THE EXECUTIVE'S GUIDE TO BUSINESS VISIBILITY:

MOBILIZING

aimINSIGHT
Simplify Complexity • Re-Ignite Growth

Whenever. Wherever.

Decisions aren't confined to the boardroom or limited to office hours. Many of the most inspired business revelations happen when you least expect them, away from the office. Consequently, it's not surprising that mobile access at all times has arrived as a necessary imperative.

How do well-run companies deploy mobile solutions? What are the most important considerations before purchasing tablets, smartphones, and mobile solutions? And what business benefits can you expect to gain from anytime, anywhere connectivity? This e-book aims to answer these questions and provide tips you can use to ensure your business visibility is as mobile as you are.

Why mobility matters: Learn the three C's

Mobility has changed the way we work—especially for businesses that depend on personnel not working at a desk or in and office. When asked how "anytime, anywhere" connectivity helps business leaders be more efficient, they typically respond with three answers: convenience, communication, or collaboration.

Convenience

When operations or field personnel need to call office staff for the latest customer or order information or are expected to give clients answers while in the field, it can interfere with getting their work done in a timely manner. Mobile solutions enable the team to access details and execute tasks with a smartphone or tablet. It's not only convenient, it also demonstrates that the business values convenience as much as the client.

Communication

Mobility speeds up everything, including productivity. Aside from a sales rep getting approval from a manager on a quote or discount or sharing customer information with the customer service team, elevating communication also includes accessing financial, customer, or inventory data on demand or submitting quotes or orders from a mobile device.
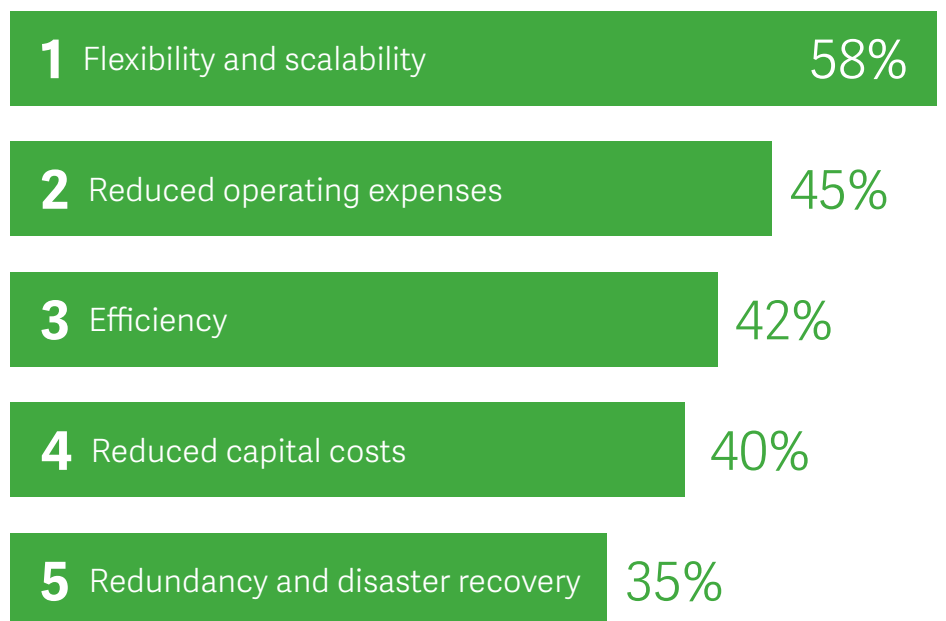
Collaboration

Closing a deal or solving a customer's issue can involve thousands of decisions, made by dozens of people, across several departments. Plus, time is money. So when something unexpected arises, the speed at which the issue gets resolved among stakeholders has a direct bearing on how quickly the sale is made or the problem is resolved. Ultimately, the client is confident knowing you're committed to taking fast, can-do action.

Top five motivators for adopting cloud technology

The shift from email in the office to "email everywhere" was the first small step in what is becoming an all-out sprint toward connectedness. With the widespread use of smartphones and tablets, businesses are looking for new ways to access information and execute tasks on the go. Cloud-based software and apps—particularly those connected to back-office systems—are key to enhancing workforce productivity and the expediency of informed decision making using mobile devices.

