Master mobility within your organization
- ✓ Improve productivity and revenue
- ✓ Enhance employee and customer satisfaction
- ✓ Streamline costs and inefficient processes
- ✓ Present a technology-savvy and modern face to your organization



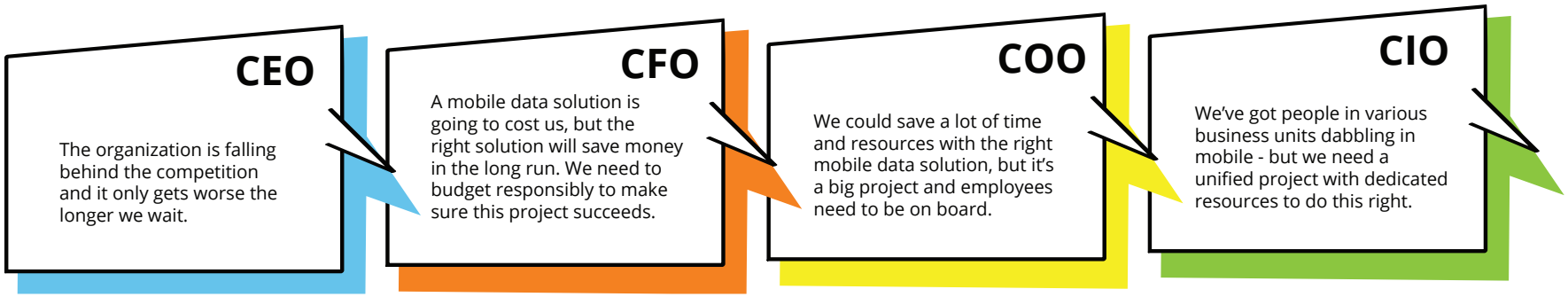
Your superhero status is just around the corner, so strap yourself in and get ready to transform your business!

1 The Global State of Enterprise Mobility, 2014/2015, Enterprise Mobility Exchange

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STEP 2 Make the Business Case

So… you've decided that moving forward with your mobile data strategy is a top priority. That's great news! But if your organization is like most, getting your mobile data solution off the ground and into the collective spotlight may take some convincing. Don't think for a minute that other leaders within your organization aren't concerned about mobility. To get the project on everyone's radar, though, you're going to need to do some convincing. Think about the following "typical" personas and where they stand within your company today.



Many organizations have been slow to adopt enterprise mobility. The reasons for this gap often comes down to things like:

✓ Lack of focus due to other pressing priorities
✓ Unknown ROI opportunity
✓ Concerns about employee adoption
✓ Failure to budget effectively (thus, deferral to "next year")

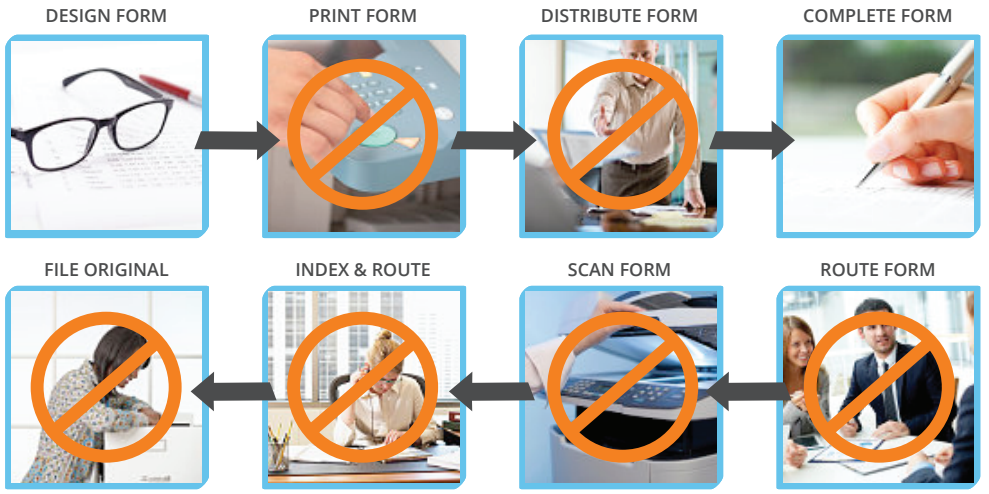
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To bring your mobile data project into the spotlight, you'll need to understand where operational leaders within your organization stand on the topic of mobility and be able to define the benefits they want to see out of such a solution.

