

MOBILITY IS MORE
THAN MOVEMENT

Getronics

a KPN company

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GETRONICS IS KEENLY FOCUSED ON THE NEW WORLD OF WORK – ON UNDERSTANDING HOW ORGANIZATIONS CAN RETHINK ICT TO FIT THE INDIVIDUAL EMPLOYEE. HOW CAN YOU ADOPT AND MANAGE TECHNOLOGY TO MAKE THE GREATEST POSSIBLE CONTRIBUTION TO PERSONAL PRODUCTIVITY?

This is the perspective from which we look at mobility. This is not about simply replicating an office environment for people on the move. It is about asking:

- How can mobile technologies enable organizations to work in new and better ways?
- How can they bring wider benefits both to the organization and its clients?
- What management and procurement models best serve this newly mobile environment?

THE NEW SCENARIO

The ways in which mobile technology has become embedded in people's personal lives are clear. Although much has been made of the differences in generational usage, the reality is that people of every age and social background are now increasingly comfortable with a growing range of mobile uses – the parents of the eighteen year-old on holiday in Peru, for example, are Twittering daily rather than waiting for a monthly postcard.

In people's professional lives as well, we now see a similar change occurring. Mobile communications of every kind, are no longer seen just as a means of keeping connected whilst away from the office – they have become integral to the new world of work.

Let's take a look at these examples:

The Product Development Manager

As business links across the world become stronger, time differences remain one of the few practical barriers to effective working. For a Dutch product development manager needing to collaborate with a design partner in Los Angeles and a production facility in Vietnam, traditional working days (in traditional working offices) or no longer fit for purpose.

The working day may start at 07.00 with a coffee and a conference call to Saigon. This may be followed by the school run, and a couple of hours in the gym. Maybe there'll be some face-to-face sessions at a trade event during the afternoon. And then a full-on session from home to the West Coast at 21.00.

This pattern is already increasingly common. But nobody can (or wants to) work 20-hour days. Travel is reduced to a minimum, and the traditional office may not feature at all. What is needed is a working rhythm and supporting technology which let you slice the working day as appropriate – with mobile technologies providing complete location-independence.

The Agent

The giant call centre became one of the seminal business images of the 1990s – and to a large extent, it remains with us: hundreds of agents working to scripts in a highly structured environment.

But it's changing. If the agent's performance is measured according to the number of calls successfully resolved, then the actual location becomes an expensive irrelevance. In fact, for more skilled and specialized agents, the need to work out of a centre can quickly become a major disincentive.

If we combine intelligent routing with rigorous accreditation and monitoring, agents can work on-demand, at times and locations which suit them – reducing cost and increasing both productivity and satisfaction for both customer and agent.

MOBILITY FOR FLUIDITY AND CONCRETE BENEFIT

There are thousands of examples. We've chosen just two, to illustrate how organizations that are willing to embrace new ways of working, can turn mobility into more than just an interim solution for people between offices.

When Getronics re-engineered its own workspace according to the new world of work, we examined the relationship between role and location and asked, very simply, what each member of our 13,000-strong team needed to perform.

As a result, we dramatically redefined the opportunities to make roles non-location specific, entrusting and equipping employees to work more flexibly. Among other things, the new model has had a significant positive impact on our carbon footprint and operational costs. By making it possible for the workforce to use shared and flexible workspaces, for example, we have reduced our real-estate occupancy by some 30%.

Because the laptop and PDA have now more or less replaced the desktop PC for many of our employees, the mobile workspace is now the standard for our employees. This has been positively regarded by the workforce who, thanks to flexible working, have also significantly reduced the cost and time previously taken to travel to work at peak hours.

But the real benefits are performance-related. By encouraging a culture in which the boundaries between working and personal life are less rigid, and by making it easier for people to remain in active contact, you establish an environment in which people are inspired to connect and to share ideas. This shift is particularly beneficial in more specialist, client-facing activities, when the quality and timeliness of response is significantly raised.

APPROACHES, TOOLS AND TECHNOLOGIES

Getronics believes that the approach comes before the tools and technologies. The individual devices and to a certain extent, the applications you run on them are ultimately a collection of commodities.

The ability to innovate in your approach to work styles will not shine, however, if you begin by focusing on the commodities. Getronics strongly recommends an overarching review of roles and work styles, before thinking about the mobile technology profiles required.

The success of the review will depend to a large extent on the range of professional roles involved. The changes to the contractual engagement with employees which result from the adoption of more flexible working schedules, for example, will need the support and involvement of both HR and Legal.

THE MOBILITY BUNDLE

The mobile workspace profile will differ from employee to employee according to both requirement and preference - the tastes individuals develop in their personal use of technology are increasingly reflected in what they expect to use for work.

The extent to which an organization is able to accept this diversity is more cultural than technological. At one extreme, we encounter organizations which use a strict kit list while at the other, we find organizations in which the individual employee chooses and buys their own equipment, and is then reimbursed according to usage.

As an innovative provider of ICT workspace services, Getronics works with both approaches, and has developed a formula for the provision of mobile workspace services which, we believe, optimizes the required balance between consistency and flexibility.

Most importantly, we place a critical premium on price transparency: as usage changes, it is essential for any organization to be able to gain a clear and predictable view of cost.

The Getronics mobility bundle is designed to be highly flexible. By equipping people with 'Hardware as a Service', for example, we are able to support more or less any choice of device. This flexibility extends to the overall approach too, allowing organizations to source any combination of elements through Getronics.

Most importantly, this approach provides a strongly scalable approach to delivering your mobile workspace environment. As your organization scales up (or down), it is easy to adjust the profile accordingly, and to do so with complete transparency of cost.

For the mobile user, support is a particularly critical issue. Getronics provides a full range of informed and efficient user support, tailored to the business requirements of the individual organization. This gives your user community full confidence in even the most stressful situations - a stolen laptop, for example, can be rapidly disabled remotely to defuse any security concerns while a mirror of the missing device and all data it contained can be built and shipped in a matter of hours if necessary.

OUR RECOMMENDATIONS

For Getronics, mobility is about more than movement. The true benefits of equipping as many of your workforce as possible with a fully mobile workspace only begin to emerge, if you are prepared to look at mobility as a catalyst for change.

Getronics consultants are keen to help you in this, and will help you review the overall mobility landscape, identifying not only opportunities for changes to current work styles, but also highlighting hard benefits in terms of:

- Reduced carbon footprint
- Real estate savings
- The increased flexibility of a CapEx free, service-based offer

To learn more about how Getronics itself has made mobility a cornerstone of its new world of work, visit one of our executive briefing centres, or see the results of a genuinely mobile workspace at any location and time that suits you.

MORE INFORMATION

If you would like to have more information, please contact Thierry Luc at thierry.luc@getronics.com.

