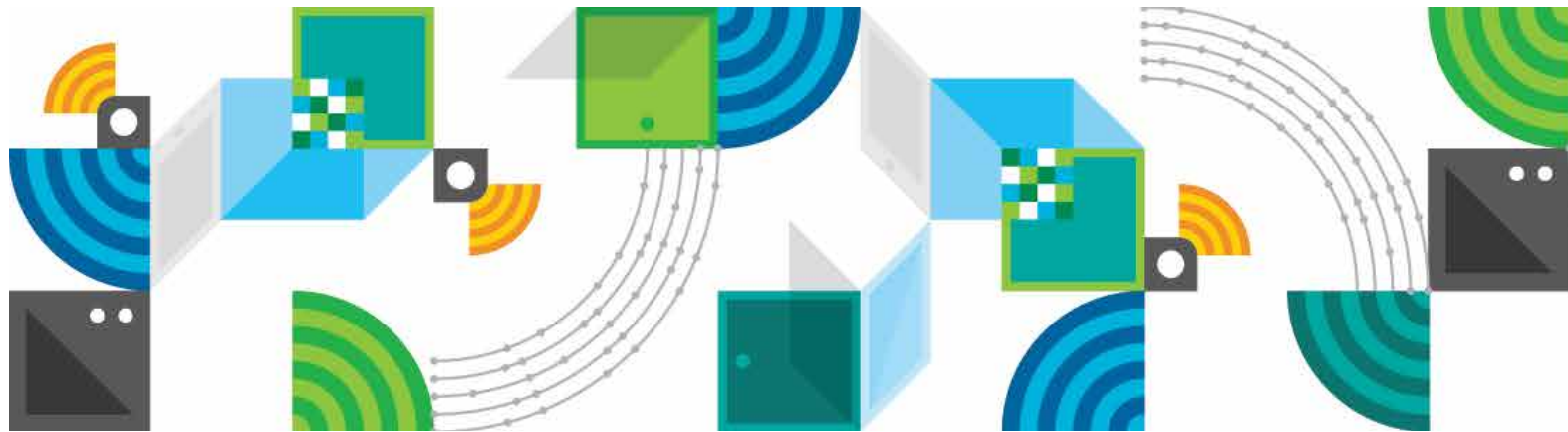


# IBM MobileFirst Infrastructure Consulting Services

*Helping you develop a mobile infrastructure strategy to meet your business goals*



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## The service

A brief summary of the service and the business challenges addressed

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## Deployment

The service step-by-step, standard deliverables, timeframe and a sampling of client benefits

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## Engagement options

Descriptions of the types of engagements available to you

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IBM experience and tools deployed to benefit your organization

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## Next steps

Steps you can take and resources you can explore to learn more about IBM MobileFirst services

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# 1. The service

Mobile computing brings new opportunities to the business ecosystem. Its capabilities increase the speed of commerce while providing businesses with new sources of data and insight. Mobile offers enterprises new ways to engage with customers and provides opportunities for faster, more effective customer support. Mobile programs for employees are similarly effective, boosting productivity by enabling employees to work, communicate and collaborate at virtually any time or location, from virtually any device.

While enterprises like yours welcome these new opportunities, a recent survey by the IBM Institute for Business Value suggests that less than half of all organizations have mobility strategies in place that encompass the full spectrum of mobile possibilities.<sup>1</sup> IBM MobileFirst Infrastructure Consulting Services can help you develop a robust, comprehensive and holistic mobile infrastructure strategy that aligns mobility efforts with your overall enterprise goals—while positioning you to take advantage of the new opportunities mobility provides.

IBM MobileFirst Infrastructure Consulting services are geared toward helping your organization determine which mobile projects will yield the most business value, and toward establishing plans for the growth and maturity of your mobile environment. To accomplish this, we evaluate the current state of your mobile environment, define a desired future mobile state, uncover gaps between the existing state and the desired state, then build a strategic roadmap for reaching your desired future state. In doing so, we assess your current mobile environment against industry best practices, then build a business case for your mobile initiatives.

