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## Quick Start to Mobility

### Crafting a Mobility Strategy

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## CompTIA Channel Training

### About this Education

The content and materials featured in this presentation are the result of a collaborative, CompTIA community-led development effort. An advisory group comprised of channel leaders and technical experts identified training goals and objectives, while education specialists carried out development work based on the insights and information provided by the advisory group and other subject matter experts.

### About CompTIA

CompTIA is the voice of the world's information technology industry. As a non-profit trade association advancing the global interests of IT professionals and companies, we focus our programs on four main areas: education, certification, advocacy and philanthropy.



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## Today's Agenda

- **Getting Started**
- **Steps to Building a Successful Mobility Strategy**
- **Moving Forward**

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## Getting Started

- 
- 1. **Recognize the drivers.**
  - 2. **Understand the impact of trends.**
  - 3. **Consider the interdependencies.**
  - 4. **Evaluate your current expertise and resources.**
  - 5. **Examine your sales and marketing strategies.**

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## What's driving adoption?

- **Bring-Your-Own-Device and Consumerization**
- **Millennial generation workers**
- **Desire for employee empowerment**
- **Opportunity to lower costs**
- **Proliferation of decentralized IT**



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## BYOD and consumerization impact...

- **Employee productivity and collaboration**
- **Business expenses and profitability**
- **Corporate agility and competitiveness**



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## Consider the many interdependencies

### Mobility and...

- The network
- Business application development
- Security and compliance
- Policy

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## What do you know?

- **What are your current capabilities? How will you fill any gaps?**
  - Investments in training, hiring, vendor relationships, and so on
  - Don't forget about support needs
- **What about additional non-technical expertise?**
  - Workflow and operations
  - Human resources

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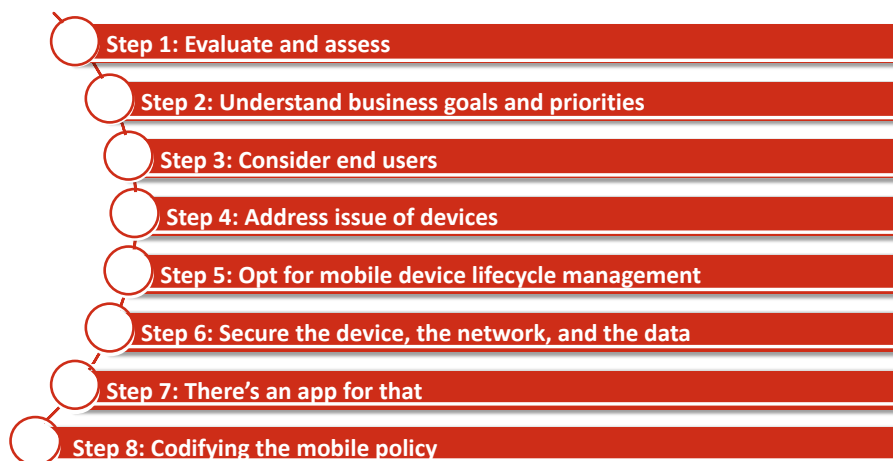
## Examine sales & marketing strategies

- Consultative approach required
- No standardized pricing and margins
- Proposal-oriented pricing and bundling methodology
- Remember the interdependencies

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## Building a Successful Mobility Strategy



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## What's the current picture?

- **Step 1: Evaluate and assess**
  - Understand the customer's existing environment
- **Step 2: Understand business goals and priorities**
  - Customer's priorities in terms of growth, innovation, technology adoption, employee enablement

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## End users are important....

- **Step 3: Consider the end users**
  - What is the current end user experience like?
- **Step 4: Address the device issue**
  - Who owns the device?

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## It's more than just the devices

- **Step 5: Manage the entire lifecycle**
  - MDM often used as an umbrella including a myriad of related tasks
  - Procurement, activation, provisioning, policy setting, and so on
- **Step 6: Secure it all**
  - Physical devices
  - Access to the network
  - Data on the device as well as in transit

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## There's an app for that



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## What's allowed?

