MATRIX42
SMARTER WORKSPACE – BETTER LIFE

Beyond MDM: 4 Steps to complete Mobile ITSM

How to increase IT efficiency with an integrated Enterprise Mobility Management and ITSM solution

Why integrate mobile into ITSM?

Mobility is a key topic for every modern organisation. However, the increasing use of diverse mobile devices in the workplace is a source of rising complexity, management effort and support cost. There are several key drivers at work here:

- **An increasingly wide variety of applications and devices:** Service Desk staff and administrators need to deal with a wide range of different end devices, operating systems and applications, because little or no standardisation has been applied.

- **The transformation of the workplace:**
  The traditional workspace with a permanently installed PC for one user is increasingly giving way to a multi-device work environment. However, these devices are invisible to the Service Desk if they are not integrated into IT Service Management (ITSM) systems and processes. This makes issues difficult to identify and slower to resolve.

- **The blurring of business and private boundaries:** End users are increasingly using their private smartphones and tablets in company networks, and they expect them to be supported by the Service Desk.

In this context, a simple, secure and scalable enterprise mobility management (EMM) solution is essential, especially as most Service Desks are under-resourced and overworked. However, a recent survey conducted by Matrix42 at CeBIT revealed that 57% of companies do not have an adequate mobility management solution in place. And even those companies that are using a standalone Mobile Device Management (MDM) solution, but are managing it separately from the rest of their IT, are addressing their mobility challenges inefficiently.

The most efficient way of dealing with EMM is to integrate it into the wider IT environment and make it just another service within the ITSM environment. This inclusive, holistic approach to provides administrators with complete transparency over all their mobile assets and how they are used. It also reduces support workloads and accelerates business processes by providing admins with a complete picture of every service request or issue. This helps to lower costs, free up resources and increase productivity for both IT staff and users. As a result, the entire organisation becomes more efficient, productive and agile.

Through extensive experience in utilising its unique set of EMM and ITSM tools, Matrix42 has identified 4 key steps for making the transition to a holistic ITSM environment.

1 Understand your initial mobility status

Many organisations don't have transparency over their mobile devices and contracts. Typical causes include the increasing number and diversity of devices and operating systems, unclear BYOD policies, shadow IT and a lack of data integration with other IT and business processes.

To get a clear overview, you need to import key mobile device information including unique identifiers, MDM profiles and application lists into your ITSM environment, and map it to the relevant business information e.g. SIM-card IDs against mobile service provider contracts.

② Optimise mobile assets, licensing and costs

Mapping users and departments to costs gives you an overview of where the greatest potential savings lie. One way of realising these savings is to map SIM card IDs against mobile contracts, giving you clear visibility into who is spending what on which services. This provides a sound basis for making device and application decisions, as well as for negotiating tariffs with mobile service providers.

