



The ROI of Mobile Solutions for Your Business



Mobility in business has transitioned from the exception to a widely accepted and desired expectation.

Smart phones, tablets, and laptops have become tools for the modern worker to remotely access documents, files and get work done from anywhere. Workers striving for better collaboration, such as receiving an electronic signature or editing a document on the go, are key drivers behind the adoption of mobile technologies in the work place.

Adopting mobile technology will have an intangible impact on your business, as well. These range from:

- Providing a more responsive service to your clients
- Being able to hire specialized and sought-after talent otherwise unavailable
- Having reassurance that your technology is there to support you, your managers and your team

It's in these ways that businesses can see the ROI measured by the benefits outlined in the rest of this paper.

Improve speed and efficiency

The increase of speed and efficiency that result from adopting mobile technology shows itself in your team's productivity and self-satisfaction. For example, a recent study revealed organizations that implemented mobile technologies saw a 50% increase in productivity for their team and a 39% increase in employee morale.³

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But it's not just mobile devices with email that are making more collaborative work possible. These tools, in conjunction with access to cloud-based technology and mobile apps, are contributing to a surge in productivity and business growth. This is the essence of mobility: a secure and common work experience on any device that empowers the modern worker to do better work, whenever.

Though research shows 80–90% of US employees want mobility in the way they work¹, it is not just about improving employee satisfaction. Research indicates that increased productivity and streamlined processes ranked highest among the reasons business owners and managers provide mobile options for their teams.²

Not only do mobile technologies and cloud-based services provide a unique and flexible way for employees to manage their own workflow and schedules, it also provides a way for smaller IT departments, or even individual IT roles, to manage and support the entire team using less time-consuming and more cost-effective measures.

60% of companies in a recent Harvard Business Review survey said that the cloud has improved employee productivity, mainly through the simplification of operations, better delivery of internal resources, and improved ways for employees to collaborate.⁴

Secure process and collaboration

Relying on a trusted set of mobile solutions is imperative to your entire team's ability to collaborate effectively and efficiently. Knowing client data is safe and secure on any device gives everyone on your team the reassurance to keep work moving, whether in the office or in the field.

When you proactively provide the mobile technology that you want your employees to use, you can create and enforce new standard operating procedures that will reduce confusion between employees, increase productivity, and provide transparency. In fact, 54% of small and medium-sized businesses (SMBs) are already supporting access to business data on employee's mobile devices, and 42% of SMBs are already supporting tablets.³

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Ensuring secure, cloud-based applications and detailed processes are established and easily accessible will assure that you, your team and clients' confidential data and proprietary information is managed, documented and always protected.

Increase growth

There are also revenue profits to gain from business mobility. While additional costs are needed upfront to establish a mobile solution for your business, the IDC reports that 67% of companies that implemented mobile technologies reported a positive

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ROI, with 16% being an actual growth in revenue.³ This type of growth can be measured in the following ways:

First, working with a cross-region, crosscountry or even global team allows you to tap into new customer markets that were otherwise inaccessible. You can still provide the same quality service and responsiveness, but at a larger scale. In fact, business and IT professionals report an ROI of 150% with the use of mobile applications.⁵

Learn more

Businesses that embrace mobility gain an edge over competitors by establishing a culture of collaboration and high-productivity. By incorporating a trusted, built-for-business mobile solution like Citrix ShareFile you and your team will have the freedom to expand and progress with the security and oversight to ensure reliable access and quality control.

ShareFile provides the ease of use, security and accessibility that teams need to share work and resources, whether employees are in the office or dispersed worldwide. Visit www.ShareFile.com to learn what our mobile solutions can do for your business.



Business decision makers and IT professionals report an ROI of 150% with the use of mobile programs.

Second, talent acquisition and retention are huge factors for SMBs. By providing mobile options for employees, you become a more desirable employer. Employees who have the freedom to work from anywhere appreciate and value the importance of self-sufficiency and autonomy.⁶

Notes

¹ "Latest Telecommuting Statistics." Global Workplace Analytics. 2015. <http://globalworkplaceanalytics.com/telecommuting-statistics>

² Thomas-Aguilar, Blakely. "2015 State of Business Mobility Report." VMware Air Watch. 11 Nov. 2015. <http://blogs.air-watch.com/2015/11/2015-state-business-mobility-report/#.VyiDL1YrKHs%29>

³ Tchkotoua, Chalva. "3 Advantages of Enterprise Mobility Management for SMBs." NaviSite. 11 Jan. 2016. <http://www.navisite.com/resource-center/blog/3-advantages-enterprise-mobility-management-smb>

⁴ "The Link Between the Cloud and Employee Productivity" - Virsage 2015. <http://www.virsage.com/cloud-computing/linkcloudemployee/subpage684.html#Vzs5NPkrKHs>

⁵ "Businesses Embracing Mobility Are Averaging 150% ROI: VMware." Datamation. 11 Nov. 2015. <http://www.datamation.com/mobile-wireless/businesses-embracing-mobility-are-averaging-150-roi-vmware.html>

⁶ Josuweit, Andrew. "5 Lessons I've Learned From Building Our Remote Startup Team." Entrepreneur. 4 Dec. 2015. <https://www.entrepreneur.com/article/252955>



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