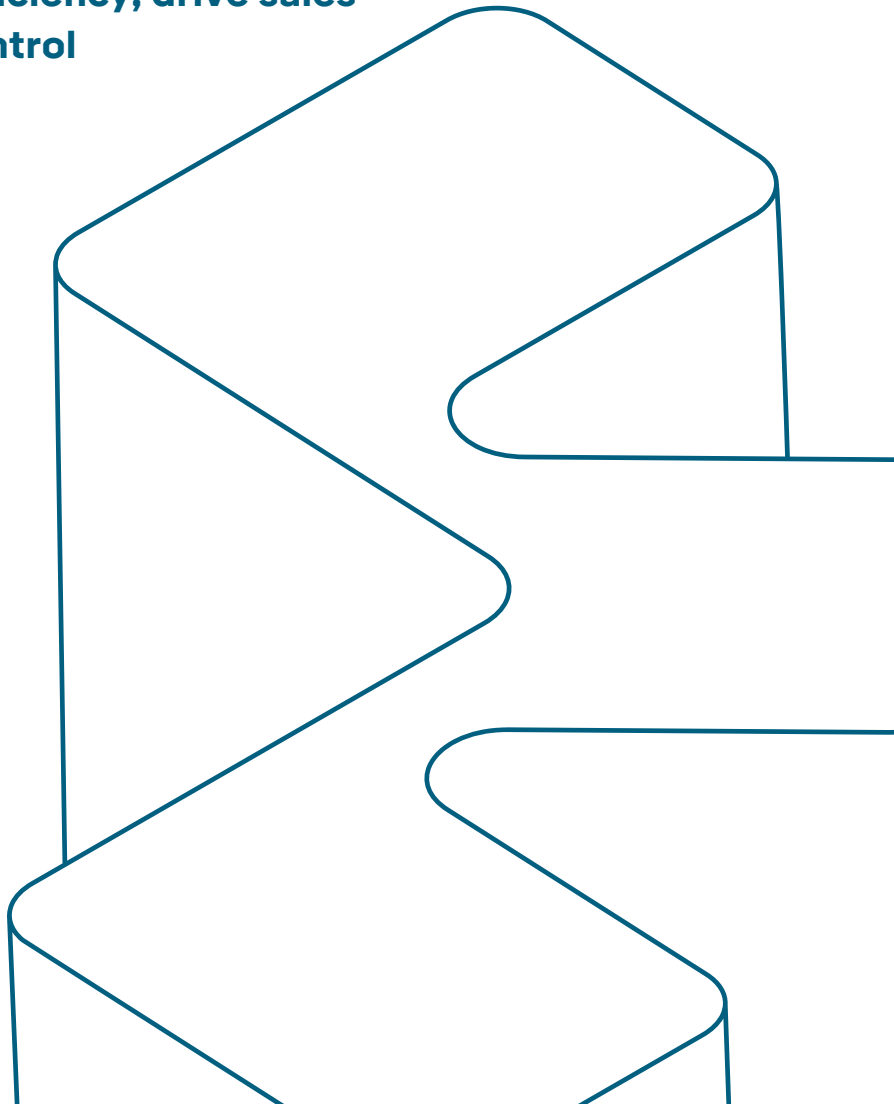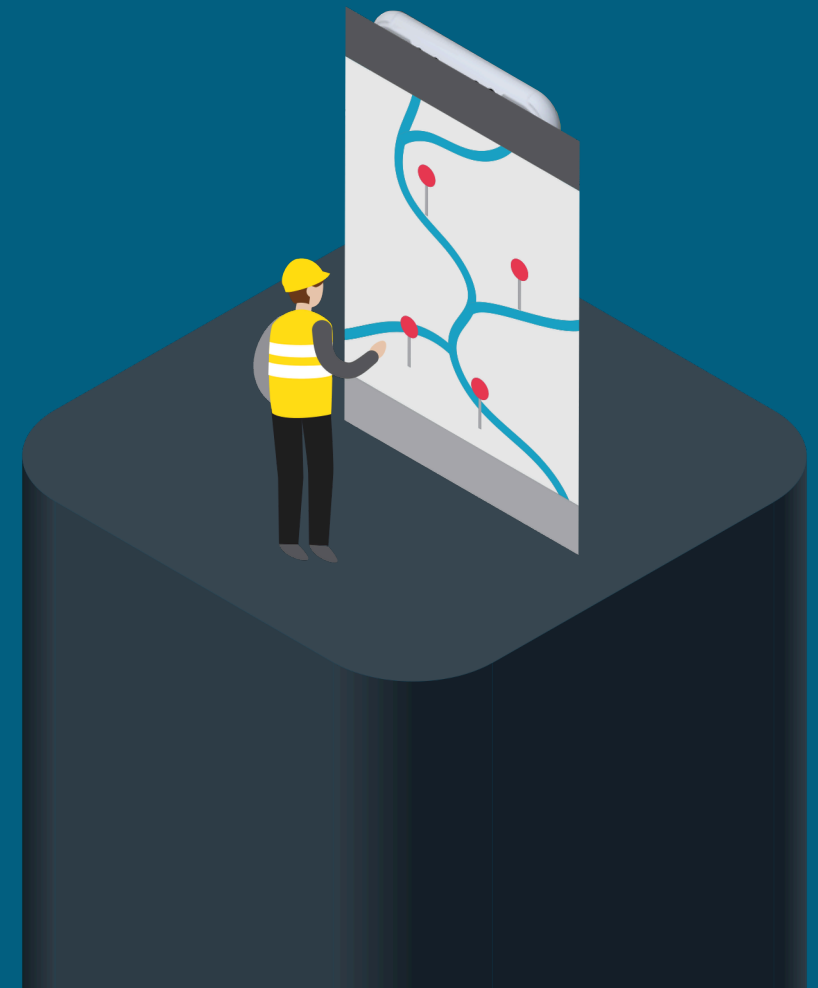## intact