When making the business case within your organization, consider these **5 key areas** and build supportive materials around them to help convince your peers and executive team of mobility's promise.

1 Enterprise mobility is a move toward greater productivity.

An investment in a mobile data solution is well worth it and, although there will be a learning curve for employees, the increases in productivity will be apparent from day one. For some organizations, implementing a mobility solution means a big, but necessary departure from some very "comfortable" processes for accomplishing work. **The approximate cost of using a paper form is approximately $4.56 per incident.**[2] With mobile data capture, information feeds directly into other systems, eliminating 5 of the 7 typical steps outlined to the right and minimizing multiple opportunities for human error along the way.



Approximate cost of a paper form: $4.56

2 Process-Critical Forms & the Mobile Workforce Whitepaper – making the digital savings, AIIM & Ricoh

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Companies don't hesitate to equip employees with laptops and smartphones to help them be more productive. Investing in a mobile data capture solution will turn those devices into more than just email and web access boxes. Mobile data capture can transition entire business processes into efficient operations through the power of the technology that's already in your employees' hands.

Customer Spotlight: **Infectious Disease Clinical Research Program (IDCRP)**



(IDCRP) is a worldwide network of Department of Defense clinical and research centers investigating infectious disease challenges facing the US military in the Middle East. In making the transition from paper forms to mobile data capture, IDCRP immediately realized time and money-saving benefits including:



✓ **50% quicker** data collection due to offline data-entry capabilities
✓ **80% of users** report the mobile solution as more efficient than paper
✓ **Total elimination** of a cumbersome, double data entry process
✓ **100X boost** in data accuracy, overall

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2 Your organization's investment in enterprise mobility will be small compared to the return.

When evaluating mobile data capture solutions, executives and operations leaders sometimes experience sticker shock. However, it's important to keep in mind that an investment in enterprise mobility is truly an investment in the future—one that, if done right, will both save your organization money and increase revenue over time.

HOW YOU SAVE

Reduction in information latency

Improved staff efficiency & utilization

Reduction in errors

HOW YOU GROW

Improved sales, support & reporting processes

Better productivity & higher revenues

Cleaner data for making future business decisions

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3 A move toward mobility can greatly impact and improve the customer experience.

Whether your organization will use mobile forms as part of the sales process, compliance inspections or within other day-to-day documentation activities, mobile data capture can have a huge influence on customer satisfaction. The right solution can reduce or eliminate opportunities for processes errors, accelerate approvals and streamline workflow routing for maximum efficiency. Such improvements can improve the overall experience your organization delivers to customers.

With mobile data at your fingertips, producing accurate, on-demand customer reports is as easy as pressing a button—with no more waiting around for a week's worth of data to be scanned into a system, processed and routed. The fact is, your customers expect efficient mobile processes and timeliness. Make sure you deliver.



Customer Spotlight: **Doyle Security Systems**

A prominent security services firm, Doyle Security Systems, saw the following benefits within months of implementing its mobile data capture system for sales and service personnel:

✓ **A 25% faster** invoicing rate, improving billing & cash-flow
✓ **11% higher** margins overall, due to sales teams focusing on upsell opportunities instead of paperwork
✓ **A greatly streamlined** sales cycle with a new, automated approval process for "big deals" over a certain revenue value
✓ Customer perceptions of their organization as a **modern, professional enterprise**

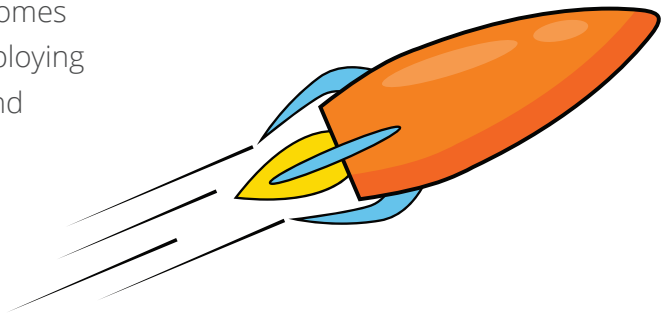
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4 The future of mobile data is already here—and you're lagging behind.

