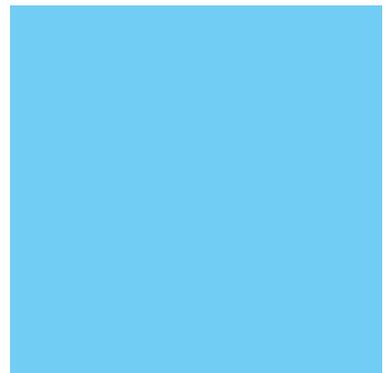
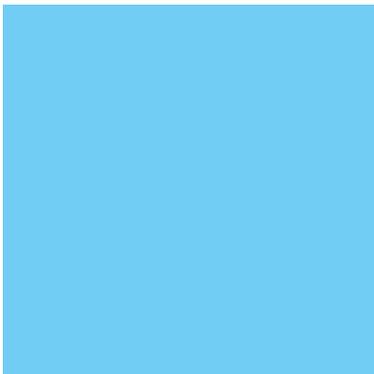
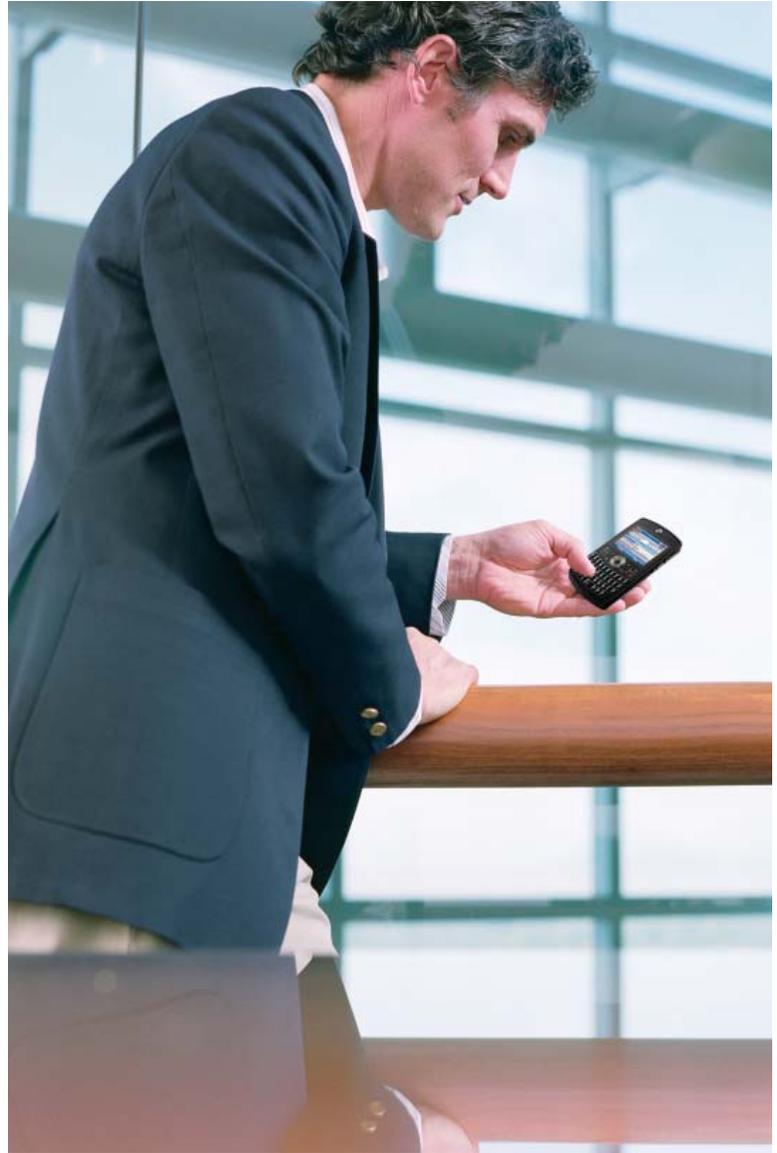
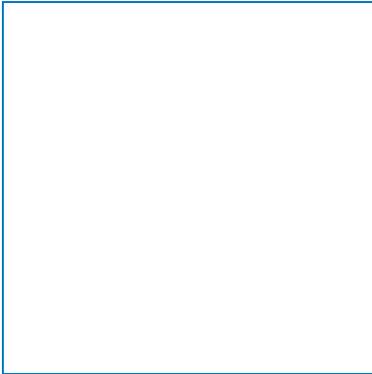