The most useful business applications are those that push meaningful information to field or operations personnel in digestible bites to support faster decision making in the warehouse or factory, and those that enable sales or service teams to execute tasks (such as issuing quotes, taking orders, or servicing customers) and instantly share information with the home office. No matter what the mobile solution is used for, simplicity is a must.

1	Flexibility and scalability	58%
2	Reduced operating expenses	45%
3	Efficiency	42%
4	Reduced capital costs	40%
5	Redundancy and disaster recovery	35%

Mobility spotlight: Quotes and taking orders

Enabling your sales teams with timely information can boost business performance.

1. A salesperson visits a prospective or existing customer.

2. The salesperson checks inventory of a product that the customer is interested in ordering.

3. The salesperson verifies the price and discount that this customer typically receives.

4. The salesperson generates a quote and asks his sales manager to approve a discount.

5. The customer accepts the order and makes payment using a credit card.

6. The salesperson sends the order and payment confirmation into the office from his mobile device.

Securing mobile devices and your company data

The productivity benefits of mobility are clear. However, as the number of employees who work outside the secure boundaries of the main office increases, so too does the risk of compromising company data. What follows are four suggestions for developing a mobile security policy.

Steps for creating a basic mobile policy:

1 Determine if you will issue company-owned devices, enable employees to bring their own device (BYOD), or support a combination of both. Understanding the costs involved and your risk is very important in this step.

2 Specify which devices your company will support, including which mobile operating systems. If you are supplying the devices, clarify who is eligible to receive them.

3 If your employees are able to use their own devices for work, consider using a container approach, such as mobile device management (MDM) software, which keeps corporate information separate and appropriately secured.

4 Specify and communicate security guidelines to guard against a data or security breach. These guidelines should include password protection, autolocking, and encryption. Put into place the ability to enable a "remote wipe" if a device is lost or stolen.

Buyer's checklist for mobile and cloud solutions and apps

To get the most out of your mobile and cloud solutions, use this checklist to help ensure your investment will hold up to the demands of where the work takes you.

The solution:

- Has the ability to connect to your office systems, such as your accounting and operations management software.

- Enables your office staff and field sales or service teams to work together with shared information.

- Provides full administration control over who sees what information and which details.

- Maintains people, documents, and/or back-office financial and operations data securely.

- Requires little or no training.

- Is accessible anytime, anywhere.

Three factors to consider before purchasing a mobile device:

1

Durability

Can the device stand up to be in the field? Some mobile device manufacturers are introducing more durable models. There are also rugged cases you can purchase as accessories.

2

Screen size

If you are going to review documents or contracts, it's important to choose a device with a screen that's large enough for proper display.

3

Network speed

Salespeople won't wait around for connectivity. Look for a 5G or 4G LTE device that can handle the data-intensive apps and programs.

The team at aimINSIGHT Solutions, Inc. worked as manufacturers and distributors before conceiving the idea of a management consulting firm that would draw upon their extensive experience in supply chain management.

We are uniquely positioned to help your company streamline its operations, minimize costs and increase profits thanks to our awareness of industry standards in supply chain management that help us realize untapped potential across the entire spectrum of business operations.

Beauty Supply
Integrated UPS shipping to automatically update tracking numbers with their own two way system.

HVAC Manufacturer
Extended visibility to customer order history and item history across the company to enable maximized customer service.

Developed automated fax and email delivery system for key documents, saving mailing costs and speeding up collections

Lighting Distributor
Complex sales commission calculations done automatically. Commission statements automatically delivered to salesperson in the field.

Consumer Packaged Goods
Integrated order processing with EDI for various large trading partners including Walmart and Target.

Food and Beverage
Integrated inventory with images, pricing, weights and packaging. Built a business to business portal for clients to place orders online.

Behavior Health Clinics
Created a web-based timesheet to integrate and automate California payroll laws including multiple rates and auto-calculation of travel expenses and mileage.

Developed a portal for employees to enter timesheets and track Human resources data to reduce errors.

How can we help *you*? We understand your needs. Let us help you maximize your potential for value creation. **Contact us today!**

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