License management is another area that many organisations struggle with in relation to mobility. Our CeBIT survey revealed that over 50 % of respondents had no mobile license management solution in place, or were unaware of how mobile license compliance was dealt with in their company.
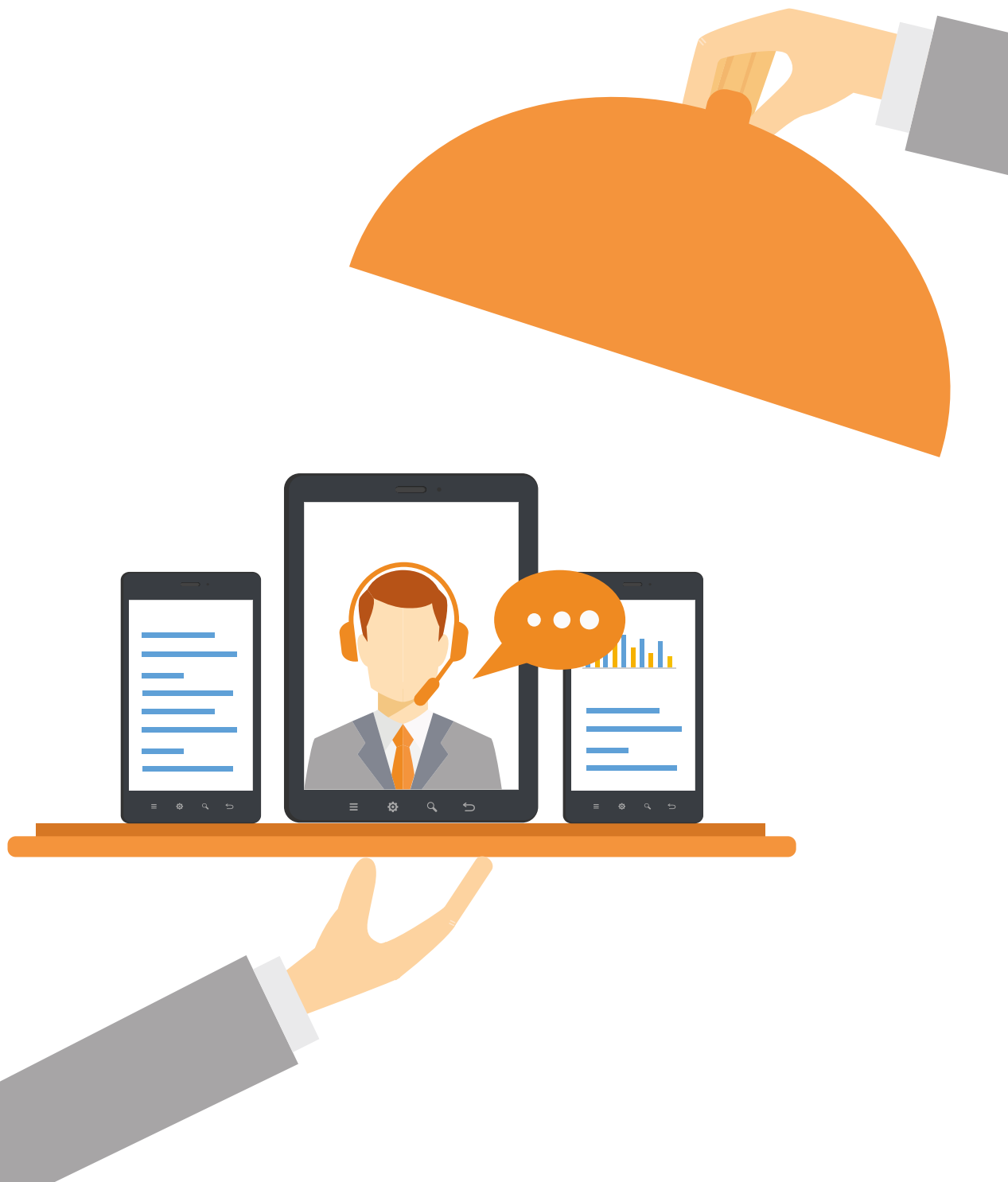
The optimal approach is to integrate your mobile records into a centralised compliance and license management solution as part of your overall ITSM strategy. For example, importing the application list from your mobile solution into the ITSM environment enables you to analyse each application for over- and under-licensing, and so identify opportunities for software cost optimisation. It also helps reduce the risks of non-compliance within the context of complex licensing models. For example, Microsoft Office licensing varies significantly depending on which device you buy, e.g. a Microsoft Surface Pro or third-party laptop, and which Office suite you want to use e.g. Office 365, Office for Mac, etc.

3 Simplify and reduce support workloads

Integrating mobility properly into the broader IT environment makes IT and business processes smoother and more accurate because they are more complete and transparent. However, our CeBIT survey revealed that just 7% of organisations can support mobility with their installed ITSM tool. This is a pity, because a solution that integrates mobility management into ITSM can transform the efficiency of the Service Desk.

For example, with a complete solution in place, Service Desk support staff can access a full set of device and contract information at their fingertips, making their job easier when a ticket is raised.