A Good Mobile Experience

Balancing IT Requirements While Giving End-Users the Mobile Experience They Want





MOTOROLA
Motorola Good Technology Group

A Good Mobile Experience White Paper 2007



Motorola Good Technology Group
Phone: 866-7-BE-GOOD
Email: sales@good.com
Online: www.motorola.com/good

CONTENTS

- 1** Abstract
- 2** Introduction
- 2** Why Experience Matters
- 3** Defining the Mobile Experience
- 4** IT Requirements
- 7** What End Users Want
- 10** Conclusion



MOTOROLA
Motorola Good Technology Group

A Good Mobile Experience White Paper
2007



Motorola Good Technology Group

Phone: 866-7-BE-GOOD

Email: sales@good.com

Online: www.motorola.com/good

The experience of a mobile enterprise solution – both for Information Technology (IT) professionals and end users – is critical to its effectiveness and adoption. This paper elaborates on the aspects that make up the end-to-end experience and enumerates the business benefits of choosing a solution that delivers a positive experience. Ultimately, we highlight the importance of striking a balance between IT management and control while allowing end users the freedom to use their devices the way that works best for them.





MOTOROLA
Motorola Good Technology Group

A Good Mobile Experience White Paper 2007



Introduction

The rapid adoption of mobile devices and smartphones has significantly expanded the workspace beyond the confines of the traditional office and has contributed towards greater organizational productivity. With today's sophisticated handheld devices, employees can stay connected to business critical information anytime and anywhere, allowing them to work while on the move. Consequently, enterprise mobile messaging solutions have become integral to the IT infrastructure of organizations large and small. Among the choices available today, however, only a few successfully deliver a positive overall mobile experience – the main factor in delivering long term satisfaction both to end users and to IT administrators who deploy and manage the solution.

Why Experience Matters

Historically, trying to balance the requirements of IT with the desires of end users has resulted in a compromised mobile experience for IT, end users or both. Solutions were chosen primarily based on features. But user feedback tells us that a long feature list does not necessarily translate to the best overall experience. As usability expert Jakob Nielsen points out: "Every additional feature is one more thing to learn, one more thing to possibly misunderstand, and one more thing to search through when looking for the one thing you want."¹

Organizations are beginning to understand that the key to a successful mobile messaging deployment is its ability to meet business requirements and at the same time provide a hassle free experience — to the IT team that has to support it and the employees who use it. A practical and easy to set up solution with an intuitive or familiar interface effectively delivers greater productivity to both the end user and the organization.

Thus, it is the overall *experience* that differentiates one mobile solution from another. The solution which delivers the most benefits to the organization is one which supports rigorous security needs as well as comprehensive management capability while at the same time offering an intuitive and easy-to-use interface and features that empower end users. These benefits can be measured in terms of time, effort, and cost savings:

- Reduced pressure on IT support
- Shorter learning curve and faster user adoption
- Increased user satisfaction and productivity
- Reduced Total Cost of Ownership (TCO)

These benefits are critically important when considering a mobile messaging solution.

Motorola Good Technology Group

Phone: 866-7-BE-GOOD

Email: sales@good.com

Online: www.motorola.com/good

¹Rust, Thompson, Hamilton, *Defeating Feature Fatigue*, Harvard Business Review, February 2006





MOTOROLA
Motorola Good Technology Group

A Good Mobile Experience White Paper 2007



Defining the Mobile Experience

A mobile messaging solution offers fundamentally different experiences for IT and the end user, and each must be evaluated when looking at the total mobile experience. An effective solution should be able to strike the right balance of control between what the end user wants – to get things done in an easy and personalized manner – and the IT administrator’s need to easily secure and manage a fleet of handheld devices.

To determine the kind of experience a particular solution delivers, decision makers must be able to evaluate it on the basis of its *security*, *manageability* and *usability* as these are the three factors that determine positive experience – for the user as well as the enterprise IT staff.

