



# KICKSTART: IT STRATEGY FOR MOBILE

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Take the steps necessary to ensure your IT has the tools, processes, controls, and talents necessary to support a thriving mobile strategy.

**Your IT strategy blossoms here.**

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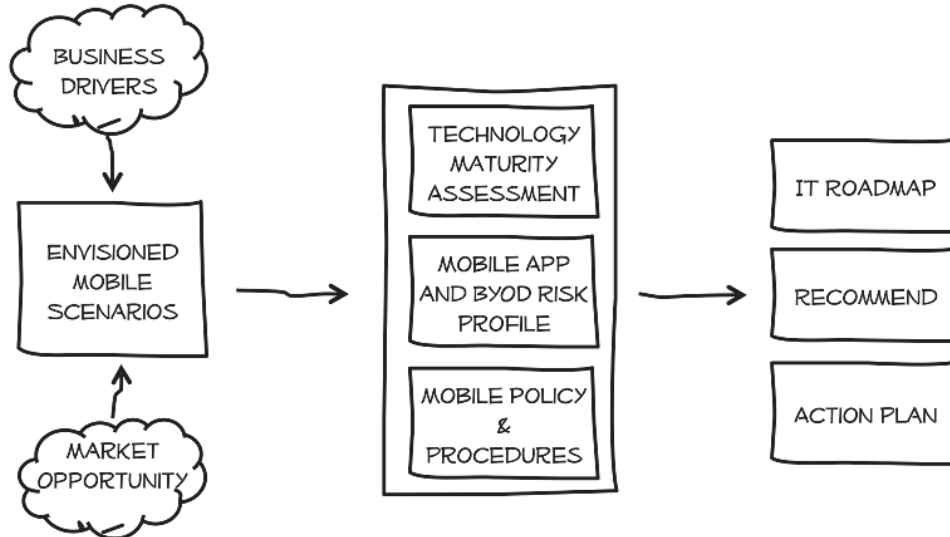
# KICKSTART: IT STRATEGY FOR MOBILE

The mobile enterprise poses significant new challenges for an organization in terms of skills, competencies, tools, standards, methodologies, change management and IT processes. Our IT Strategy Kickstart will assess your readiness and identify how IT should adapt to embrace these challenges. As part of the Kickstart we'll

score your current state of maturity and provide a prioritized, phased plan to close any existing gaps, along with a Mobile Roadmap to get you going. These guides ensure IT has the tools, processes, controls and talents for building and supporting a thriving mobile strategy moving forward.

## OUR APPROACH

The IT Strategy Kickstart follows three key steps:



### 1. Direction Setting:

First, we develop a thorough understanding of your organization’s goals with mobile and review previous or existing mobile-related initiatives. We document mobile use-cases from key stakeholders then focus our analysis on the relevant actors, data and mobility requirements, high-level functionality and security standards.

### 2. Assessment, Risk Analysis, and Standards:

This step assesses your current IT maturity and identifies areas needing improvement. We conduct a comprehensive risk analysis of all proposed mobile use-cases and review existing policies and procedures in support of the mobile infrastructure.

**Maturity Assessment:** Leveraging the Mobile Maturity Framework (Mobile Ranking and Mobile Report Card), this assessment provides a maturity ranking and calls out those areas requiring special attention.

**Risk Analysis:** For each use case brought forward by the business, we understand the type of corporate data assets accessed and the potential impact of a security compromise. The risks associated with each use-case are categorized on a security scale ranging from “Un-trusted” to “Restricted”. Based on this profile, we devise custom strategies to mitigate risk moving forward.

Mobile Standards: Mobile adoption policies, procedures, vendors and standards vary by organization and knowing the pros and cons of each approach can be overwhelming. To help you along, we lay out your best options every step of the way. 3. Concept Generation Our best collaborative ideas are further refined through visual mockups and storyboards.

### 3. Roadmap and Next Steps:

We conclude with the generation of actionable steps presented in an IT Strategy Roadmap. The Roadmap ranks tactics by weighing business value against readiness and cost and outlines phases in which the mobile Roadmap should unfold.

It's Actionable: Lastly, an Executive Readout Presentation summarizes findings, recommendations, timelines and next steps. Our phased plan details recommended activities along with timeline, resource and cost estimates to form a highly actionable strategy.

## Not one size fits all!

Every step of this methodology has been carefully crafted and includes a well-defined set of exercises. We take into account our client's unique needs and tailor this methodology to best accommodate each specific engagement.