Here are some of the mobility components our consulting services address:

- **Governance:** We examine the policies and guidelines regulating mobile devices and user conduct in your enterprise.
- **Bring your own device (BYOD) policies:** Issues we address include onboarding simplification; consistent access for authorized personnel from a variety of device types and platforms; security, including protecting the network and corporate assets from unauthorized users; bandwidth prioritization; device management; end user support.
- **User segmentation:** We work with you to determine and accommodate the varying mobile needs of different end user groups. Members of a sales team, for example, may need access to devices and apps for customer relationship management, email, instant messaging, collaboration, files and the corporate intranet, while IT team members may need access to devices and apps for IT support functions, ticket systems, remote systems control, instant messaging and email.
- **Security:** We evaluate security policies covering corporate and BYOD mobile devices, applications and data. We also examine policies to protect data stored on lost or stolen devices.
- **Mobile applications:** We examine mobile applications currently in use by the organization and determine those likely to be released in order to improve rollout procedures and speed time to market.
- **Mobile management:** We evaluate the tools and procedures used to manage mobile devices and applications. These include device management

technologies and tools, device-level controls, partitioning technologies to separate personal and work data stored on the same mobile device, configuration, encryption, password policy enforcement and virtual private network (VPN) access.

- **Networks:** We examine cellular and wifi network usage to determine if existing capacity, performance and security features will meet the needs of your eventual mobile solution.

## 2. Deployment

Your engagement will run in five phases (see Figure 1). Let's take a closer look at each phase.

### Pre-engagement activities

During this phase, your IBM project manager will work with you to determine

the scope and objectives of your IBM MobileFirst Infrastructure Consulting Services engagement. You and the project manager will discuss your organization's goals and processes, confirm project logistics, develop project goals and prepare for data collection (see sidebar, *Gathering*

*data*). Your organization and IBM will also work together to develop a project plan—a document against which the progress of your engagement will be measured. Finally, your project manager will explain IBM's standard consulting methods.



Figure 1. Your engagement will run in five stages: pre-engagement activities, evaluation, strategy, planning and engagement completion.









### Strategy

Using information from the gap analysis (see Figure 4) and data previously gathered, IBM develops a set of potential mobility solutions for your organization. To do so, we employ IBM technical expertise in IT and mobility to look for suitable solutions across many domains and capabilities. We parse through creative, cutting edge, and multi-vendor solutions to identify an overall solution that meets your business needs. In addition, we prepare a strategic roadmap, addressing how each alternative may affect your mobile environment, finances and organization as a whole. We complete the phase with a model of the future state, identifying costs, capabilities and considerations of this new strategy.