For a mobile solution to provide a good experience for IT, it must be:

- **Easy to secure** – Security is of constant concern because pushing corporate data out to numerous mobile devices effectively extends the boundaries of the enterprise, introducing another avenue for unauthorized access to corporate data. A robust mobile solution should provide for end to end security encompassing all handheld devices, and IT administrators must have the tools needed to prevent unauthorized use of devices connected to the corporate network.
- **Easy to deploy and manage** – Mobile solutions that are easy to deploy always succeed when compared with more complex options. Deploying a mobile solution across multiple devices comes at a cost, as does routine management such as upgrades and installations. Organizations should be aware of these costs and opt for a solution that also provides a high return on investment (ROI) and brings down the total cost of ownership (TCO). An optimal solution empowers IT administrators to manage and upgrade software on mobile devices simply and with minimal manual intervention.

For a mobile solution to provide a good experience for end users, it must:

- **Allow them to get things done easily** – An intuitive interface affords users the ability to access, store, and reuse information quickly. Organizations that invest in such mobile solutions realize greater productivity from their mobile workforces.
- **Be personalized** – Mobile messaging solutions should be versatile enough to accommodate a range of work preferences and styles.

Motorola Good Technology Group

Phone: 866-7-BE-GOOD

Email: sales@good.com

Online: www.motorola.com/good





MOTOROLA
Motorola Good Technology Group

A Good Mobile Experience White Paper 2007



IT Requirements

EASY TO SECURE

According to projections made by the Radicati Group, there will be 8.76 million users taking advantage of wireless e-mail services by the end of 2007. The repercussions of this growth are already being felt by IT support staff. Each device holds sensitive information stored either in its system memory or the external storage card.

An employee's mobile device may hold confidential corporate data as well as personal information. It could contain personal financial records, corporate sales reports, business proposals and sensitive e mail messages. In some cases, users might also have a list of passwords saved on their devices.

In the event that a device is lost, stolen or misplaced, this data could end up in the wrong hands. Because security breaches result in downtime and significant business losses, it is imperative that organizations invest in a solution that can protect sensitive corporate information and guarantee end to end security.

A mobile solution should be architecturally sound and empower IT staff to centrally define and enforce corporate security policies and procedures. The solution should not introduce security gaps that come from changing corporate firewall settings. Given that most security breaches arise out of misplaced, lost or stolen devices, a good messaging experience is one that grants IT administrators the ability to centrally manage and deploy security policies to mobile devices. Policies in line with this principle include:

- Measures requiring complex passwords
- Password rotation/expiration after a designated length of time
- Setting a maximum number of password attempts before locking the device or erasing all data on the handheld
- Disabling certain features on the handheld like Bluetooth, infrared or cameras
- Deploying mandatory applications, such as anti-virus scanners, to mobile devices
- Preventing the launch of certain unsanctioned applications
- Encrypting selected databases, folders, and the SD card

Security policies are meaningless unless there is a way to ensure users comply with defined policies. As such, IT must conduct routine checks of mobile devices to ensure that they remain compliant with requirements. The most effective and least burdensome means to assess compliance, both for IT personnel and end users, is via centralized wireless management and auditing.

Motorola Good Technology Group

Phone: 866-7-BE-GOOD

Email: sales@good.com

Online: www.motorola.com/good





MOTOROLA
Motorola Good Technology Group

A Good Mobile Experience White Paper 2007



Without such capabilities, IT would need to physically collect each handheld for initial set-up and periodic inspection, which not only removes the device from the user's hands, but is also labor-intensive and time-consuming for IT (and which will become even more so as handheld devices further proliferate in the enterprise). Alternatively, IT could rely on the end user to voluntarily configure their handhelds to comply with IT policies and periodically report on their compliance status to IT. Such self-reporting would be seen as a tedious task by the end-user, and few would likely comply. As a result, significant vulnerabilities in enterprise security could emerge, especially when a large number of devices is involved.

In addition to wirelessly defining handheld policies and periodically checking for compliance, wireless updating of security policies, security software or required applications is critical. To maintain the highest level of security, enterprises require the timely and rapid updating of all devices whenever policies change or security threats occur. Wireless updates enable IT to proactively and easily maintain security across a large, diverse and geographically distributed population of devices. Solutions that enable IT administrators to enforce security policies across multiple devices without having to configure each one individually considerably reduce the strain on the IT support staff and enhance the experience. In this manner, an organization's IT staff is able to leverage the mobile solution to make a device secure, irrespective of its location.

EASY TO DEPLOY AND MANAGE

Maintaining and tracking a significant number of mobile devices connected to a corporate network can be a complex and difficult task for IT staffers. A positive mobile messaging experience would not be complete if it were not easy for IT staff and administrators to manage. A cumbersome solution adds unnecessary complexity and cost.