Intact Insights:

Enterprise Mobility

Use the power of mobile to increase efficiency, drive sales & stay in control

The Intact Insights Series
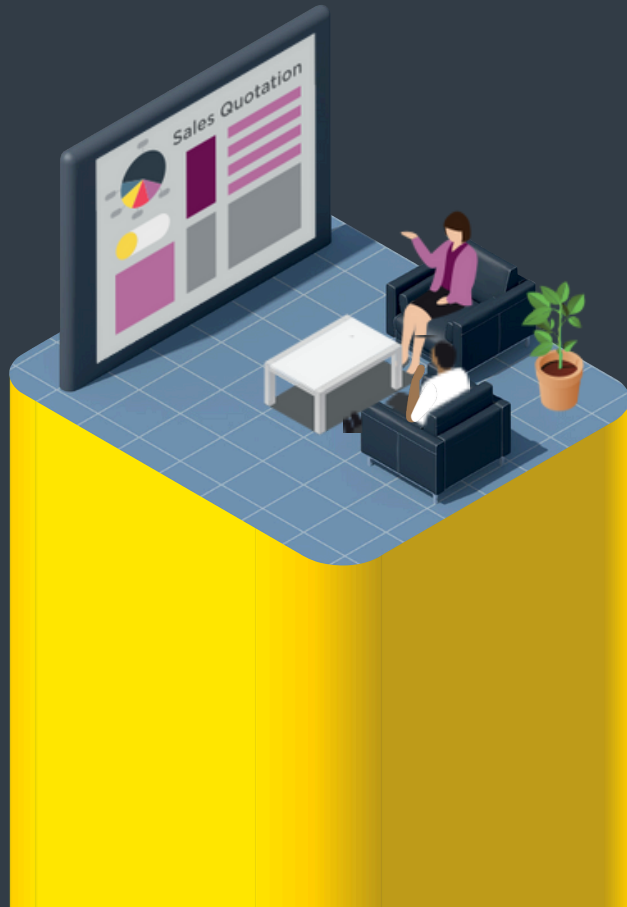
Keeping you informed of the latest trends, research and technological developments impacting your business today

Contents

Mobile Matters

The mobile revolution is changing the way organisations work, manage their operations and engage with their employees.

