

eBook

How to extend the value of
Skype for Business
for mobile workers

spectralink 

Mobility isn't a technology fad,
it's inevitable in a corporate
landscape.

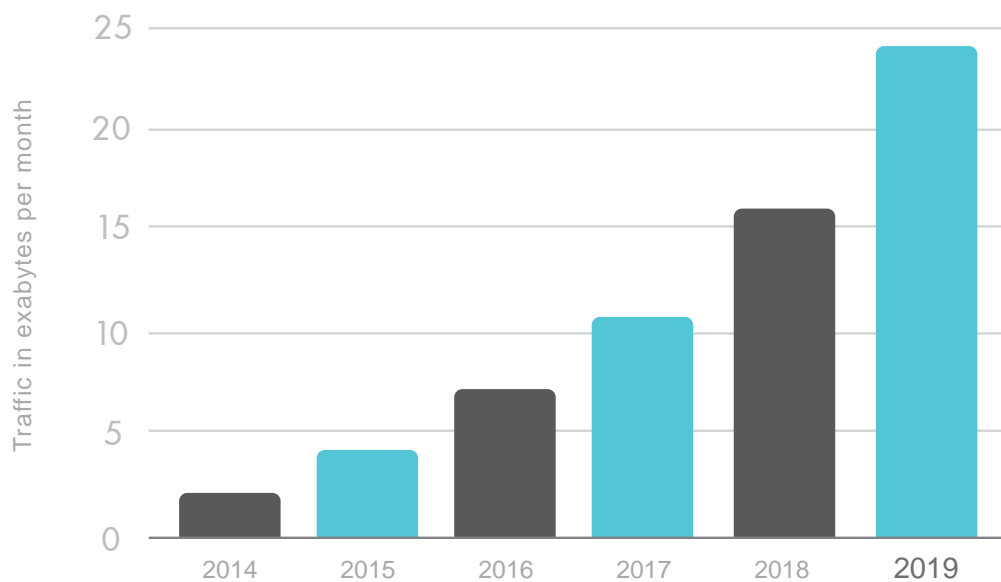
Introduction

The significance of enterprise mobility in business

Unified Communications (UC) tools such as Microsoft® Skype for Business® are changing the way employees communicate, share data and enhance productivity. However, truly successful companies are leveraging the value of UC by deploying the same functionality to their mobile workers.

Employee requirements for enterprise mobility, and the dependence on data and collaboration for improved decision making, are transforming traditional business processes, triggering an increased demand for mobility solutions. Spirent predicts by 2019 mobile data traffic will increase to 24.3 exabytes a month¹.

Mobile data traffic by 2019



Source: Spirent

Clearly, mobility isn't a technology fad, it's inevitable in a corporate landscape where speed, instant access to business data and immediate response are the new norm.

However, keeping a mobile workforce productive can be challenging. Success depends on choosing the right partners, applications and mobility solutions.

Mobility is critical in customer-centric organizations

“ The move to Skype for Business (and indeed UC) is all about the customer journey and user experience. ”

- Ann Strachan, senior product manager at Orange Business Services²

Customer-centric or service-oriented organizations in healthcare, retail, manufacturing and hospitality demand quality, convenience and personalization and rely on enterprise mobility to meet these demands. This, combined with UC capabilities, enables effective customer interaction, employee collaboration and overall business success. For example:

- A nurse can remotely access patient information from sensors that monitor vital signs and correlate that data with information about treatments for better diagnoses and outcomes.
- Retail associates can provide a differentiated and enhanced shopping experience through in-store communications with other associates and colleagues across stores.
- A manufacturing worker can adjust lead times on-the-fly with inventory alerts and instant one-on-one communications with his/her suppliers.
- A concierge can instantly respond to a guest's request by checking presence and contacting an available colleague to assist.



Selecting the right mobile solution is just as critical

To maximize the benefits of a mobile solution when deploying a mobility strategy, consider factors such as user experience, the environment, people, processes and policy.

User experience:

Currently, there are more forms of communication than ever before and new technology is changing the way we do business. Yet, some organizations are reluctant to invest in new solutions that employees will not use. According to the Rand Group, it's estimated that up to 70% of technology projects fail, in part, due to poor user adoption³.

That's why introducing a mobility solution to address end user's needs can mean the difference between project success and failure.

Key considerations prior to a mobile deployment:



Technology that's intuitive and easy to use



Is flexible and secure when accessing sensitive customer data

Integrates with business apps and processes



70%

of technology projects fail, in part, due to poor user adoption.

A good strategy considers the critical workflows of an organization, its systems and processes.

Environment:

Certain business environments create unique obstacles for mobile workers; for example: Healthcare requires a sterile environment, while some manufacturing involves exposure to extreme heat. When evaluating, ensure your mobile solution is:

- Built to withstand tough working conditions that can be particularly harsh on mobile devices in circumstances where:
 - Heavy machinery or medical equipment can interfere with communications, sometimes causing voice or data loss.
 - Dust and chemicals can easily destroy a consumer mobile device.
 - Fast-paced environments where drops can occur and cause permanent damage or breaks.

