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More
Than
Print

the
CONNECT
playbook

The first thing most people probably think about when they hear the word "connect" is their smartphone.

This is for good reason, considering more than 5 billion people in the world have mobile devices[1], and the average American spends over four hours each day connecting with other people through a mobile device[2].

But as fast and responsive and sleek as they have become, the devices themselves aren't what keep us enraptured. Smartphones are tools. They're a conduit to virtually anything you could want to watch, read, listen to, play or learn about. That's what we really find so indispensable; unfettered access to entertainment, communication, *information*.

The same thinking extends to the way companies approach mobility. The devices we use for business are far less important than what they connect us to and what that connection enables. The mobility ideal for professionals is a lot more than just email on your phone. It's seamless access to documents, data, colleagues and customers, whenever and wherever needed. The device is interchangeable; the information is not.

> ## "The device is interchangeable; the information is not."

Mistaking a device strategy for a mobility strategy is a common pitfall. Keeping your employees flush with the latest-and-greatest smartphones, tablets and laptops doesn't do much good when the systems they access aren't up to the task. Enabling true mobility begins with an understanding of how information flows through your organization, where it's stored and how it's used.

The cloud has made this significantly more achievable for small and mid-sized businesses. Entering a credit card number to subscribe to a cloud-based storage solution is a much lower barrier to entry than installing and networking a dedicated on-premises server, and cloud adoption has skyrocketed as a result. Between 2019 and 2023, small to mid-sized business are expected to account for on third of all public cloud spending[3].

However, businesses that aren't strategic in their move to the cloud often just replace one set of challenges with another. Unsanctioned adoption of different cloud services can quickly turn a well-designed information system into a fragmented mess. The benefit of shared scale is what makes the cloud so appealing for businesses, but it can also lead some solutions to adopt a one-size-fits-all approach (which usually fits your business like a rented tuxedo).

What follows is a guide outlining three scenarios that businesses often find themselves in. For each, we'll identify some common associated challenges and then provide information and resources to help address them. Think of it as a playbook to help you improve the mobility of your business.

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ISSUE ONE:

Your employees don't have consistent access to the information they need

The Situation:

Today's workers have been empowered by technology to expect that they can work from anywhere—your employees are no different. They work from home when they need to and they continue to drive their normal responsibilities when on the road. You may even have some fully remote employees.

Unfortunately, this expectation of mobility does not always line up with reality. Sure, employees have access to email wherever they go, but a lot of critical information and documents live outside of email workflows.

The lack of consistent and complete access hamstrings your workers when they're away from their desks. Productivity and effectiveness are reduced as employees devise clunky workarounds or simply do without the information.

The issues extend beyond productivity and convenience. Feeling that they don't have the tools they need at their disposal, your employees turn to what they know to fill the gap. Files are emailed to personal accounts and accessed on home computers. Documents are stored and shared using consumer cloud solutions. This puts your company's information out of your control.

How can you supply the tools your employees need to be effective on the go? How can you reduce risk created by unapproved solutions?

The Challenges:

Having an inadequate system for storing and sharing information with employees inside and outside of the office can have a drastic impact on productivity. It's also a primary cause for the use of unapproved solutions and the security threats they introduce. All of this can lead to the ominously named phenomenon of "data leakage" which represents a steady loss of control over your information.

There are many tools, and they often are not unified

The average employee uses 36 cloud-based services in their daily routine[4]

Workarounds are common

Nearly 3 in 4 office workers upload company files to a personal email or cloud account[5]

Guidance is lacking

7 in 10 employees say their company does not have a formal file storage and sharing policy (or they are not aware of one)[6]

The risks are real

70% of IT pros believe the use of unauthorized programs causes as many as half of all data loss incidents[7]

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The Solutions:

STANDARDIZE SYNC AND SHARE

Equipping your employees with a simple and effective tool for storing and sharing documents can go a long way to eliminating these problems. If you provide the resources they need and education about the importance of sticking to them, employees will be less likely to put your data at risk using unsanctioned solutions.

GET YOUR INFO INTO THE SYSTEM

The best file sync and share system isn't going to do much good when the information you need is sitting in a filing cabinet. Paper is still a big part of the way most small businesses work, but simple record digitization means it doesn't have to stay that way. A scan-to-cloud solution can also intelligently send documents straight to your service of choice.