As a result, organisations are reconsidering their technologies and techniques to make their business more mobile friendly. It's no longer a question of asking whether you should be adopting a mobile solution for your customer facing employees. It is now a case of understanding how best to embrace the opportunities enterprise mobility offers to add long term value to your business.

Smartphones and tablets have dramatically changed how your employees and customers behave. With access to resources available at only a few taps, more and more people are using their mobile devices to check information or carry out tasks previously done on computers or physically with paper.

Not many companies are currently enabling their employees to interact with them effectively via mobile devices. Delivering an appropriate mobile solution for your employees, therefore, offers a great point of differentiation from your competitors.
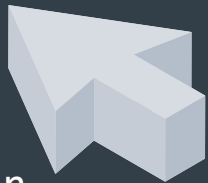
In case you need assurances that mobility matters, check out these statistics.

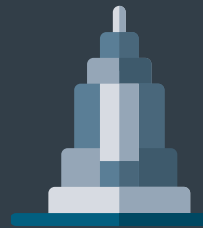As of 2024, there are currently

4.8bn
smartphone users globally.
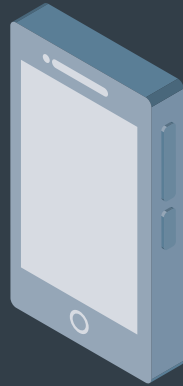
By 2029 there will be over

6.3bn
(Priori Data, 2025)

Mobile has already overtaken desktop as the main way to access the internet – Comscore

The height of
327 x Empire State Buildings
= number of android devices sold per day! (MobileStatistics)

Two-thirds of emails are read on either smartphones or tablets. (Marketing Land)

2/3
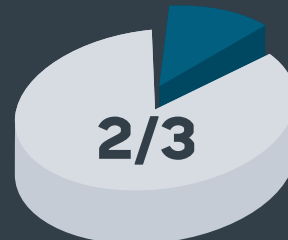
Companies, who facilitate mobile working, gain an extra 240 hours of work per year from employees (iPass)

3hrs
On average, users are spending 3.3 hours a day on their smartphones (Exact Target)

86%
of all mobile users check their phones within an hour of waking up. (CMO Council)

86%
People today are spending 86% of mobile time on mobile apps (Adweek)

Smartphone users check their phones

150
times a day

Mobile Matters

Intact Insights – Enterprise Mobility

Mobile Delivers
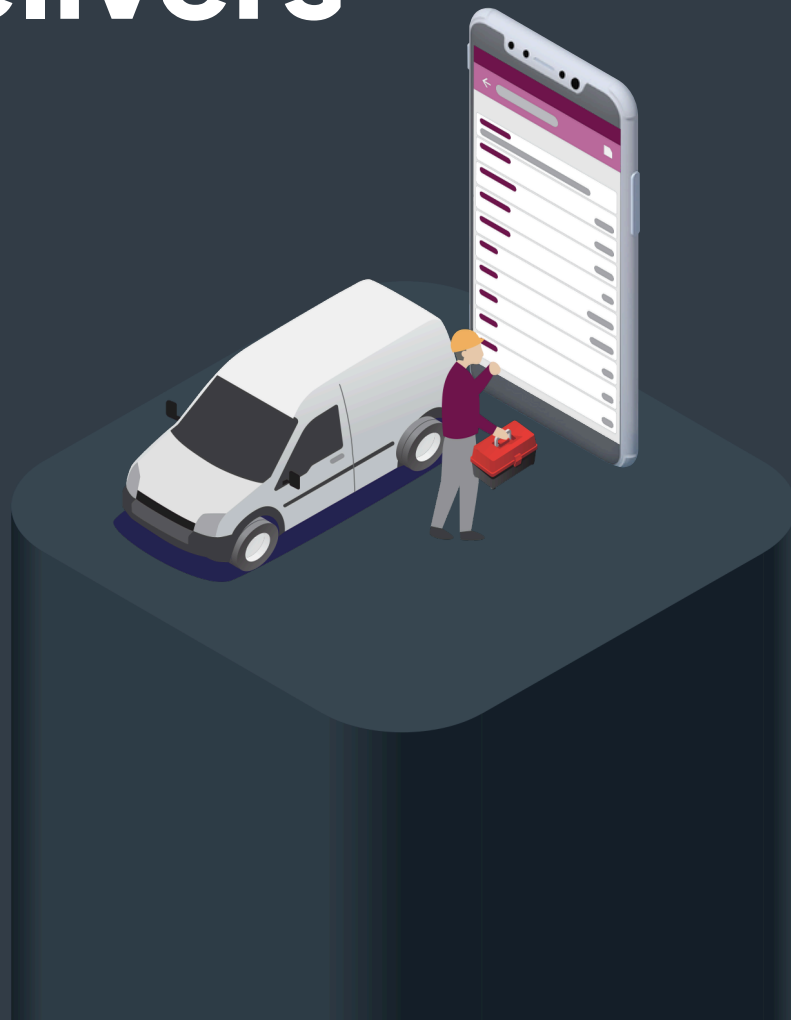
Work Anywhere, Boost Revenue, Improve Productivity, Stay Ahead of the Competition

