

Apple@IBM

A seamless employee experience in your mobile enterprise

Executive Summary



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Introduction

Mobile technology is transforming the definition of what 'work' is. Today it is far less a physical place, and much more about an activity that can be done anywhere. End users want device choices at work and they expect more personalised support. Mobility is driving the concept of everywhere offices. But this can only truly happen if the right IT infrastructure and planning are in place.

“Organisations everywhere are realising the potential that Mac devices bring to their employees, by giving them the freedom to use the tools they already know and love.”

IBM, in partnership with CorporateLeaders, recently hosted the Apple at IBM Roundtable Meeting, bringing together leading mobility experts, CIOs and heads of IT and infrastructure from top companies to discuss the planning and strategic IT decisions that need to be understood to create safe and secure infrastructures able to meet this employee-led mobile demand.

Held at the historic 14th century Den Breckpot in Belgium, delegates were treated to discussions summarised here from experts including Yves Van den Broek, Apple's Senior System Engineer (Belgium), as well as Christian Visser, CIO at IBM BeNeLux, who case-studied the Mac@IBM project. Heena Jethwa, Apple-IBM Alliance Manager at IBM Benelux, introduced the new managed mobility services for Mac which allows organisations to transform their enterprise by focusing on the employee experience and productivity of today's digital and mobile workforce.

Meanwhile Renaud Dainville, GTS Portfolio Marketing Manager at IBM Benelux acted as moderator and Kristiaan De Boeck, I&E Sales Leader GTS Belux at IBM, was the host of the event.





The New Model for Mobility

Apple's Senior System Engineer Van den Broek said progressive businesses are empowering employees with the best tools, technologies and apps to help them do their jobs better. "People want the user experience brought to the enterprise. But the question is how do you manage this?"

According to Van den Broek, there were good reasons in the past to lock work devices down with system imaging software (behind firewalls to block certain activity), but this is now considered "the traditional way." Today, he said, it's "not really enabling people to choose the best tools for their job or creating a more agile IT environment."

The new way enables movement away from a "central lockdown deployment model" to one that is more of a user-enabled set-up.

MacOS is secure by design, he argued, so there is no need for IT to lock down functionality. In fact, through Apple's Device Enrollment Program, large-scale deployments of iPads, iPhones, and Macs, there is no need for IT to physically access each device to complete the setup or create a specific image.

He added: "By taking advantage of the Device Enrollment Program (DEP), end users can set up and configure their own Mac without the interaction from IT. Employees simply enter their credentials to authenticate and DEP configures the device to the company specifications including network, VPN and Applications, making the process similar to the consumer experience."

"Deployment of corporate-owned devices is no longer a manual configuration process, and users get fully setup right out of the box."

Van den Broek described this method as one that is able to disrupt the way firms distribute and manage the workspace in their enterprise. Traditional problems – like needing extra software or upgrading to new versions – are eliminated. Systems integrity and security are always maintained but not so that they get in the way of the user.



A Breath of Fresh Air for IT

Having an architecture that can support mobile workers' needs doesn't just benefit employees. It enables IT departments to be better at being an integral member of the boardroom: "Because devices are managed from the cloud, time is given back to IT to sit together with the business and think about how mobility can transform and differentiate it," added Van den Boek.

Christian Visser, IBM's CIO (Benelux) picked up this theme to talk about the transformation IBM is going through to create a more productive and empowered workforce. He explained how IBM has, in the last five years, been on a massive journey to embrace mobility for its 400,000 staff.

"At a company like IBM there can be lots of reasons not to migrate to a Mac platform – especially because of the perception on the cost of the devices," he said. "But ultimately, we wanted our employees to be happier and more productive. The question we asked was how could we provide them with better ways of doing their jobs, the device they want to use and the personalised support they need while still being cost effective.

The answer has been to offer employees a choice (either a Windows or a Mac device) while also integrating existing Apple devices of employees into the business, and rolling out new Apple devices as a standard refresh option for employees who want them. With the Mac@IBM program we observed that more than 60% of employees choose an Apple device," said Visser.

Headed: "The process enables staff to receive their new devices faster, so reducing IT administration costs. In the past, it might have taken half a day or more to set up a new Mac. Through Mac@IBM, setup takes less than 30 minutes."

An aim, said Visser, was to ensure employees would only need to log-on once for the security key to be exchanged. After this, encryption and data recovery happens seamlessly. It also means the support model has also been significantly altered. "Our philosophy is to have a more customised and self service environment." The team refreshed the online self-help resources so information is easier to navigate and understand. We also incorporated more how-to videos to build confidence and give employees the information they needed to solve many of their own problems.

"Having an architecture that can support the needs of mobile workers doesn't just benefit employees, but crucially, it enables IT departments to be better at being an integral member of the boardroom."

In doing so, IBM has eliminated help-desk scripts and handoffs to second- and third-level support staff. The aim has been for better first line support with a more flexible, personalised experience. By interacting directly with users through forums & chat, help-desk staff now resolve issues quicker, improve satisfaction, and further strengthen the Mac community.

Macs are Making Staff Happier and Reducing Costs

Proof that this strategy is already paying off was revealed by Visser. Today, 33% of Benelux staff (4,300 devices) now have Macs, and since the rollout began, there has been a 5% annual rise in engagement. The better ratio of support staff vs. employees adds a lot to the business case too. Most firms have a ratio of 240 users to each help-desk staff member. Ultimately, IBM expects to sustain a ratio of approximately 2,100:1.”

Visser also reported staff being more productive, spending less time rebooting, and less time trouble-shooting. Given that IBM is recruiting more Millennials, there is also evidence to suggest it aids retention and attracting new employees.

“Between lower support costs and higher residual values, every Mac we deploy makes and saves money for IBM.”

