

# The Mobile Office: Give Your People Tools to Work On-the-Go

# Dawn of a new age: The evolution of IT leaders into Chief Productivity Officers

Since the dawn of PCs and the advent of the Internet, IT has been there to help us get work done. They set up data centers, configure devices, build networks, and provision software licenses.

But as the Internet evolved, two technologies emerged that utterly transformed the IT department.

First, Cloud Computing enabled IT to shift from managing servers to delivering services. Today, the number of these service multiplies daily as developers continue to innovate across the enterprise, offering a wide array of options.

Next came mobile devices, which meant end-users could suddenly access services and data from anywhere. At the same time, they became accustomed to the seamless user experiences offered by mobile devices and consumer apps. So they came to expect the same at work. Savvy end-users began finding services and apps that boosted their productivity, and IT faced the task of securing an exponentially growing number of endpoints.

While some in IT might view these changes simply as problems to solve, a vanguard of IT leaders is taking a different approach. They are abandoning the command-and-control mindset to become changemakers who move the business forward.

In this series of three ebooks, we hear directly from six visionary IT leaders who are transforming the role of IT leader into Chief Productivity Officer.

These visionary leaders treat co-workers like customers. And they make sure those customers can work where they want, when they want, how they want. They eliminate friction and provide solutions. They are on top of new options. They are strategic advisers and partners to the business. They bring people together—in the physical world and the virtual world. They are champions of company culture. They are building the future of how we work.

Read on for insights from the new Chief Productivity Officers...



# Go mobile first

Anushil Kumar, VP of Information Delivery, Constellation Brands

The spirits and wine industry is driven by relationships. So here at Constellation Brands, we have a large sales force that's constantly out in the market meeting with retailers and distributors. As an IT team, we want to give them tools that can change their selling experience and give them a competitive edge. Given all the time they

spend outside the office, rolling out iPads was a no-brainer. But we quickly realized that we needed to build applications to get the most out of the devices. As we began developing for mobile, this led to three big shifts in our approach to enterprise app development.



### **Start with the user.**

We want to deliver the superior user experiences that mobile devices enable. In the past, we started our development process by gathering requirements and then building the application. Today, we start with the end-user. We meet with the business lead and identify different user classes, shadowing them to understand what they need when planning their day and meeting with customers. Designing for the end-user also means we have to do less change management planning and training because people are excited to use the apps we've built.

### **Use feedback to iterate.**

Focusing on the user led to our second major shift, which was to abandon conventional waterfall development and adopt an Agile process. Now we start with a working prototype, based on our observations of users in the field, then watch as people begin using it and providing feedback, and rapidly iterate. The idea is that you never stop building the app—you keep modifying it based on user behavior.

### **Make data meaningful.**

It's not enough to just supply information on a mobile device—our sales force needs context to make it meaningful. So rather than just providing lists of products or accounts, we turn that data into visualizations, like maps and graphs, which help the team figure out how to spend their time and frame their conversations. For example, a sales rep can quickly see the products an account is not carrying, but which are doing well in the rest of that market, and highlight the opportunity in a compelling way for the customer.



# Enable the anywhere anytime experience

Randall McKillop, IT Executive,  
Creative Artists Agency

At CAA, our employees are always on the go. We've seen smartphones and tablets become the go-to devices for doing business both inside and outside the office. We want to encourage and enable this as much as possible, so over the last few years our core goal has been to create a mobile first environment. Creating a highly tuned mobile experience for our team means providing

access to data and every application possible from our technology stack. That's how we ensure that our agents can get any document they need, from a script to a contract, anytime, anywhere, on any device. For other companies looking to create this mobile experience for their customers, here's what we recommend.



### **Deliver an experience for any device.**

At CAA, we want every service to be available on every device, from BYOD to a terminal at a hotel. So we redesigned and re-coded our platforms to deliver an experience on any device, not tied to a certain technology stack, as well as moving the host of our endpoints out to the Cloud. This has also enabled us to give people access to all their data remotely—both personal and professional. So, there's more access than ever before.

### **Monitor endpoints for security.**

Security is huge in this day and age. And going mobile first requires a new approach to security. The idea that you can put your technology inside a data center, and it's only going to be utilized through a firewall, just isn't practical anymore. We created a Single sign-on (SSO) platform, where everyone uses their centralized log-in for any platform that we offer. Then, rather than trying to create a box, we monitor the endpoints for how our services are being used and from where, looking for any red flags.

### **Leverage cloud services.**

As a technologist, it's a great moment to be in the IT business. There are more services available for the business, that can be obtained faster and for less cost, than ever before. We've moved away from client server apps to web apps. We can enable a SaaS Cloud service and within a couple of weeks know if it's going to be the right use case for the business. One of our key decision points for whether to use a service is the flexibility and whether or not it can accommodate the mobile experience we aim to deliver.



# Thanks for checking out our Chief Productivity Officer series

As you can see, IT leaders are redefining the way their organizations work and driving value for their businesses. And Highfive can help. We build video conferencing solutions for every room and every person. Want to see it in action? Just sign up for a [free trial](#). To talk to a member of our sales team about what you need, click [here](#), or call 844-464-4445.

And don't miss part 3 of this series, **How IT Can Shape the User Experience at Work.**