In 2011, Microsoft predicted mobile Internet use would surpass desktop Internet use by 2014—and that prediction was right. Most people in the U.S. today prefer the convenience and flexibility of using their mobile devices to accomplish both personal and work-related tasks.

Enterprise mobility is inevitable and unavoidable.

Despite the fact that many businesses are still in the trenches when it comes to perfecting their mobility solutions, it's clear that any organization employing a mobile workforce—and lacking a mobile data strategy—is falling behind the curve. Some of the greatest business risks include:



- ✓ Reduced employee satisfaction
- ✓ Loss of productivity
- ✓ Fragmented mobile projects emerging in various departments
- ✓ Inability to adapt to future technology requirements
- ✓ Greater implementation costs down the road

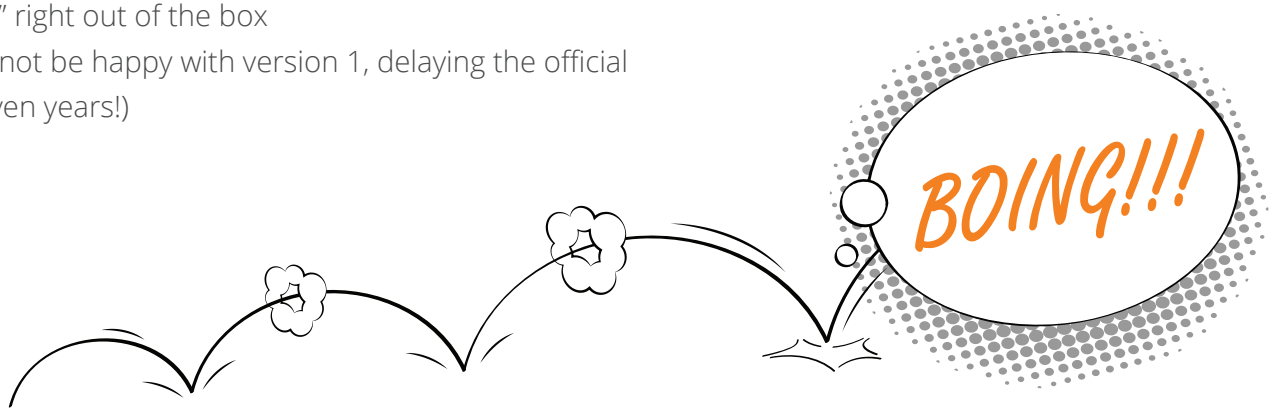
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5 A do-it-yourself solution is usually a step down "the long road."

When making the case for your mobile data project, the evaluation process typically includes a detailed discussion and analysis of whether a DIY-style solution is better, safer, cheaper or easier to implement than purchasing a COTS (Commercial-Off-The- Shelf) solution. Both operationally and technically, this is an important discussion for any organization to have early on in the process.

As you evaluate your options, keep in mind that the cost to build your own solution—in terms of time and resources—is likely to far outweigh the cost of partnering with a proven leader in the mobile data space. Yes, you can build a solution on your own but it's important to carefully consider all the potential "gotchas" challenges that go into that decision. These challenges may include:

- ✓ Limited human resources
- ✓ Employee turnover resulting in delays
- ✓ Your "end product" will be version 1 of the software, while COTS providers can deliver "version 10+" right out of the box
- ✓ The organization might not be happy with version 1, delaying the official rollout by months (or even years!)