An efficient mobile solution enables IT personnel to manage users and devices, set policy, and receive detailed device status, all from a central location. Given that the number of mobile employees in organizations is likely to grow, decision makers should try to identify a scalable mobile solution with the capability to accommodate more users while also enabling IT administrators to copy and enforce policy across new users' devices. IT staff should be able to easily provision new users without the need to physically touch devices, thus saving hours of downtime for the end user and hours of support time for IT.

Giving IT administrators the ability to wirelessly push software updates, patches and even new applications to mobile devices makes for a much more positive overall experience. Such software updates should be ideally pushed to devices wherever they are, across the entire organization or to a select group. Cradled or cabled updates, in contrast, are less efficient as IT staffers need to physically touch each device, significantly increasing the time and effort required for routine upgrades, as well as the risk of possible human errors.

Motorola Good Technology Group

Phone: 866-7-BE-GOOD

Email: sales@good.com

Online: www.motorola.com/good





MOTOROLA
Motorola Good Technology Group

A Good Mobile Experience White Paper 2007



A positive management experience also includes the ability to troubleshoot issues and process help service requests efficiently. IT support personnel should have real-time, web-based visibility into the entire solution, including servers, handheld status, messages in queue, connection status, etc. Complete visibility empowers IT staff by giving them the information they need to troubleshoot potential issues in real time. Such quick resolution of issues makes the user more productive and more likely to continue using the solution. It also saves time for IT staffers by avoiding lengthy follow-up investigation into the issue.

The ability for IT managers to distribute management burden by using role based administration would make management much easier for the whole organization. By being able to set roles with varying permissions to administer messaging servers and user devices, IT managers can distribute the workload and optimize the support process. Routine tasks like provisioning users can be delegated to a wider group of administrators while sensitive tasks, like remotely erasing data, can be assigned to second or third level support personnel.

Ease of management is a key component of a good mobile messaging solution as it is critical for the overall positive experience for IT staff and handheld users alike. A solution that offers centralized, wireless management capabilities and 24x7, web-based visibility of the end-to-end messaging infrastructure reduces the management and support burden for IT professionals. IT can also decrease the potential hassle for mobile employees by reducing support and troubleshooting downtime.

Motorola Good Technology Group

Phone: 866-7-BE-GOOD

Email: sales@good.com

Online: www.motorola.com/good





MOTOROLA
Motorola Good Technology Group

A Good Mobile Experience White Paper 2007



What End Users Want

While it is important that IT administrators enforce policies to safeguard the integrity of the data stored on devices, they must ensure that policies do not impede the end user from making efficient use of the solution on the device itself. A mobile messaging solution that is cumbersome to use will be less widely adopted.

EASY TO USE

Reduced user control will frustrate an employee, which, in turn, may lead to dissatisfaction with the service. User dissatisfaction with a service often results in employees not using their devices optimally. When a particular task becomes cumbersome to perform, the employee might resort to a workaround – for example, using personal e mail instead of the corporate messaging solution, thereby putting sensitive information at risk. Therefore, an organization should opt for a mobile solution that provides tools and options to the IT administrator, while also giving users the freedom to operate their devices securely and productively at all times.

Research by independent industry analysts indicates that IT staff and employees prioritize the usability of a solution over other aspects. It is clear that usability should be considered an important criterion when assessing multiple solutions. According to the Radicati Group, Inc., employees using wireless e mail on mobile devices will be able to add an extra 80 minutes to their work per day by the end of 2007. However, increasing interface complexity can offset this advantage. Therefore, it is essential to ensure that mobile messaging solutions are easy to navigate and enjoyable to use in order to optimize an employee's productivity and efficiency.

Usable Security. An optimal solution would allow mobile users to comply with corporate policies and protect their personal data while still making the device usable. Users should be able to make a phone call without entering a password, and they should have the ability to easily get a temporary password if they forget theirs. Likewise, users should be warned that they have "X" attempts left to enter the correct password before the device is locked out or the data erased. An ideal mobile solution, therefore, is one that delivers end to end security without adversely affecting the overall user experience. Such a solution allows mobile users to wield a certain degree of freedom without compromising device security.