A centralised solution should enable first level support tasks such as lock device, enterprise wipe and so on to be conducted remotely from their service desk UI. An integrated environment also reduces the support workload by automating processes that are slower with a separate mobility infrastructure e.g. identifying the correct contract when a device is lost or stolen, and blocking access to devices or data. Ultimately, this approach enables faster troubleshooting, decision-making and incident closure.

4 Streamline service delivery

Implementing a central Service Catalog as part of a complete ITSM solution enables the request and approval processes for new mobile devices or applications to be streamlined and automated. Not only that, the best solutions automate all the provisioning as well, initiating the enrolment process and applying all the relevant MDM policies, profiles and applications on a user-specific basis.

On the user side, allowing employees to use native PIM applications, rather than enforcing the use of the third-party applications required by some MDM vendors, also contributes to greater efficiency and fewer support calls/training requirements.

5 Conclusion

The speed and scale of growth in enterprise mobility can easily overwhelm corporate IT resources if there is no comprehensive management solution in place. An EMM solution that makes mobile management simple, secure and scalable is therefore an essential part of modern IT for organisations. However, managing mobility separately is not efficient for administrators or users, and generates extra work and cost when compared with the alternative. Addressing enterprise mobility and ITSM holistically is the best way of maximizing IT budgets and resources, while also increasing the efficiency, productivity and agility of the organisation. This should be a primary consideration for any organisation introducing or changing an EMM solution.

About Matrix42 Mobile Silver

Matrix42 Mobile Silver is a comprehensive, enterprise-ready mobile device and workspace management solution. It enables simple, secure and scalable management of Apple iOS, Google Android and Android for Work, Samsung Safe & Knox and Microsoft Windows Phone devices, all through a single interface.

Strict separation of business and private data on company and personal devices guarantees compliance with the relevant corporate guidelines, while offering your employees complete privacy and data protection.

Matrix42 Mobile Silver also solves all your ITSM challenges as it fully integrates with your physical, virtual, mobile, and cloud-based workspace environments, and covers all devices and services, regardless of ownership.

And better still, it delivers the power of Workspace Management at your users' fingertips, anytime and anywhere. Matrix42 Mobile Silver also provides a simple, intuitive app for end users to: access their enterprise app and Service Catalog; place service orders; submit help desk tickets; check the real-time status of orders and tickets; view company news; browse the company address book; and sync all contacts locally, all from their mobile device.

Ultimately, Matrix42 Mobile Silver provides you with a complete workspace management solution that turns mobile devices into fully functioning workspaces, reduces IT workload, streamlines device and service administration, and delivers a lower total cost of ownership.

Learn more about the Matrix42 approach to Enterprise Mobility Management.

▸ Visit: matrix42.com/en/what-we-solve/optimize-and-mobilize-it-service-management

Matrix42 AG

Matrix42 is a top provider of workspace management software. The company offers forward-thinking solutions for modern work environments under its 'Smarter workspace' motto. More than 3,000 customers around the world, including BMW, Infineon, and Carl Zeiss, currently manage approximately 3 million workstations using workspace management solutions from Matrix42.

Matrix42 operates successfully in seven countries – Germany, Austria, Switzerland, the Netherlands, the United Kingdom, Australia and the United States of America. The company's headquarters are in Frankfurt am Main in Germany.

Matrix42's products and solutions are designed to manage modern work environments simply and efficiently – across physical, virtual, and mobile workspaces.

Matrix42 focuses on user orientation, automation, and process optimisation. The company's solutions meet the requirements of modern employees who want to work from any location using a wide range of devices, while also addressing the needs of IT departments and businesses.

Matrix42 offers its solutions to organisations across different sectors who value forward-looking and efficient workspace management. The company also successfully collaborates with partners who provide on-site consultation to Matrix42 customers. Some of these leading partners include TAP.DE Solutions GmbH, Consulting4IT GmbH, and DSP IT Service GmbH.

Further information is available at:

www.matrix42.de
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Disclaimer

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