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STEP 3 Create and Manage the Business Plan

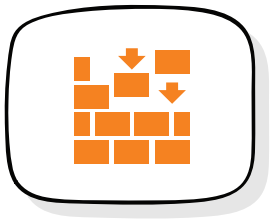
Once you have a baseline level of buy-in from key stakeholders to move your mobile data project forward, the next step is to create your business case. Here's where you will break down all the key elements of success for your project, determine critical decision points and demonstrate how you—and your organization—will measure the tangible value of implementation.

Your business case should include a detailed analysis and plan for all of the following project elements. Use the following outline as a checklist for the things you need to consider, and add any others that are specific to your organization. In the next section, we'll discuss budgeting in detail—but that's just one element of your plan. If you need advice on other elements in the planning process, Mi-Corporation can help based on our 15+ years experience. Just reach out to us anytime.



1. Evaluate the budget requirements for mobile data capture

✓ Carefully assess where you are today and what the status quo is costing you
✓ Quantify the benefits of going mobile
✓ Estimate your budget including software, hardware, services, training and support—and increase it by 50%



2. Decide whether to build or buy your mobile data solution

✓ Evaluate cost factors vs. benefits
✓ Consider human resources requirements
✓ Evaluate your need for customization vs. an off the shelf product
✓ Consider how you'll future proof your solution
✓ Don't forget about the "gotchas"

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3. Select the right partner(s) for your mobile data project

✓ Consider how a partnership would impact your budget
✓ Evaluate vertical/cookie cutter solutions vs. broad and customizable approaches
✓ Consider vendors' years of experience, patents, references
✓ How important is customer service?
✓ What's the training/support infrastructure?



4. Manage your mobile data project for success

✓ Assign a company sponsor within your organization
✓ Carefully evaluate user training requirements
✓ Consider employee adoption incentives
✓ Communicate, communicate, communicate!
✓ Measure...improve...repeat



5. Measure the ROI of your mobile data solution

✓ User satisfaction surveys
✓ Usage statistics
✓ Cost savings
✓ Productivity
✓ Error reduction
✓ Increased revenue/cash flow
✓ Feedback from external stakeholders (such as customers)



6. CELEBRATE your success!

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STEP 4 Evaluate the Budget Requirements

Budget is naturally an important factor in making decisions about all areas of your business. When it comes to mobile data capture, we've found that it's often the top concern for operations managers juggling dozens of conflicting (and budget-eating) priorities. It's a fact that a mobile data project is going to cost you. A November 2014 study by Kinvey[3] found that on average, it **takes an astonishing $270,000 and 7-12 months to develop a single mobile app**. And 18% of CIOs surveyed by Kinvey said it takes between $500,000 and $1,000,000! Here are **three of the most important considerations** you should think about, as you evaluate your own budget requirements and set expectations within your organization.

1 Carefully assess where you are today and what the status quo is costing you.

If you or some of your peers get sticker shock just thinking about mobility projects, consider this: staying with paper processes and manual data entry is likely costing your business far more than a carefully selected (or developed) mobile data solution. Much like evaluating your efforts at hitting a weight loss or fitness goal, you won't know if you're successful in implementing a mobile data solution unless you first **evaluate your current situation with honest glasses.**



Use tools like online ROI calculators to help you measure your baseline. Mi-Corporation's Business Process Cost Calculator is a good one, and there are many other tools out there to help you in this assessment.