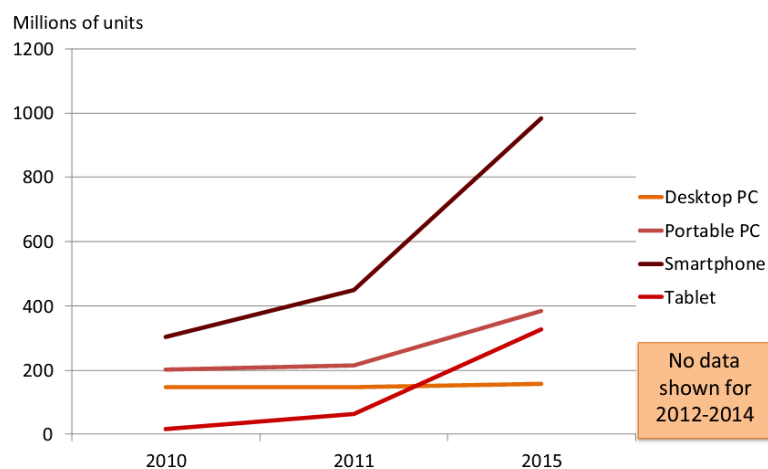
- Security and compliance
- Acceptable use
- Application management



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## Worldwide Device Shipments

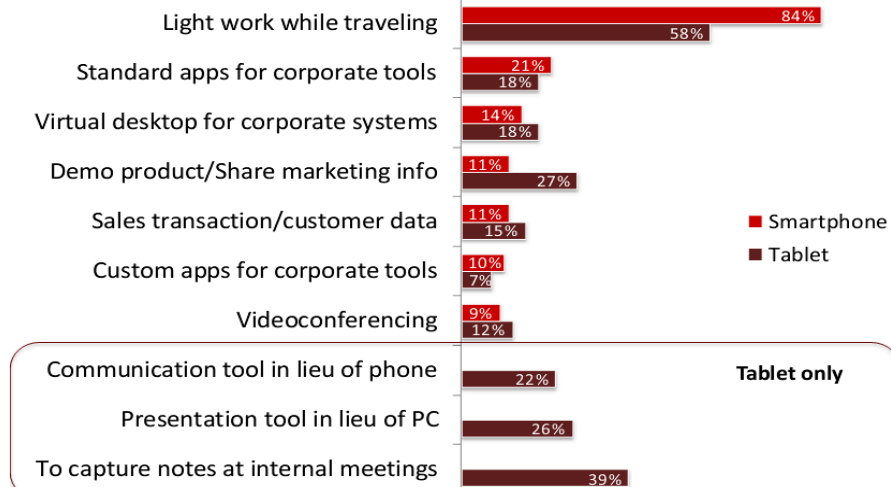


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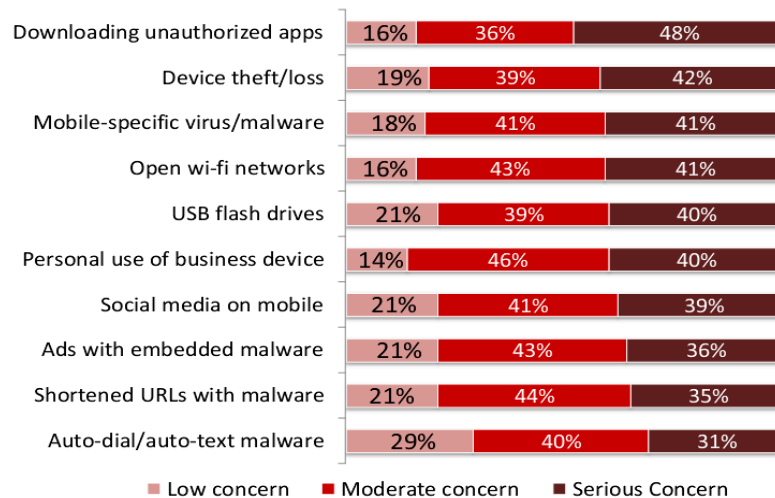
## Use of Smartphones/Tablets



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Source: CompTIA's Trends in Enterprise Mobility study  
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## Areas of Concern in Mobility Security



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Source: CompTIA's Trends in Enterprise Mobility study  
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## Look For Other CompTIA Quick Start Guides and Industry Resources

CompTIA offers many more business resources. If you found this information helpful, check out the Channel Education tab on [www.comptia.org](http://www.comptia.org) to educate yourself or your team on other industry topics such as:

- Virtualization
- Managed Services
- Managed Print Services
- Healthcare IT
- Unified Communications and Mobility
- IT Security
- Selling IT Services to Local and State Government

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