Process:

Companies that have successfully integrated digital technologies, like mobility, have done so to transform how their businesses work⁴.

A good strategy considers the critical workflows of an organization, its systems and processes, integrating modern mobility solutions that provide:



Policy:

We live in a litigious time. Making mobile workers more productive is beneficial, but not at the cost of business. Data protection policies should be configured to secure sensitive data and protect customer privacy, keeping in mind:



Support:

Enabling your mobile workers to be more productive should not add unnecessary burden on your IT team. Seek solutions that:



Ease provisioning and management of multiple devices



Provide remote management, including software updates and configuration changes



Have measures in place to facilitate troubleshooting



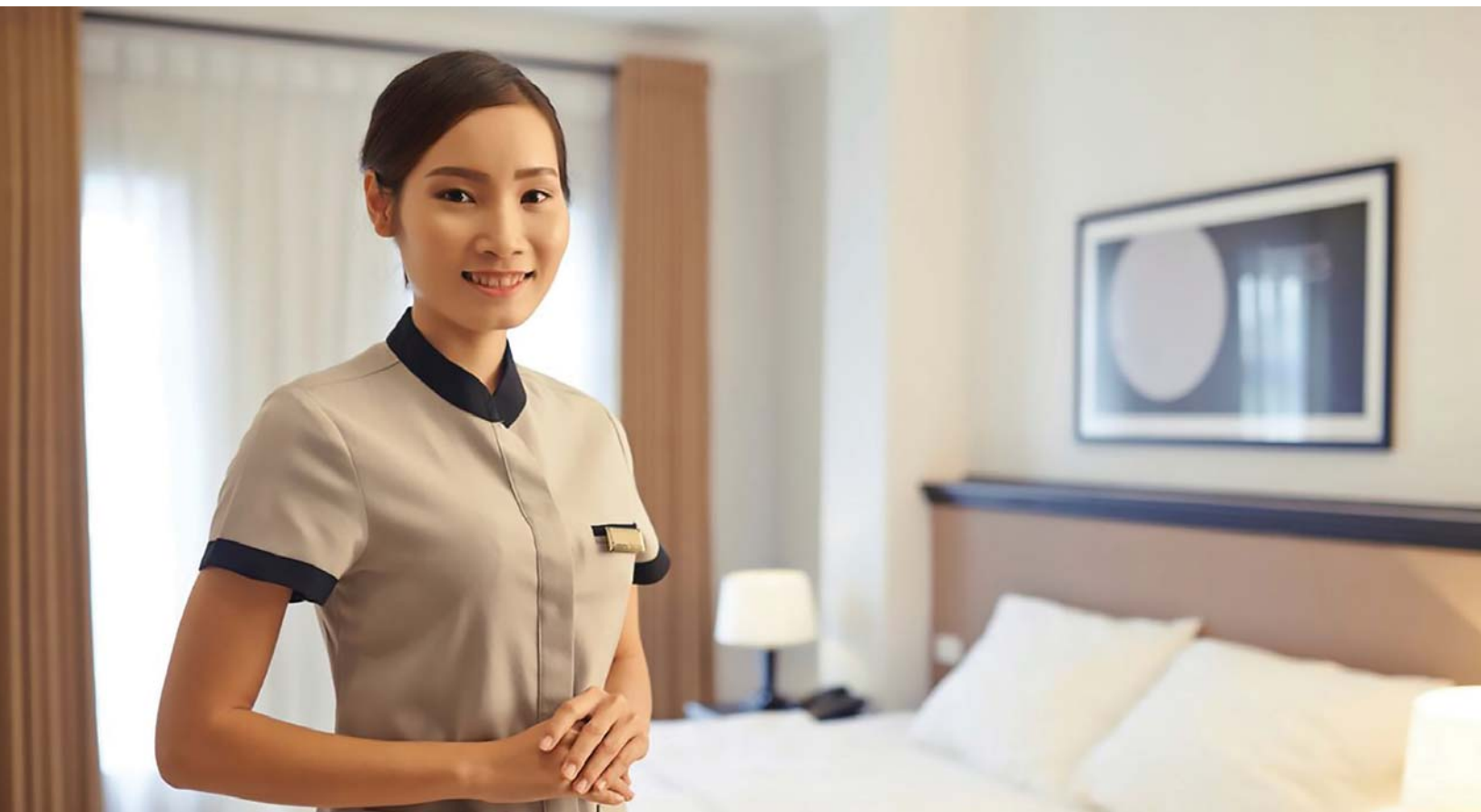
Offer a mix of maintenance and service plans to meet your needs