3 CIO & Mobile Leader State of Enterprise Mobility Survey, kinvey.com

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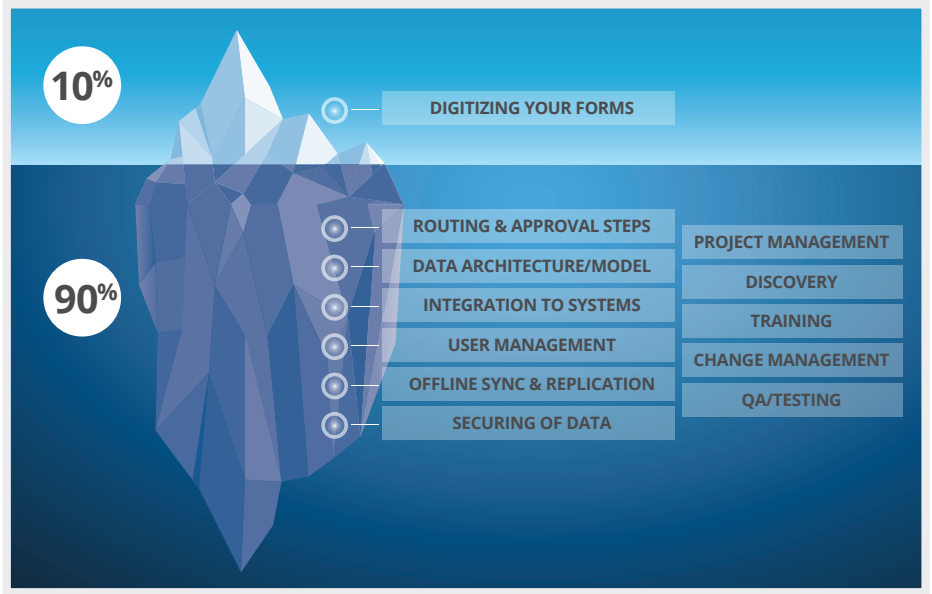
2 Quantify the potential benefits of going mobile.

Consider all the benefits that immediately spring to mind with regards to enterprise mobility, and then put a dollar figure on each of them.

✓ How much additional revenue can you achieve? (who doesn't want more!?)
✓ What are the cost and time savings?
✓ How will staff productivity be improved?
✓ What opportunities will surface for enhancing customer service?
✓ How will a move to mobility give you a competitive edge?

3 Estimate your mobile data project budget.

When estimating your budget, it's important to be realistic about the fact that transforming your business through mobility is a huge undertaking. The concept of digitizing your forms at first might sound simple, but there are a multitude of backend workflows that must be carefully considered in order to do it right. As you can see in the image to the right, digitizing your forms is just the tip of the iceberg.



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When taking on such an ambitious task, an important part of the decision-making process will be determining whether to build your own mobile solution or choose a partner to do it with you. It's important to carefully consider the following major budget categories as part of your evaluation.



- ✓ **Software:** Includes software licensing (for COTS system purchases*) – usually per user, as a perpetual license or monthly subscription, plus ongoing annual costs
- ✓ **Hardware:** Mobile devices (both purchase and maintenance)
- ✓ **Services:** App development or implementation costs
- ✓ **Training:** Either through app platform vendor or internal resources
- ✓ **Support:** Internal and external, for when things go wrong (they will), downtime consequences/costs and system enhancements/changes

Have some rough numbers in your head? Great! **Now increase those figures by 50%.** You heard that right. It's a fact that most mobility projects take longer, cost more and involve greater stamina than business leaders estimate in the early stages. But take heart—when you can back up your "big number" with a solid business case for the benefits and return the company will see over the next 12-24 months, getting the "green" will no longer be an obstacle. Doing it right first time by investing the appropriate amount of time, effort and resources will save a lot of rework later and create more value in the long run.

* COTS is short for commercial off-the-shelf product.

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STEP 5 Get Started Today

You *can be* an operations superhero when it comes to enterprise mobility—the driving force behind your organization's shift to a **more efficient, productive, cost-effective and forward-thinking** way of capturing, managing and sharing data. Now is the time to make the business case within your company, gain consensus and advance your mobile data strategy. It's a big mission—but you are bigger, and your employees and customers are counting on you to bring all the pieces together. **Your mobile future is now, and you can't afford to wait.**



Ready to take a giant leap forward?
Contact us. We'll show you how Mi-Corporation can help you quickly take your business mobile, saving you time & money, growing your revenue and improving customer relationships.

Call (888) 621-6230
Email info@mi-corporation.com
Visit mi-corporation.com

Mi-Corporation Impact

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- ✓ Savings of $8,000/month
- ✓ Data is 100X more accurate
- ✓ Process cut from 20 steps to 5

Plus...