GET IT OUT WHEN YOU NEED IT

Despite the convenience and flexibility of digital files, there's a time and a place for hard copies. Mobile and cloud printing make getting your hands on a physical document quick and easy.
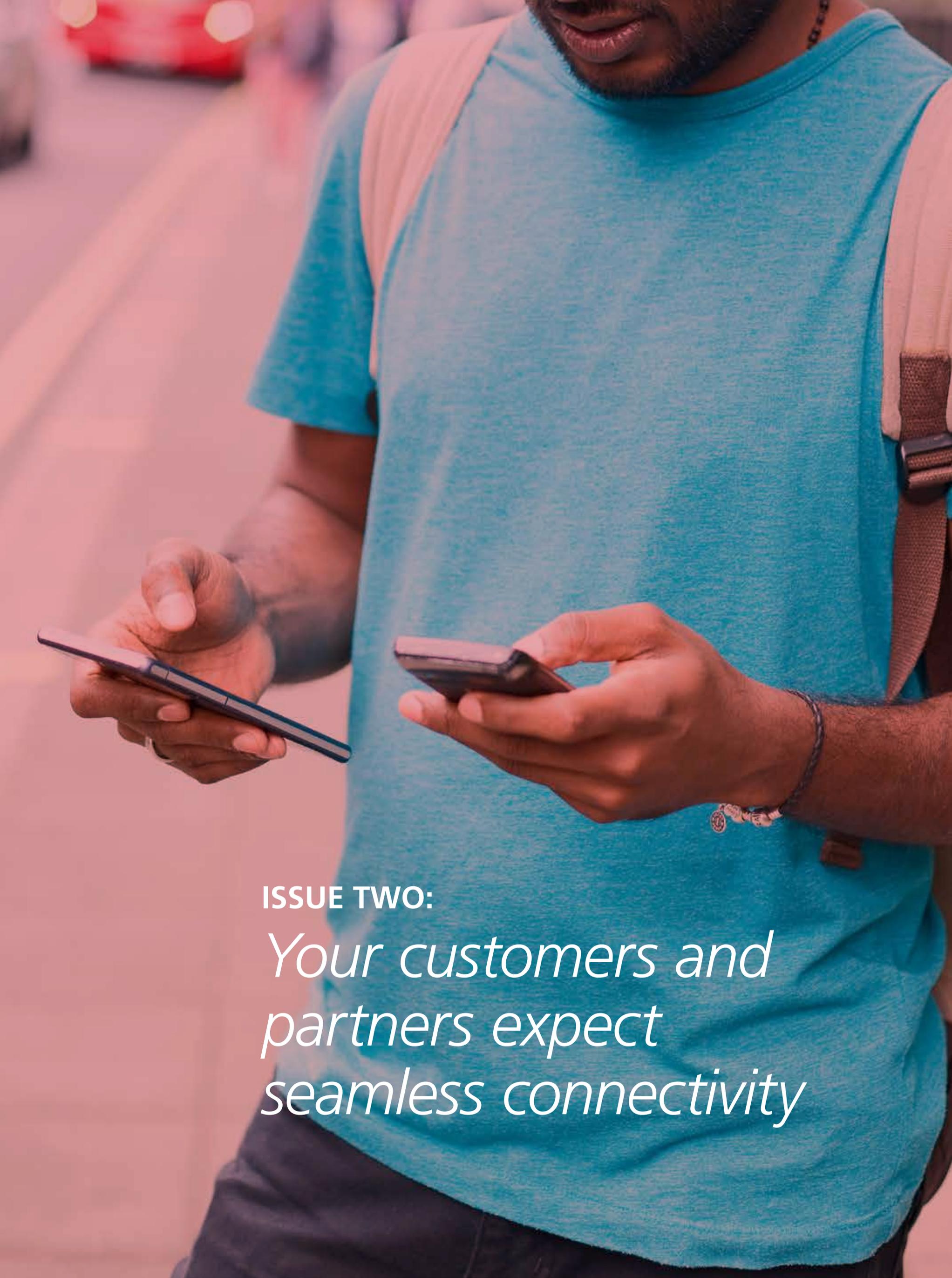
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ISSUE TWO:

Your customers and partners expect seamless connectivity

The Situation:

Your desire to improve mobility within your organization isn't driven by internal considerations alone. Smartphones haven't just changed how we work; they've transformed how we act as consumers.

It's a well-worn axiom that businesses should meet their customers where they are. Turns out that usually means "on their phone" for a huge swath of the population, making mobile channels the best way to engage them.

Your customers have come to expect hassle-free mobile interaction with the businesses they patronize. Booking a dinner reservation using an app, paying for coffee with a phone or providing feedback directly through social media. You know that if you don't provide these conveniences, you risk losing business to a competitor who does.

Expectations of mobility extend to other businesses and vendors you work with or sell to. As these companies adopt more advanced technology, you worry they may decide the hassle of dealing with your outdated systems for billing or sharing information is more trouble than it's worth.