## WHAT YOU'LL GET

Upon completion of this Kickstart you'll take away the following artifacts:

Mobility Maturity Category	Definition	Current State Findings	Recommendation
Enterprise Information Management	Complex 2.7	EXPAND TO SEE DETAILS	EXPAND TO SEE DETAILS
Data Readiness of Core Systems for Mobile	Complex 4	No, numerous operational systems of record, a system of record/data partner for access (SPD), Non-man SDBs and an undetermined number of data marts. Most are Oracle based and using MicroStrategy (i.e. Sales, Logistics, Supply Chain, and Retail/Brand Marketing data. Roughly 200 files in MicroStrategy per month mostly from corporate users.	In with many large organizations, the reasonable aggregate of data is often a challenge. The data readiness of the enterprise (EM) team may be a valuable perspective - defining master data sources, highlighting key recommendations for use, and expectations of data creation.
Data Availability	Complex 4	Some OS, support and capture data available. Data is generally high degree of trust in the data.	Similar to the readiness report card for the use of mobile data, mobile should be a weighted factor for data analysis in the
Data Governance	Complex 3	Not executed through many of the data governance teams although there occasionally initiatives where clear ownership of the data is taking. Situation and processes for the creation of data jobs for the Data/BI and other data treatment. Centralized BI/DM team provides data governance.	
Data Quality	Complex 3	Information is used for IT, for CRM, MS SQL Server integration services used for IT, for CRM. Some files transfer to CRM are done through TIBCO through a workflow for loading data into CRM. CRM also has data loading for data quality issues. A large team that runs through the reports to correct the data. Several data quality tools used and are being considered. Not sure if use for address standardization/correction.	
BI, Analytics	Complex 4	General BI/Analytics tools in use: MicroStrategy, MS SQL, Tableau, Business Objects, Cognos, Cloudera, Hadoop (Hue) and RSI. Requests for BI/Analytics come through the operations. Currently maintained by VB but looking to outsource some, particularly the data team and management services provider which is currently support via a shared vendor. Looking for a vendor for BI/OLAP. Some BI/Analytics have their own dashboards and data visualization tools. Power users are able to query content using MS SQL code and extract data and create pivot tables for their own analysis. QD is used occasionally for sales and performance analysis.	
App Delivery	Complex 2.5	EXPAND TO SEE DETAILS	
Policy Definition	Complex 2.2	EXPAND TO SEE DETAILS	
Policy Governance	Complex 2.8	EXPAND TO SEE DETAILS	
Network Infrastructure	Complex 2.3	EXPAND TO SEE DETAILS	
Security Infrastructure	Complex 2.3	EXPAND TO SEE DETAILS	
Mobile Device Management Platform	Complex 2.7	EXPAND TO SEE DETAILS	
Mobile Delivery and Support	Complex 3.6	EXPAND TO SEE DETAILS	

USE CASE ARTICULATION ACROSS STAKEHOLDERS

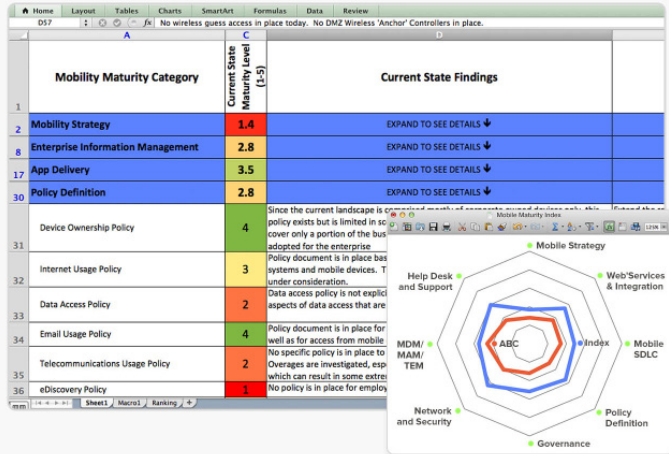
## IDEATION AND SCENARIO PRIORITIZATION

Through facilitated sessions with your business teams, Propelics catalogs all plausible mobile app features in a Scenario Matrix that establishes viability on alignment with business drivers, organizational readiness and ease of implementation.

## MOBILE MATURITY ASSESSMENT REPORT CARD

The Mobile Maturity Assessment Report Card enables the Propelics team to develop a solid understanding of IT’s current mobile capabilities and is instrumental to building a successful IT strategy. Propelics provides recommendations across over 100 IT mobile maturity areas, including app delivery, web services & integration, network & security, business & technical policy, MDM/MAM and end-user support.

Lastly, the assessment outcome is measured against our index of Fortune 100 IT maturity results. Your team receives a benchmark score and analysis helpful when measuring your mobile readiness against companies of similar size and market.



## POLICY CHARACTERISTICS FRAMEWORK

The Policy Characteristics Framework establishes a definition of standards and helps determine IT security requirements, device capabilities and required functional areas necessary to enable the defined mobile use cases. Based on our risk classification, these standards outline business and technical policies as well as end-user support models.

Typically, perspectives abound regarding what capabilities are available — from network security, regulatory, human resources and from legal and business teams. Defining these standards and balancing the needs of these groups with the business creates a blueprint of repeatable solutions for IT, thus fixing the most common IT mobile-readiness issue: re-litigating each mobile use case for security and policy needs.