- ✓ Access to best practices & thought leadership from hundreds of implementations for thousands of solutions impacting 30,000+ users
- ✓ Direct access to a rich partner app ecosystem (90+ partners worldwide)
- ✓ Highest Microsoft Partner rating for service & support: 200 NSAT score (average is 166.46)

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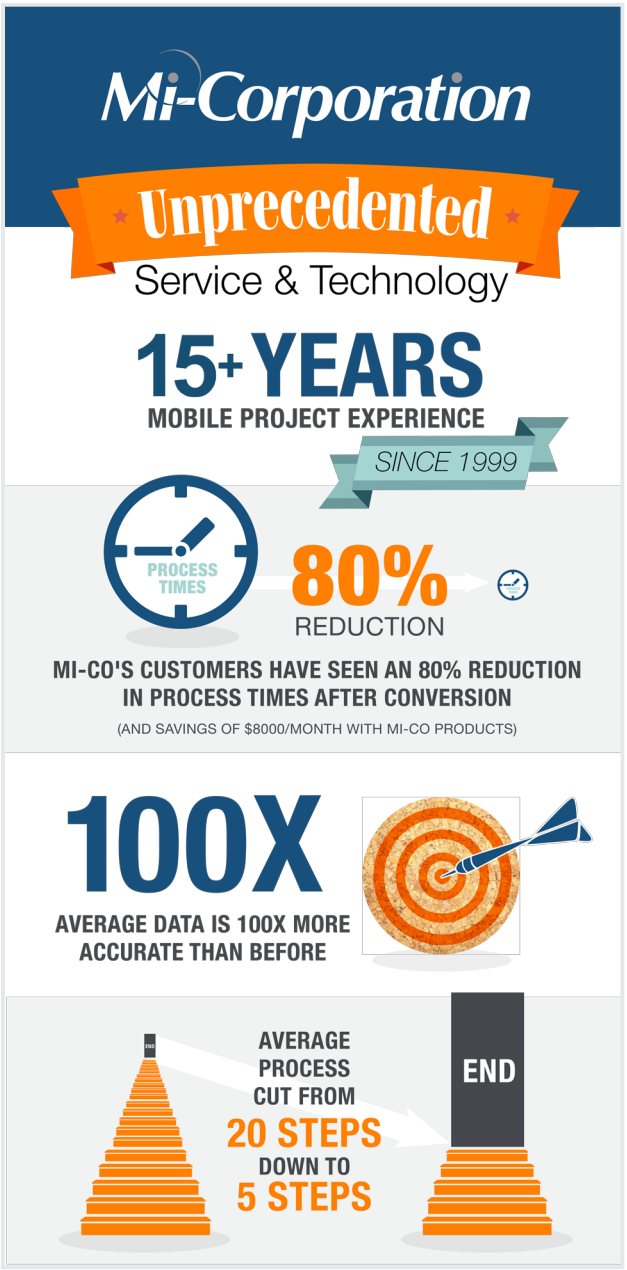
About Mi-Corporation

Mi-Corporation is the market-leader for enterprise mobile information solutions for mission-critical business processes. With 15 years in the business, Mi-Corporation is a partner you can trust to navigate the risks and help you realize the huge benefits of implementing enterprise mobility solutions.

Mi-Corporation offers rich and powerful products that quicken business cycles, drive productivity, and increase revenues. Our mobile data solutions support a wide variety of mobile devices across diverse industries including government, energy, manufacturing industries and more.

From customizable Mi-Forms for automated data entry and workflow management to Mi-Enterprise Apps that help you build your own apps the easy way, we've got the solutions and experience to take the headaches out of going mobile, streamline your business operations and help you save money. Plus our Mi-Analytics tools provide the ability to gain real-time insight into your company's operations, taking the data collected through Mi-Forms or Mi-Enterprise Apps and breaking it down into meaningful reports and dashboards.

At Mi-Corporation, we believe that mobile information positively impacts the world. We invite you to join us and experience this impact.



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