Transforming Businesses for the End-User

Further proof that a Mac device is simple to integrate was provided by Heena Jethwa, IBM's Apple-IBM Alliance Manager (Benelux), who told delegates: “I blocked out half a day to configure my Mac device, but the process was seamless. I had everything set up in 15-20 minutes and was happily replying to emails immediately. I've never had that with any device before.”

She said she's inspired to promote the managed mobility services for Mac because the Apple-IBM partnership will empower other organisations to change the way people work.



“Employees come from a consumer world where they have a different experience of technology,” she added. “The new services offered by IBM and Apple are a way for organisations embracing this journey, to leverage the expertise and experience both companies have. **IBM Managed Mobility Services for Mac streamline the delivery, set-up, configuration, support and management of Mac into your enterprise.**”

IT can now feel secure that new or existing Macs require no additional set-up, imaging or configuration, saving time, reducing costs and creating a great employee experience. Employees can then quickly, easily and securely gain network access, connect to email and download business applications.

“As part of this service we also want to ensure customers gain the full experience so we also offer support services that include conducting a full range of tasks, from fixing hardware problems on a company-owned Mac to assisting users with a specific app on a personal iPhone. These support services are focused on employee experience and satisfaction too,” she said.



Mobility Uptake at Different Levels

A common theme from the delegates during the discussions, moderated by Renaud Dainville, GTS Portfolio Marketing Manager at IBM Benelux, was the perceived problem of rolling out mobility alongside older legacy systems. “If you have applications that normally run on Internet Explorer 9, how do you get around that?” asked one.

For others, they observed getting apps onto iPads was the easy part, but far more difficult was getting this new way of workforce culturally incorporated into the business.

To these, and other comments, Visser argued the key is to truly understand what employees need in order to do their work. “If it’s e-mail people need, it’s very simple; employees can have it on any device. If there’s a productivity or transformational app, that’s something different again. But what we really need to do is look at target audiences. This is a better way to define what’s actually needed. It offers a way of rethinking how we can innovate the way things are done to empower employees.”

One delegate from an insurance company gave his own case-study of how its IT department regularly hit bottlenecks – but when it deployed iPhones, it single-handedly eliminated helpdesk calls. However, even he admitted that when it came to moving to iMacs [only one person in his entire company had one], there is still reticence to move to something that people weren’t used to – especially because his sector uses Excel heavily. Speakers and delegates agreed the best way to manage this was to review specific roles and then decide the profile of users for Mac.

Of course, not all businesses reported being at the same point in their mobile development. Some delegates admitted just upgrading staff from Windows 7 to 10 was a big enough task at the moment, while for others, they initially opted for Lenovo laptops, but were forced to change to iPads because that’s what staff preferred. Others said they had tried to introduce a Bring Your Own Device scheme, but feedback from staff was that if they were expected to do work using mobile technology, they wanted their employer to provide them with the device they needed.

“There is no doubt about it: mobile technology is, and will continue to challenge business. The demand for mobile working will be one that IT departments must embrace.”

Conclusion

Despite all the debate, what was clear was that delegates wanted to learn about the best solutions for them. As one delegate advised: “Look at your legacy applications. Don’t waste time rewriting them or trying to convert them to the Mac, just let them die. In the meantime, learn about all the benefits that Mac devices offer and all the software that is already available.”

The conclusion members will have clearly taken was that there is no doubt mobile technology is, and will continue to challenge business. Not only that, as more Millennials enter the workplace, the demand for mobile working will be one that IT departments must embrace.

As one delegate summed it up: “Our sales people are almost never in the office. When you’re never in, you need a mobile device. Whether that mobile device is then a MacBook or an iPad or an iPhone – that depends on what you want to do – but you only have to look at what your children are using. It’s Apple.”

Speakers



Renaud Dainville

GTS Portfolio Marketing Manager,
IBM BeNeLux

Renaud is responsible to architect the end-to-end go-to-market and content strategy for the Global Technology Services unit across the marketing, offering management and sales ecosystem.

He started his professional career with Andersen Consulting, now Accenture, as Senior Consultant in the financial service and banking sector practice before moving to various marketing and business development positions with Apple, RAM Mobile Data, Oracle and IBM.



Kristiaan De Boeck

I&E Sales Leader GTS Belux, IBM

Kristiaan worked the last 30 years at IBM where he has held different sales and management positions. Since 2012, Kristiaan is leading the business development and sales team for Global Technology Services (GTS) in Belgium and Luxembourg, responsible for client engagements across the various service lines in GTS, and with a particular focus on Security and Resiliency Services. Kristiaan is passionate about leading teams, change and contributing to any evolution.



Heena Jethwa

Apple + IBM Alliance Manager, IBM
BeNeLux

Heena is the GTS Mobility Leader for BeNeLux with over 20 years experience in analytics, including mobility. Heena's golden thread through her career has been focused on establishing and evangelizing new markets and trends, firstly with predictive Analytics and now with mobility. Heena is passionate about how mobility can truly transform organizations by focusing on empowering employees by leveraging mobility and Analytics.



Yves Van den Broek

Senior System Engineer, Apple

Yves started his career at Apple 22 years ago. It was his first job after graduating as a Hardware software Engineer. Started out in sales, but his technical passion drove him to the position of Sr. System Engineer. Even in his free time technology is his passion, so Astrophotography is the ultimate combination between technology and creativity.



Christian Visser

CIO, IBM BeNeLux

Christian is responsible for the IT department in Benelux. He leads an agile cross functional team responsible for the IBM workplace. He is focused on innovation, mobile transformation and business development.

His insight and experience helps clients to transform and align their IT with their business strategy and go to market model.

Hosts



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