Simple Interface. The usability factor of a mobile messaging solution can be measured on the basis of its design, functionality, and ease of navigation. A poor user interface alienates professionals from the mobile messaging solution. Many mobile professionals are not technology savvy, and many will be less receptive to applications that are completely new or require them to configure settings on their own. A mobile application that is similar to familiar desktop versions can save time on training sessions and lead to higher levels of employee productivity. By contrast, a complex interface can result in a frustrating experience for employees. Cumbrous navigation may also confuse users and increase the frequency of user queries and unnecessary trouble tickets to IT.

Motorola Good Technology Group

Phone: 866-7-BE-GOOD

Email: sales@good.com

Online: www.motorola.com/good





MOTOROLA
Motorola Good Technology Group

A Good Mobile Experience White Paper 2007



Easy Email Management. The best mobile messaging solution comes with the fewest number of tradeoffs and delivers an optimal experience similar to that of the desktop environment. Overflowing inboxes are difficult to manage on a daily basis. As such, users should have tools that allow them to easily manage inboxes and quickly find important information when they need. An employee who is able to group and find messages by sender or conversation threads, define custom settings for priority messages or filter messages by priority or unread while on the go will be less frustrated and more productive.

Complete Calendaring. Since mobile professionals are always on the move, they need to be able to schedule meetings on their handhelds just as they would on a desktop in office. Many of today's solutions enable users to send and receive meeting invites from their mobile device. However, the process for scheduling a meeting often involves more than just sending an invitation. Users typically want to invite optional or required attendees, view attendee free/busy status, get suggested times when attendees and conference rooms are available, and book conference rooms for meetings.

Keeping Current on News and Events. Mobile professionals often access information from multiple sources to stay current and get their job done. Increasingly, employees are turning to RSS as a means of staying updated with multiple information sources, both for business and pleasure. However, RSS readers and feeds are not optimized for mobile users. They often require installation and launch of a separate application or navigation of a mobile browser and force users to leave their primary workspace – their email inbox. Rather than a complicated and disjointed experience, users want a simple and integrated experience to keep current on news that matters to them.

Motorola Good Technology Group

Phone: 866-7-BE-GOOD

Email: sales@good.com

Online: www.motorola.com/good





MOTOROLA
Motorola Good Technology Group

A Good Mobile Experience White Paper 2007



PERSONAL

A mobile device is a personal device which each mobile professional will use differently. Effective mobile messaging software would allow personalization while at the same time adhering to IT policy. A solution which prevents users from personalizing the mobile messaging experience will negatively impact the rate of user adoption. By contrast, a mobile experience would be greatly enhanced if users could:

- View email the way they want – one line per email or two lines per email; with or without preview panes
- Define and highlight important messages by sender, distribution list, or who's on the "To:" or "Cc:" line of the email
- Customize notifications with sounds and/or notification bars for new messages, priority messages and meeting reminders
- View calendars by day, week or month
- Create and find contacts or tasks by categories such as business vs. personal
- Work offline so they can optimize battery or data usage

In the light of this, organizations must ensure that any mobile solution it adopts is easy to understand and navigate. The interface should be intuitive and familiar, and the functionality should provide for end to end workflow completion so the mobile professional will find the mobile software easy to use.

Motorola Good Technology Group

Phone: 866-7-BE-GOOD

Email: sales@good.com

Online: www.motorola.com/good





MOTOROLA
Motorola Good Technology Group

A Good Mobile Experience White Paper 2007



Conclusion

In order to realize optimal efficiency and productivity from IT staff and their mobile workforce, organizations need to invest in an enterprise mobile solution that delivers positive experience through ease of *security*, *manageability*, and *usability*. A mobile solution which effectively balances the needs of IT professionals with the concerns of end users who are on-the-go is a solution that will be easy to deploy and adopt, offer the advantage of a lower TCO, and ensure long term user satisfaction with the service. Such a mobile solution delivers a positive overall mobile experience and can help organizations derive significant savings in terms of time and costs.

Motorola Good Technology Group

Phone: 866-7-BE-GOOD

Email: sales@good.com

Online: www.motorola.com/good

©2007 Good Technology, Inc. All rights reserved. Good, Good Technology, the Good logo, Good Mobile Messaging, Good Mobile Intranet, and Powered by Good are trademarks of Good Technology, Inc. MOTOROLA and the Stylized M Logo are registered in the U.S. Patent and Trademark Office. All other trademarks are the property of their respective owners. Screen image simulated. Rev. 063007