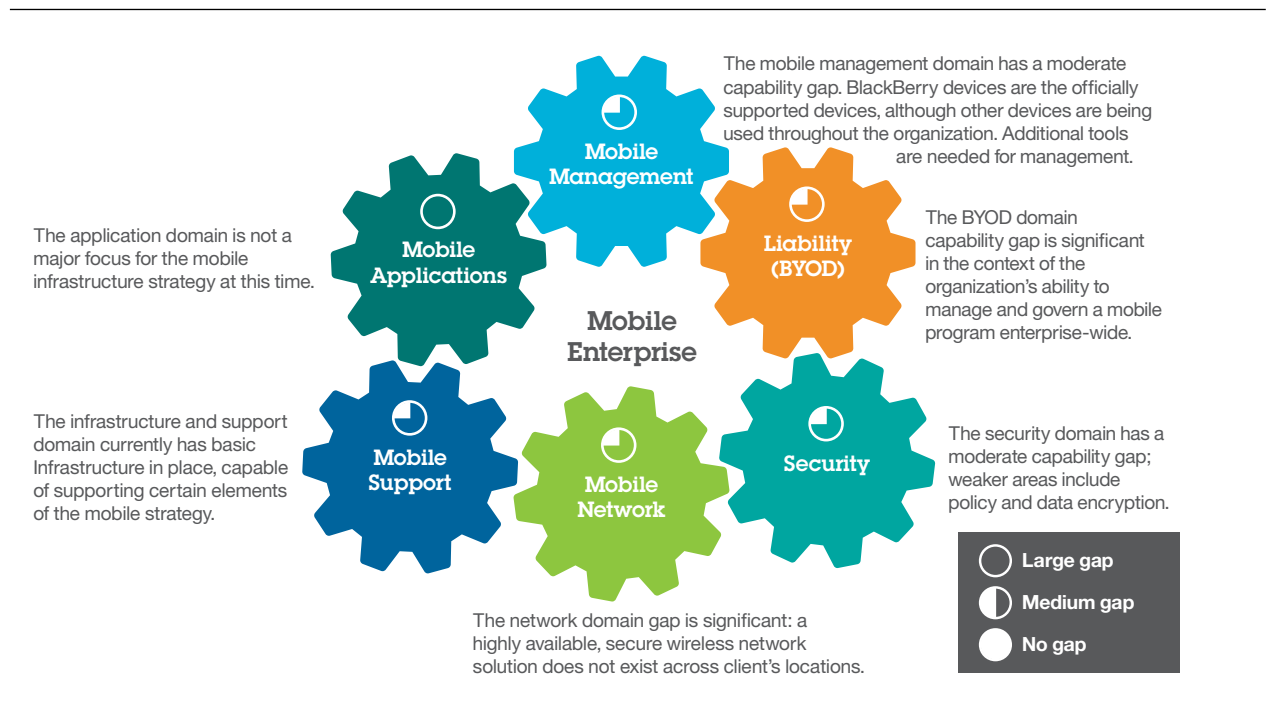


Figure 4. This is a graphic representation of a hypothetical gap analysis. If this organization is to meet its desired future state, it will have to address gaps in networking, BYOD, applications and other aspects of the organization's mobility infrastructure.















## 5. Next steps

IBM mobility specialists can help you create a business case for deploying IBM MobileFirst Infrastructure Consulting Services so that you can maximize the return from your mobility investment.

### Contact Us

If you'd like to speak with an IBM MobileFirst representative to discuss your mobility requirements and objectives, contact us directly at 877-426-3287. Mention code 601BW5AW. You can also visit the following web site:

[ibm.com/services/mobile](http://ibm.com/services/mobile)

Read more about IBM and mobility For information about IBM and mobility that you can download to share with others in your organization, visit our [web site](#).



Watch this [video](#), “IBM MobileFirst Infrastructure Consulting Services,” to learn

how IBM can help you identify important aspects of mobility you may be overlooking, address technical aspects of your mobile infrastructure, build a successful business case with ROI projections for mobile

projects and develop a mobile strategy that aligns with your business goals



Read the [IBM Global IT Study on Mobile Infrastructure](#), “Putting mobile first: best practices of mobile technology leaders,” to learn the four mobility best practices of

more than 360 IT organizations surveyed worldwide.



Download the [IBM Tech Trends report](#), “Fast track to the future,” to learn how mobile connections are helping to drive real-time decision making.



Download the thought leadership [white paper](#) “Securing end-user mobile devices in the enterprise.”

### Need more mobile help?

IBM can act as your one-stop shop for mobility help. Our broad array of [MobileFirst](#) services offerings includes strategy and design for mobility infrastructure and networks. Application services, integration services and collaboration services are also available.

### Financing from IBM

IBM Global Financing can help you acquire IT solutions including IBM MobileFirst Infrastructure Consulting Services without consuming your available cash. We partner

with you to customize an IT financing solution to meet your business goals, improve your total cost of ownership and speed your return. You can choose from a variety of financing options to address your requirements while preserving your cash and existing lines of credit for strategic business needs and investments. We are the world’s largest technology financier, providing services to more than 125,000 clients in more than 55 countries.

For more information, visit [ibm.com/financing](http://ibm.com/financing)



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IBM Global Technology Services  
Route 100  
Somers, NY 10504

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<sup>1</sup>The upwardly mobile enterprise, IBM Institute for Business Value, 2013. <http://www.ibm.com/services/us/gbs/thoughtleadership/upwardly-mobile>



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