



Product Brief

Mobility Strategy and Technology Consulting by AT&T

Define your organization vision

Business Challenge

Organizations are facing an ever-growing demand to increase their competitiveness, improve employee productivity, and accelerate business-to-business transactions. There is increasing pressure from the consumer community on businesses to make their services accessible across multiple channels. Today's mobility innovations are consumer-driven and are creating new ways in which businesses interact with their customers and their employees. Furthermore, over 50% of employees report they bring their own device to work, driving organizational concerns around mobile security, governance, and policy.¹

With over millions of connected mobile devices on our network, AT&T is uniquely qualified to provide expert guidance and consulting to help you achieve your business goals through mobility. Companies that are interested in leveraging mobile technologies to solve some of their pressing business issues are faced with the daunting task of identifying and implementing the right solutions.

A successful mobility program should:

- Align with corporate strategic goals
- Be scalable to support future growth
- Be compatible with current IT systems and devices
- Leverage existing information systems to improve productivity
- Be capable of evolving with the rapid pace of technology improvements

Solution Overview

A comprehensive enterprise mobility strategy helps organizations build more than a business application; it provides them a custom-tailored mobility roadmap. The roadmap enables companies to clearly articulate their business priorities (growth, customer satisfaction, market innovation, capturing market share, productivity improvements, etc.), and aligns their technology investments with the overall corporate goals. Strategy and Technology Consulting services from AT&T Mobility Solutions Services are designed to stay ahead of the rapid evolution of mobile technology.

AT&T strategy consultants apply extensive industry experience and unique perspective on mobility trends, as well as provide a comprehensive evaluation of your organization to construct a roadmap and mobility strategy. AT&T consultants identify areas of your business that will benefit from mobile technologies and establish an overall mobility strategy that can include B2B, B2E, and B2C solutions. Our focus is on helping businesses meet their goals, which often incorporate initiatives such as improving business processes, increasing employee productivity, optimizing end-user experience, creating scalable solutions, and enhancing brand recognition.

AT&T develops reference architectures that support various scenarios and creates a high-level business case and ROI models. The strategy helps ensure that standards are defined so that applications, solutions, and processes can be reused across the organization, and that a governance system is established that will enable the organization to better manage the transition to mobility solutions.

Potential Benefits

- Modernize your brand with mobile applications utilizing cutting edge technology and compelling design
- Reduce risks with cross-platform solutions, adaptable to the quickly evolving mobility market
- Control costs by aligning corporate goals with your mobility strategy and increasing productivity

Features

- A mobility vision document that provides an in-depth analysis of market opportunity, scale, and competitiveness
- A baseline assessment of existing processes with a focus on the mobility state within the business lines and IT
- High level architecture diagrams detailing the current state, gap analysis, and future state of IT infrastructure
- A comprehensive roadmap providing guidance on adopting mobile solutions

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Mobility Assessment and Discovery

The aim of the discovery phase is to establish a baseline understanding of the overall corporate strategy, the existing business processes, existing business systems and technology, and the organization's current experience with mobility in order to align the mobility strategy with corporate goals. To accomplish this, our experienced consultants interview stakeholders to identify criteria critical for success, define use cases for mobility, and establish a corporate vision for mobility. We assess your current mobility technologies and infrastructure and document key business and security processes.

Mobility Opportunity Analysis

AT&T analyzes the data gathered in the discovery phase, and conducts a gap analysis to develop a strategy for transitioning from the current state to the future state. AT&T recommends the required resources, infrastructure, and policies needed to support the mobility strategy.

Mobility Roadmap

The Mobility Roadmap phase documents the recommendations for the components of the mobility strategy and incorporates customer feedback. The strategy document provides the customer with a sequence of actions and decisions to move from the current state to the defined and desired state. The Mobility Roadmap provides detailed recommendations on mobility architecture, system requirements, lifecycle requirements, budgetary investments, policy and governance, and a mobility solution timeline.

AT&T is rated a "Leader" and the only carrier included in the Forrester Enterprise Mobility Services Wave:

"AT&T has strong end-to-end mobility services offerings, especially for buyers in healthcare, financial services, energy, manufacturing, retail and consumer packaged goods, public sector, travel, and hospitality."²

AT&T Mobility Strategy Consulting Process



AT&T has extensive experience in helping organizations achieve their strategic B2B, B2E, and B2C goals by harnessing mobility technologies. Our expertise spans across numerous industries and use cases.

Sample Use Cases

- A financial services company with a requirement to engage an increasingly mobile retail customer base with innovative and secure services on a variety of devices
- A manufacturer with a global workforce addressing connectivity and access to secure corporate data over employee-liable devices
- A large transportation company transitioning from a RU to a mobile BYOD strategy that includes Human Resources, Legal, IT, and Finance policies

- A public utility company pursuing a mobile workforce automation solution to improve customer satisfaction, increase worker productivity, and reduce costs
- An Asia-based airline seeking to improve passenger experience and increase revenues by leveraging mobile technologies

AT&T is prepared to address your unique business and technology challenges and dedicated to achieving results.

Notes

1. Source: Forrester – 2013 Mobile Workforce Adoption Trends
2. Source: "The Forrester Wave: Enterprise Mobility Services, Q1 2013." Forrester Research, 02/2013

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