Grouping	Policy	Non-Managed Unknown Device	Non-Managed Employee Device	Untrusted Use Cases
Use Case Examples	Sample Use Case	Internet Access Only from Unknown Devices	Internet Access Only from Employee Devices that are NOT Under MDM Management	Expense Report Creation (e.g., basic workflows and approvals for time and expense.)
Corporate Data Access				
11	0% Publicly Available Information	No	No	Yes
12	5% Supplier/Partner Identifying	No	No	Yes
13	10% Corp Email/Calendar/Collaboration (Traveler)	Web Email	Web Email	Yes
14	10% Line of Business Identifying	No	No	Yes
15	15% Employee Identifying	No	No	No
16	15% Company Financials	No	No	No
17	20% IP Related (Product, Compound, R&D, Pricing)	No	No	No
18	25% Customer Identifying (LDS, but not individual data)	No	No	No
Corporate Risk Profile (Acceptable Risk)				
22	15% Lose Competitive Advantage	No	No	Yes
23	15% Expense Financials	No	No	No
24	20% Affect Company Value	No	No	No
25	25% Create Liability to Amway / Regulatory	No	No	No
26	25% Customer/Vendor Brand Perception	No	No	No
Device Type, Ownership, and Policies				
30	Device Models	Any	Any	Any per OS Requirement

Client Mobile Technology Strategy Matrix											
	A	B	C	D	E	F	G	H	I	J	K
1	Mobile Strategy	Gain alignment and executive support of Director for Mobile at (service and policy)	Develop communication strategy to employees for direction of mobile at	Identify and Prioritize Quick Wins	Define a set of IT Guiding Principles for Mobile (strategically in App design, reduction of process complexity etc.)	Define process for approved mobile device changes	Write and business teams to reevaluate the mandated use cases by role	Write and business teams to define and prioritize a Mobile Portfolio by role	Provide a framework for the analysis and vetting of use cases based on Value and Risk		
2	Enterprise Information Management	Identify data sources and governance needs for data sources that may be accessed via a mobile device	Create a Data Readiness Report Card to determine the readiness, availability, and quality of data that can be used by mobile apps	Determine appropriate data and storage services	Define a corporate Web Service catalog	Identify the standard methodology for delivering BI reports, and dashboards as mobile devices	Link key mobile app initiatives to the ongoing SOA/ESB infrastructure strategy	Implement an ESB to facilitate the integration of data sources with mobile apps			
3	App Delivery	Create a Mobile COE and center for the facilitation of mobile apps, processes and skills as a shared service	Identify and COE leadership and FTE assignments	Global Core team assignments to support an enterprise mobile COE using matrixed assignments	Reinvestigate mobile app developer tools, hosted solutions for device and OS simulation	Create criteria for when to use specific mobile platforms	Deploy niche/sketchy prototypes directly onto user devices	Visualization management - add more approvals and artifacts as part of the standard workflow	Review business and learn lessons for mobility concepts	Update the IT Service Catalog to include mobile-specific impacts	
3	App Delivery (continued)	Define the role of Mobile Architect and identify interim resource	Establish a overall practice for mobile infrastructure, enterprise architecture and mobile architecture	Build the structure for ensuring that mobile projects are visible in the COE and can assess when needed (not prioritization)	Build the structure to understand and represent the mobile app portfolio at a global level	Develop a qualification skills with designers and QA specialists	Recruiting - plan for development skills (internal or external) needed to support the app portfolio	Enhance development skills to include Objective-C, Java and services JavaScript capability	Review cross-platform app delivery both as part of long-term planning and partnership strategy	Implement a plan for including mobile analytics, both crash reporting and usage user analysis	
		Identify the policy	Operationalize the Policy	Extend current policy documents to support the	Develop initial set of MDM profiles to support the	Match policy documents and document readiness	Review, update and implement				

## PRIORITIZED AND PHASED IT STRATEGY FOR MOBILE ROADMAP

The Propelics team creates a Prioritized and Phased Mobile Readiness Roadmap of IT projects and tactics necessary to achieve success. Our IT Readiness Roadmap will help your team build an infrastructure for mobile – covering everything from app ideation, design and development to distribution, security and support.

Propelics categorizes projects as “immediate”, “short-to-long term” or “future endeavor” based on business use cases, IT mobile maturity, policy characteristics and standards creation processes. Similarly, each project and tactic is prioritized by its alignment to business needs, IT organization readiness and cost, ensuring the end result is a realistic, obtainable and successful roadmap.



“The Propelics team created 100% consensus by imparting a clear understanding of the core value of mobile and how it could deliver the most business value to the company. So selecting which activities would take priority was always a unanimous, cross-divisional decision.”

Sharon Moseley, CIO, Kinecta Federal Credit Union

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# PREPARE IT FOR THE UNIQUE DEMANDS OF ENTERPRISE MOBILE.

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**Take the steps necessary to prepare  
IT for the mobile enterprise arena.**



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