1. Empower your Employees

One of the biggest selling points of enterprise mobility is the freedom it can provide business users. It allows senior management to keep abreast of their company's daily performance in real time, enabling them to work in the business even when they are not physically there.

Your sales reps no longer have to dial back to the office to access customer/product/delivery information. It's all there in the palm of their hand. Your delivery team can view delivery lists 24/7 and post real time updates back to your system when on the road.

2. Improve Productivity

Improved business processes and improved productivity were most frequently mentioned as the primary benefit of enterprise mobility, cited by 53% of respondents in a recent survey (Apperian, 2016).

This figure should come as no surprise. Providing access to the data/information your customer facing team needs at the touch of a button will reduce calls back to the office, making your teams more self-sufficient. It also improves customer service as your team can respond to customer queries or place orders instantly.

Your delivery team can also post real time updates and signatory details back to your system facilitating speedier, seamless transactions with your customers.

3. A Low Cost, High Adoption Solution

Providing access to your business system on your users own mobile devices is a low cost, yet very effective, solution for your business. User adoption should also be high as most staff are familiar with the use of mobile phones & related apps.

With no need to embrace or learn a new piece of technology they can be up and running very quickly.
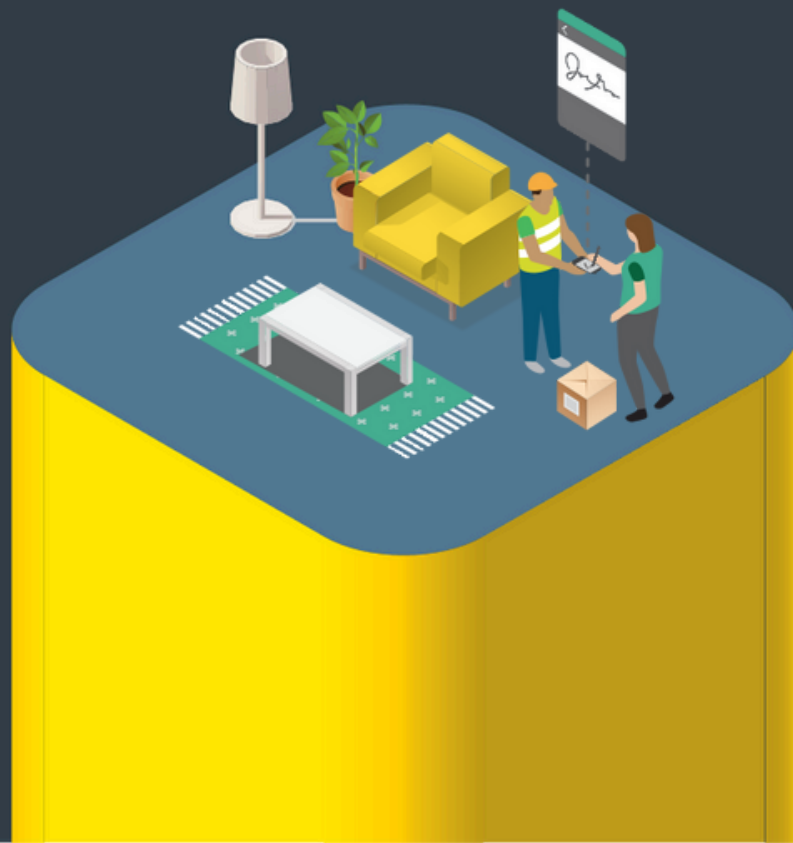
4. Stay Ahead of the Competition

The improved efficiencies to your processes will afford your team with more time to focus on driving sales.