Why mobility must be a priority

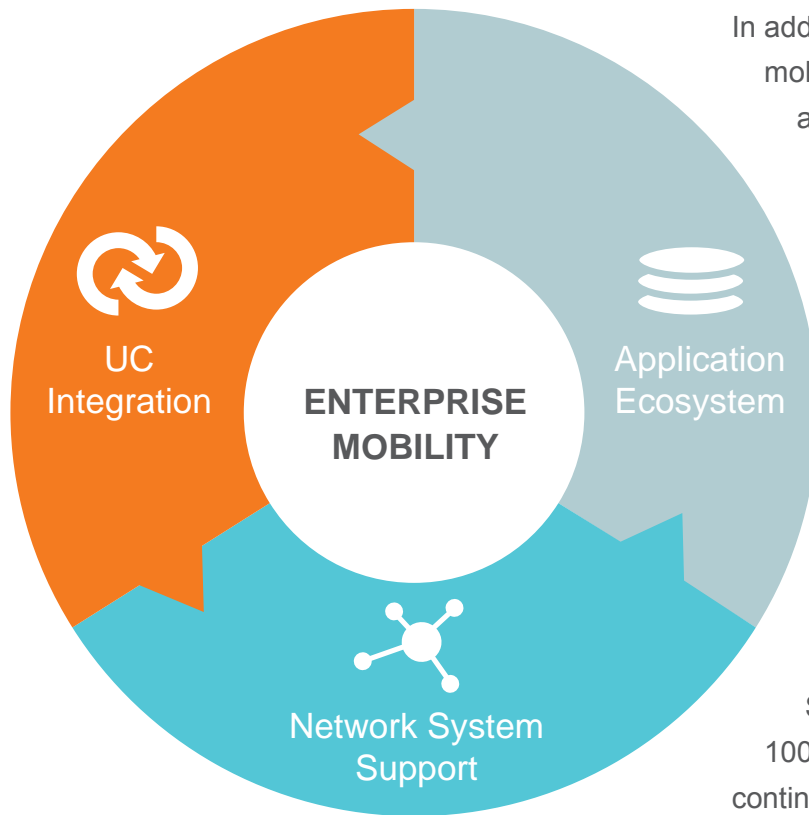
Because of the tangible benefits that an enterprise-grade mobility solution brings to an organization, communication technologies can be leveraged as strategic tools that enable mobile workers to be more productive.

Key benefits include:

1. Business process alignment – understanding how employees use mobile solutions to drive efficiencies and enhance productivity.
2. Data access – getting information into the hands of employees or their customers quickly (e.g. product details, customer/patient care).
3. Cross-team collaboration – helping workers easily locate colleagues to share information for improved decision making (subject-matter experts, cross-functional teams).
4. Global reach – enabling collaboration across geographically dispersed groups or with colleagues outside of the office.
5. Enterprise application integration – helping users access and share information within the enterprise systems to ultimately streamline workflows.



Maximize your investment with a combined solution



In addition to the benefits an enterprise mobility solution can offer, integration with a UC platform, such as Skype for Business, offers greater IT convergence for simplicity of management and extended functionality, maximizing the return on investment.

That's why Skype for Business and Office 365 Cloud PBX offerings are one of the fastest-growing players to emerge within the UC space. In fact, Unify Square (2015) predicts that Skype for Business is poised to exceed 100 million enterprise seats by 2018, if it continues its current growth trajectory⁵.

Combining Skype for Business with an enterprise mobility solution enables your workers to communicate and collaborate using voice and video call functionality, presence enabled status, instant messaging (IM), meetings and full call features from a single, easy-to-use interface within a wireless in-building environment.

79%

of all enterprises say they either have, or will deploy, Skype for Business⁶.

Mobility empowers workers to do their jobs better

Customers who add an enterprise mobility solution to their overall UC strategy benefit from increased workplace mobility and improved staff efficiency.

Discover how companies, like yours, are realizing more value from their Skype for Business investments through an integration with Spectralink.

Spectralink offers the only enterprise mobility solution that provides full call features and is qualified for Microsoft environments, compatible with Skype for Business.

Plus, with proven interoperability with Microsoft, Spectralink doesn't require a third-party gateway and helps to lower your total cost of ownership (TCO). Extensive partnerships with leading communication providers and applications vendors offer added efficiencies, process management and flexibility, while ensuring exceptional voice quality and data communications.

[Click here](#) to find out more, or [contact us](#) to discuss your enterprise mobility needs.

References

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About Spectralink

Spectralink delivers secure, cost-effective mobile communication solutions that empower enterprises to streamline operations, increase their revenues and deliver a positive customer experience – each and every time. Since 1990, Spectralink has deployed millions of devices worldwide across the healthcare, retail, hospitality and manufacturing sectors – providing workers with the industry’s most efficient in-building communication solutions.

Visit www.spectralink.com for more information.

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