How can you keep up with customer demands for mobility if you're not a technology company? How do you avoid getting lapped by competitors making big technology investments?

The Challenges:

Figuring out how to reach mobile customers can seem like a daunting task. Most small businesses don't have developers on staff, so it's not as simple as asking your team to build you an app. Even if you have resources available to dedicate to the challenge, the sheer volume of options can make it difficult to know where to start.

Most small businesses are in the same boat

Nearly 80% of small businesses don't have a mobile app or solution—half of which say it's because they don't know how to build one[9]

Mobile payments are on the rise

In-store mobile payments are projected to eclipse $200B by the end of the decade[10] but just 5% of SMBs currently accept them at the point of sale[11]

Smartphones drive decisions

82 of smartphone users turn to their devices to help them make a purchasing decision, and 93% of people who use a mobile device for research go on to make a purchase[12]

eCommerce is going mobile

Mobile commerce accounts for 34% of total online sales in the U.S., growing at nearly 40% annually[13]

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The Solutions:

YOU PROBABLY DON'T NEED AN APP

Chances are most of your customers won't go out of their way to download and regularly use an app for your business, so a mobile-optimized website is likely your best bet. Most self-serve website platforms now offer responsive design, which means that your site will function correctly on just about any device. Sticking to social media channels can be a great stand-in if you don't have the time, money or wherewithal to maintain a website.

MAKE THINGS EASY FOR CUSTOMERS

It's always a good practice to accommodate the way your customers want to do business. Today, this means using a mobile point-of-sale solution for physical transactions and ensuring that your online store is optimized for mobile users. If you sell to businesses or make deliveries, implementing automated workflows and digital forms can make invoicing in the field quick and easy (while speeding up revenue capture for you).

MARKET TO MOBILE

Social media platforms such as Facebook and Twitter provide simple advertising and a great way to engage directly with your customers through mobile channels. You can even update your printed materials for the mobile world with technologies that connect printed collateral to online resources using image-recognition software.
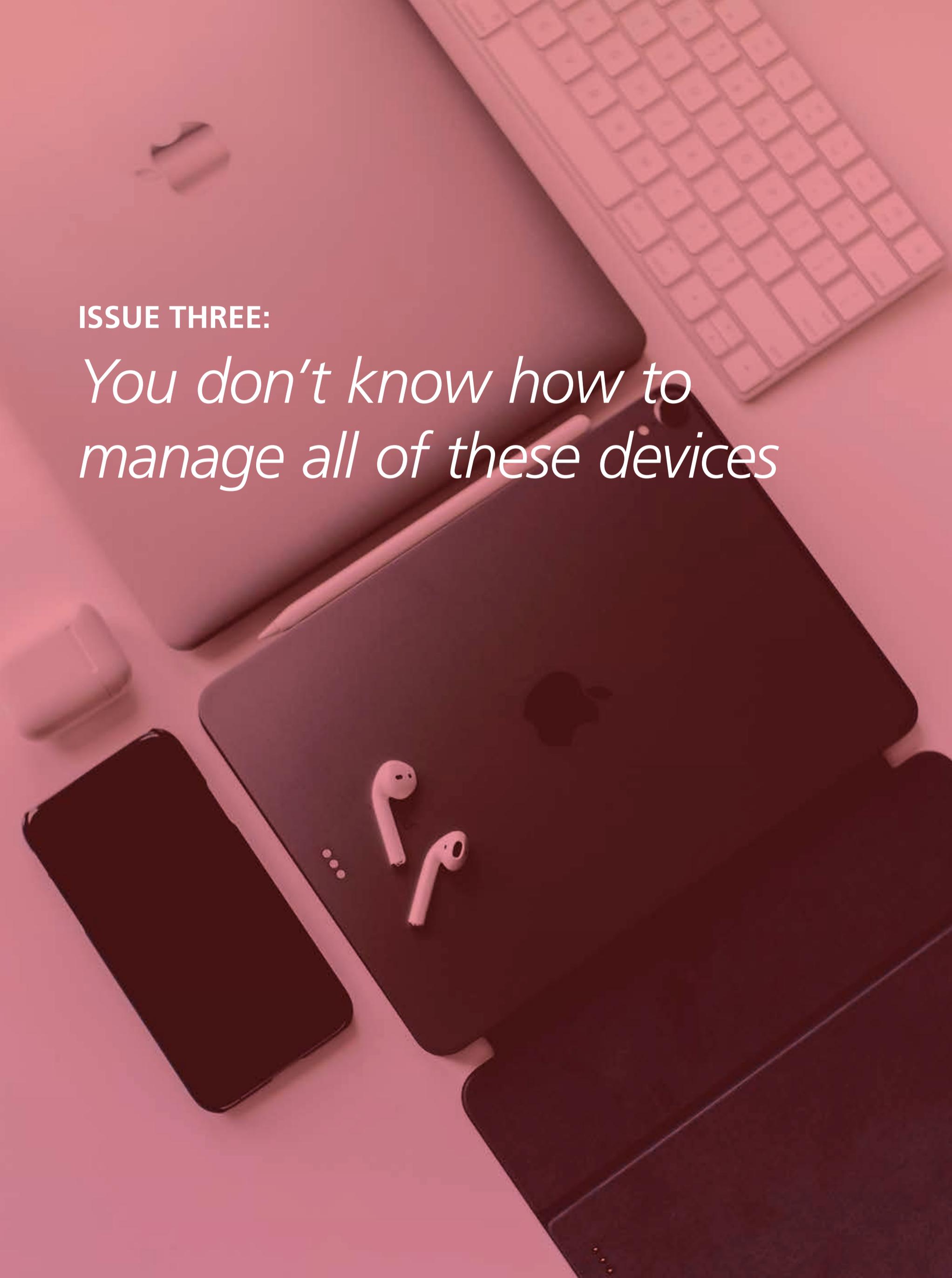
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ISSUE THREE:

