



# Product Brief

## Mobility Consulting from AT&T

### Mobile Application Prioritization

#### Business Challenge

Mobility is no longer a new concept. However, staying ahead in the industry and exceeding users expectations will always be a challenge in a highly competitive environment. Mobilizing applications to use legacy systems, finding limited resources to learn new technologies and keeping up with the mobility expectations of both internal and external customers have been the biggest challenges for many IT organizations.

This challenge often leads to internal departments circumventing IT to enlist resources in building or purchasing their own applications. This practice ultimately results in misallocated resources, duplication of solutions and disparate mobile experiences.

Attaining a non-disputable enterprise-wide mobility roadmap requires a method for prioritizing mobile solutions using overall corporate objectives as a guide.

#### App Prioritization Methodology

To provide an objective viewpoint, the Mobility Consulting from AT&T team will first need to establish and document a baseline

understanding of overall corporate priorities, existing and planned mobility solutions, existing business systems, and the customer's current experience with mobility through a series of discovery meetings.

Each mobile solution will be clearly documented with a brief description, list of potential user groups, high level data requirements and required technology that would be used for the expected user experience. This information is needed to understand the technical complexity of the solution.

Using a proprietary methodology, each mobile solution is scored and weighted based on overall corporate business drivers and the predicted technical complexity of the implementation.

The visual results of the prioritization model will plot each of the solutions relative to its business value and complexity level. This will illustrate the less complex solutions that provide the best value, while providing insight into others that may be too complex to implement for the benefits they will bring.

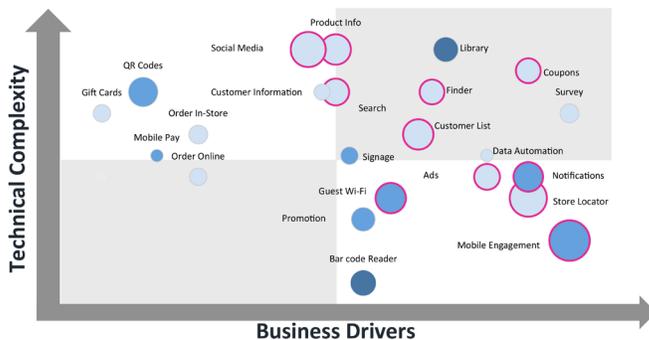
#### Potential Benefits

- Aligns the mobility plans for corporate IT and the internal departments
- Provides an agreed-upon, prioritized list of applications, based on corporate goals and objectives
- Minimizes wasteful resources, duplication of effort and disparate user experience

#### Features

- 1 week of discovery interviews to understand current and planned mobility solutions and document key corporate priorities and objectives
- Scoring and weighting of current and planned mobility solutions
- Prioritized enterprise-wide application roadmap

#### Sample App Prioritization Graph



To learn more about AT&T Mobile Application Prioritization, visit [www.att.com/mobility-consulting](http://www.att.com/mobility-consulting) or [have us contact you.](#)

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### Application Roadmap

Once the solutions have been prioritized, the final step of the process will be to plot the results on an application roadmap, showing near-, mid-, and long term mobility plans. This information will provide enough information to determine a mobility project plan, as well as the start of investment planning.

This proven model has been used across multiple industries including healthcare, retail, finance, airlines, transportation and utilities. The roadmap provides a valuable tool for IT and internal departments to stay aligned with their mobility plans for the future.

### Mobility Consulting from AT&T

Mobility Consulting from AT&T can help you solve your most pressing business challenges. Whatever your organization’s goals, our mobility specialists can provide the knowledge, resources and guidance you need to achieve them.

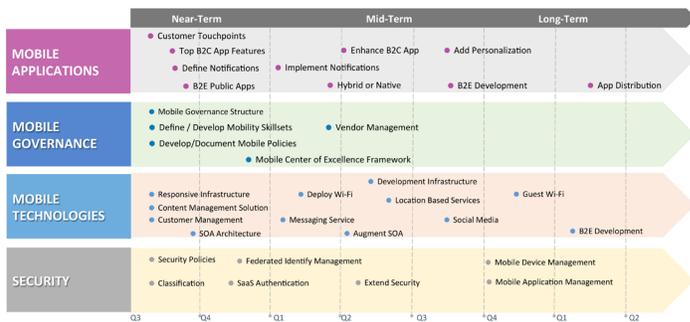
Whether you want to reduce costs, boost worker productivity or increase customer engagement, it all starts with a mobility strategy and roadmap. By identifying your business’s mobility goals, it provides a clear roadmap and a tactical plan to reach them.

### Consulting Options & Offers

Mobility Consulting from AT&T can offer these deliverables and more:

- Mobile Strategy & Roadmap
- Mobility Educational Sessions
- Competitive Analysis
- Mobile & Industry Trends
- Journey Mapping
- Mobile Application Prioritization
- Mobile Security
- IoT Consulting
- Bring Your Own Device
- Mobile Governance

### Sample Application Roadmap



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