Mobility and Support: Impact and Opportunity

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About

• 15 years experience as a practitioner
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Description of Today’s Presentation

• How have mobile devices and mobility itself affected the support center?
• What are some opportunities presented by mobility for the support center and desktop support?
• Are mobile apps currently being used for support? Is it a good channel? Is it working?
mobility
/mōˈbilədē/
noun
the ability to move or be moved freely and easily.
"this exercise helps retain mobility in the damaged joints"
synonyms: ability to move, movability
"restricted mobility"
Significant Dates

March 4, 2002  BlackBerry 5810
June 29, 2007  iPhone
April 3, 2010  iPad
October 22, 2015  ???
Which Devices Are Mobile Devices?

Your organization decides...

For our purposes, smartphones & tablets are the primary forms of mobile devices.

So far...
Impact: The Past

- **2010** – HDI fields first survey on mobile devices
- **2011** - White paper: *The Mobility Revolution and Its Consequences for Support*
- **2012** – HDI fields another survey on mobile devices; *The Mobility Revolution Redux* white paper
- **2013** – HDI fields “Using Mobile devices to Provide End-user Support” survey;
  “Mobile Device Support: Where Are We Now?” survey/report; *Every Business Is a Mobile Business*
“In every support environment, from higher education to healthcare to manufacturing, mobility can be a benefit to both productivity and profitability; but it can also be a treadmill of keeping up with rapidly changing platforms, standards, and applications.”

- from The Mobility Revolution and Its Consequences for Support, 2010
In the beginning, we were caught up in device-wrangling.
Are Company Owned Mobile Devices Allowed to Connect to Resources?

- **Android**
  - Yes, for anyone who has one: 32%
  - Yes, for some customers (i.e., executives): 17%
  - We do not allow anyone to connect with these: 10%
  - Do not have/Does not apply: 5%

- **BlackBerry**
  - Yes, for anyone who has one: 41%
  - Yes, for some customers (i.e., executives): 13%
  - We do not allow anyone to connect with these: 5%

- **iPhones**
  - Yes, for anyone who has one: 42%
  - Yes, for some customers (i.e., executives): 16%
  - We do not allow anyone to connect with these: 10%

- **iPad**
  - Yes, for anyone who has one: 37%
  - Yes, for some customers (i.e., executives): 17%
  - We do not allow anyone to connect with these: 11%

- **Other**
  - Yes, for anyone who has one: 36%
  - Yes, for some customers (i.e., executives): 15%
  - We do not allow anyone to connect with these: 9%
“Deeper analysis of the survey data validates and reinforces the importance of well-defined policies. In both 2010 and 2011, those organizations with well-defined policies were more likely to feel like they are keeping up with the pace of emerging technologies.”

Jenny Rains; HDI Research Corner, January 2012
2013:

- 64% of support staff were using mobile devices to provide support
- 45% of organizations used a mobile app for screen-sharing and remote support
Ticket volumes have increased in 63% of support organizations.

Reasons for increased ticket volumes:
(Organizations that reported seeing ticket volume increase in the last year were asked to select all contributing factors.)

- New applications or systems: 53%
- Number of customers: 49%
- New equipment/devices: 36%
- Change in infrastructure: 30%
- Number of applications: 28%
- Supporting mobile devices: 27%
- Acquisitions/mergers: 24%
Factoid

About 15% of all tickets involve supporting a mobile device.
During an analyst call on October 22, 2015, Google CEO Sundar Pichai reported:

“…there are now more Google mobile searches than desktop searches worldwide.”
“…excellent customer service means providing 24/7 availability, real-time interaction, social media interface, timely resolution, and minimal or no wait times.”

Judy Philbin, MHI Global
Growing Mobile Contacts

Percent of tickets through each channel

“The ability to leverage a mobile device for IT support is clearly important to our customers.”

- Cheryl Fletterik of PwC in SupportWorld
Mobility and Consumerization

“The Mobile Revolution is not a result of the consumerization of IT, but rather one of the causes of the consumerization of IT.”

- RA in 2012
“In organizations using mobile devices, 68% of staff are able to access monitoring alerts, 59% provide remote support through remote control and screen sharing, 53% manage tickets through mobile devices, and 52% access the knowledge base.”

HDI Desktop Support Advisory Board:  
A Revised Road Map for Desktop Support
What We Now Know

• Mobile is the future
• Apps are powerful
• Websites must be responsive
• The technology should fit the need
We’re Only Beginning

- Location
- Motion
- NFC
- Web
- Email
- Text
- Voice
- Audio
- Photo
- Video
- Apps
- Social
First, we’ll see a time when your ID badge is in your mobile device.

Then we’ll see a time when your mobile device is indistinguishable from your ID badge.

*Image: Creative Commons: Travis Goodspeed*
If your front page is mobile-friendly and the rest of your site isn’t, you are making a promise to your constituents and then breaking it.
3 Things

1. Security
2. Security
3. Security
Security

- 5.2 million smartphones were lost or stolen in the U.S. in 2014.
- #1 - IT’s weakest security links are perceived as mobile devices, followed by social media.
- 75% year-over-year increase in U.S. mobile malware rates in 2014.

Most recent stats on VMware AirWatch
Mobile Security Threats

- Retail – mobile payments vs. hackers + PCI DSS
- Mobile web browser hacking
- Remote device hijacking and eavesdropping
Mobile Security Concerns

• Healthcare – mobile devices vs. HIPAA
• Legal – lost device vs. discovery
• DDoS attacks
• The Internet of Things (IoT)
Bigger question: 

Where is your intellectual property?
Where’s Our Stuff?
Policy Development Lifecycle

- Strategic Phase
  - Defining the Problem
  - Developing and Analyzing Alternatives
  - Presenting Recommendations to Decision Makers
  - Service delivery
  - Evaluation
Policy Considerations

• What are the organization’s goals?
• How are people using their devices?
• What can be enforced, and how?
• How do we communicate the policy?
• How can technology help?
“IT departments can support almost three times as many users in BYOD programs than in company-purchased tablet programs.”

Jeff Brandt in SupportWorld
What Next?

Internet of Things

Image: Creative Commons Ged Carroll
Internet of Things

Total Internet of Things (or IoT) Connected Devices

Source: Semico Research
What’s been holding up the works?
• App for car
• App for lamp
• App for thermostat
• App for refrigerator
• App for coffee pot
• App for apps
This Is Changing Things
Healthcare to be a prime beneficiary

- Recording and monitoring patient records without human intervention
- Operational efficiency
- Enhanced asset monitoring and tracking

Source: Harman
Internet of Things

Business and Government

• Smart Parking
• Structural health
• Traffic congestion
• Smart lighting
• Waste management
• Air pollution

Source: libelium

Creative Commons: Keoni Cabral
What Have We Learned?

• It’s not about the device
• It is about the data and the applications
What Can We Apply?

- Have clear, well-defined, enforceable policies
- Discover early how you might use a new trend or technology to improve support
Thank you!

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