The mobile tools you provide will also enable sales teams to place orders, upsell to customers, negotiate better deals using the intuitive power that you can build into your enterprise mobility platforms.

The Move to Mobile

Given the speed of growth of mobile solutions, a strategy of reactive prioritisation when it comes to mobile is no longer viable.

Staying on par or ahead of the competition demands that enterprise mobility becomes a key part of your business strategy moving forward.

The good news is that the solutions are already there. Your job is not over though. There is a raft of enterprise mobility solutions out there and it's your task to ensure you select the right option for your business. If you fail to take the time to do this, you will be left with a solution that may look the part but will fail to be the right fit for your business. This in turn can cause low user adoption and may actually decrease productivity and revenue.

To help you in your selection process we would advise taking the following factors into account

Finite Resources

Given the plethora of solutions available in this arena you can pretty much guarantee that your wildest requirements can be accommodated.
What is also guaranteed is that this will come at a cost. Therefore, focus your specification on those priority 'must have' elements and ask for 'nice to have' elements to be costed separately.

This will enable you to more accurately compare alternate options and manage your costs to ensure budgets drive a return on investment.

User Experience

If you're looking to reflect your ERP/ business system's functionality on to a mobile device, this is the incorrect starting point.

Fitting complex screens, workflows etc. onto smaller forms will result in limited usage and adoption and the destruction of your return on investment.

Users expect simple, intuitive, high performance apps that leverage the native capabilities of the device (e.g. geo targeting). It needs to look and behave like other apps in the marketplace to ensure users feel comfortable using it straight away. Adopting this approach will minimise any training requirements and incite widespread adoption across all age groups within your organisation. Users will also seek out a personalised experience expecting to view and engage with content relevant to their position or task.

Enterprise mobility solutions can provide this personalised mobile experience that has become commonplace today but it will be delivered via a uniform framework and the nature and degree of personalisation can be totally controlled by you.

Utility Driven Design

To deliver the appropriate user experience it is crucial that you involve your users in the specification stage.

A major word of warning here! Do not get carried away with functionality that will add little value to your business. This is easily done given the impressive solutions that are available. Stay grounded in your business reality... and make sure your employees do too.

Define the current and potential mobile moments in your business by evaluating your work processes and determining how and where mobility can be integrated profitably.

This will ensure that your mobility solution adds unique value. It is also important to segment your users and understand the functionality required by user type; for example, the requirements of your delivery team will be significantly different to that of your field sales team.
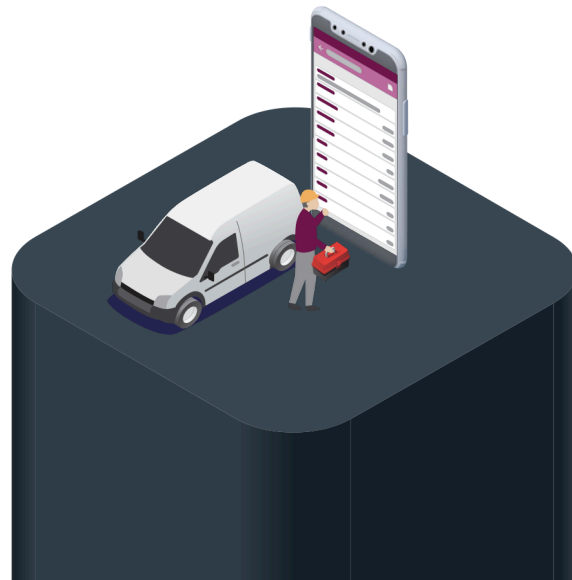
Security

The biggest challenge and fear of enterprise mobility is security.