You don't know how to manage all of these devices

The Situation:

Managing the technology in your office used to be a fairly straightforward endeavor. You bought computers for the employees that needed them, a phone for every desk, a copier and maybe a fax machine.

As technology has become increasingly integral to our everyday lives, the complexity of managing it in the workplace has increased in parallel. Employees now have closely held preferences about devices and platforms which they expect you to accommodate.

These expectations—and the "Bring Your Own Device" model they've given rise to—are a thorn in your side. On one hand, allowing employees to use personal devices for work addresses their need for flexibility. But it also creates security concerns that you'd rather not deal with.

Even if you could institute a perfectly secure BYOD policy, you have no idea how to keep everything in functioning order and working together. You don't have a team of IT people on staff to set up and support a random assortment of devices running on different operating systems.

So how do you balance employee expectations with the need to keep your information safe? How can you keep everything running when your expertise is in business, not tech support?

The Challenges:

This is an issue that companies of all sizes wrestle with. As the amount of things mobile devices can do increases, so does the amount of variables to consider. Employees have expressed a clear preference for using their own devices for work. Accommodating them is an important aspect of maintaining a happy and productive workforce, but it's not as simple as saying "go for it" and hoping for the best.

BYOD is here to stay

Approximately 60% of companies have a formal BYOD policy in place, of which 36% say half of their employees are using a personal device for work purposes.[14]

Mobile devices hold valuable info

86% of employees check email on their mobile devices and 67% access shared documents using their devices[15]

Devices are a favorite target for breaches

One in three organizations admitted to suffering a compromise due to a mobile device[16]

It's not just about risk

Setting up, managing and disabling devices can be a major time suck, especially for companies with limited IT resources

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The Solutions:

SET CLEAR POLICIES

Employees are the most important link in the chain when it comes to maintaining the security and compliance of your business. Draw up clear guidelines for the use of personal and company devices and ensure that all workers are educated about them. Doing the legwork up front can save you significant time, money and headaches in the long run.

AUTOMATE THE HARD STUFF

A fortunate side effect of this widespread issue is that technology providers have created services that can do much of the work for you. The right mobile device management solution can take the burden of setting up, supporting and disabling devices off of your plate. They can also vastly improve security by enforcing password policies and allowing for remote wipe of corporate data on lost or stolen devices.

MANAGE YOUR INFORMATION AS WELL

Ultimately, the primary concern is maintaining control over access to your documents and data, so it's important to think beyond devices. Implementing a content and document management solution can ensure that each employee has an appropriate level of access. It can also provide intelligence about how, when and by whom these documents are being viewed or edited.

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Resources

Over the course of just a few decades, mobility has gone from a promising novelty to a fundamental part of everyday life. Customers and employees alike have come to expect that companies will accommodate their preferences about how and where they do business. As a result, staying current means delivering a seamless mobile experience. Modernizing your business to meet this reality can feel like an overly complicated proposition shot through with security risks. Fortunately it's not as difficult as it might seem—just a few changes to your technologies and policies can help achieve your goals.

Learn more about the solutions that can get your organization on the right track:

▶ **Discover how we are addressing customer needs** with subscription-based workflow solutions.

▶ **Explore our new offerings**, tailored to your needs and design to give you more.

▶ **Hear how we helped Hatboro Horsham School District improve connectivity** and reduce costs through a modern print environment in an exclusive interview with Director of Business Affairs, Robert Reichert.

CITATIONS

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