Using personal mobile devices gives employees the productivity and familiar experience they expect, but organisations still need to secure devices that interact with corporate networks and data.

Enterprise mobility management can help solve some of these concerns by allowing you to control device behavior from one central location in the network.

Your Mobile Options

Your mobile options are vast and covering all of the options available to you fall outside the scope of this guide. What we can do is advise you of the different options that are currently being successfully employed by our customers. This will start to enable you to decipher which solution/s will fit your business needs.

Tailor the Conversation Around Job Roles

To help frame our discussion let's look at this in a real world context by reviewing the nature of the different customer facing roles that exist. We can then recommend the solutions that are best suited to these users.

Key Account Management Team

Management of high value & high volume complex customer relationships

Field Merchandising/ Store Audit Team

Merchandisers perform retail audits and merchandising inspections or tasks.

Account Managers/ Field Sales Rep Team

Management of less complex, routine or repeat customer relationships, where order taking on site does not form the premise of your customer conversation.
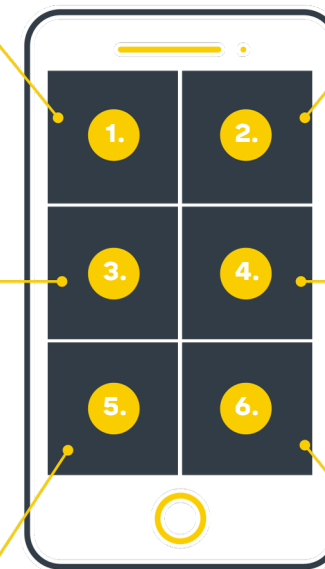
Delivery Team

Delivery of goods to your customers, signature capture and delivery updates sent back to HQ

Order Taking Sales Rep Team

Sales Rep role is centred around order taking on the road

Senior Management

Requirement to engage with key business data remotely.

1. 2. 3. 4. 5. 6.

Your Bespoke Business App

The functionality demonstrated in the previous sections can be expanded upon to accommodate your particular business challenges. Off the shelf solutions are not always appropriate, but they are worth reviewing, as building business apps can be an expensive option.

Intact provides a cost efficient alternative for those businesses who wish to create a bespoke app to cater for their unique requirements. The Enterprise version of Intact iQ Mobile can be designed to select any relevant Intact iQ/system data to be published on your teams mobile devices.

This facility involves our ProServe consultancy team working with you to understand how your customer facing teams operate to decide on the most relevant and appropriate app configuration for your business.

The key word here is relevancy. Our ProServe team would work with you to challenge the idea of 'nice to have' versus 'need to have'. This process is designed to provide you with a personalised business app that will drive immediate business benefits from day one of its use.

To find out more about the world of enterprise mobility and the solutions Intact provides, contact us at info@intactsoftware.com

The Intact Difference

We believe your ERP system should provide you with the tools to unlock your true business potential. We also firmly believe Intact iQ, our 3rd generation ERP software, can empower you with the systems and information you require to unleash that potential.

Built and supported in Ireland and the UK, Intact iQ is all about helping great businesses like yours take control, drive sales and improve margins.

Our mission is to organise your business information into an easy-to-use, single system where it can be leveraged to enable your business to operate at its best. We give you the unified tools and functionality you need to be independently more operationally effective and to grow accordingly.

Aimed at ambitious merchant and distributive trade businesses looking for greater controls and flexibility, Intact iQ is a full .NET application that comes bundled with a toolset that facilitates the nuances that often exist in a growing company. Our unique personalisation layer enables perfect fit automated business processes and role-based tailored screen design. It's all about what you want to do and how you want to do it.

Intact iQ excels in many verticals across supply chain management, office supplies, wholesale & distribution, trade counter, ePos and many more. Its 'Total Integration' layer supports always on communication between it and any other 3rd party system you may currently use..

intact

"Best practice for a business should never be dictated by a software company. Many businesses grow and succeed because they have a unique or familiar way of working. We encourage that ethos and have built software to support it at all levels."

Justin Lawless, CEO, Intact

**Get started at
intactsoftware.com**

intact