

A click away from sharing company info on Facebook

With the proliferation of mobile devices in the workplace, it has become critical to not only manage your mobile assets, but also protect your company's data.



The purpose of enabling a mobile workforce is to increase employee productivity and improve customer service, both of which benefit a company. Without a comprehensive, strategic approach to [Enterprise Mobility Management \(EMM\)](#), companies could miss out on all the gains that mobility, when done correctly, can deliver.

Ensure you have the right platform

In order to get the best out of mobility, companies need to ensure they have the right EMM platform that will enable them to integrate their enterprise systems with a wide range of mobile devices, including rugged handheld computers, consumer-grade smartphones and tablets, running a multitude of operating systems.

Equally important is the ability to deliver the appropriate information to the correct employee at the right time in a secure manner, ensuring that sensitive company information is shared securely across the organisation.

According to Andrew Fosbrook, Director of MakeMeMobile, a provider of enterprise mobility solutions, the trend towards Bring Your Own Devices (BYOD) has added another complex element to the management of mobile devices and

information.

"We use scalable EMM platforms to allow organisations to easily deploy, configure, secure, manage and support their mobile devices across their mobile workforce," he adds.

Empowering end users

Fosbrook says that leading EMM platforms, such as AirWatch, Wavelink and SOTI, accommodate the complexities of managing mobility, allowing organisations to empower end users and make their lives easier and their work more productive. "Placing corporate information at an employee's fingertips improves business results and strengthens customer relationships," he says.

"Our EMM platforms include mobile device, email, application, content and browser management solutions. These integrated solutions help companies reduce costs and increase efficiency, while mitigating security risks and preventing data loss," says Fosbrook.

An effective EMM platform is an essential part of a mobile workforce service desk that provides remote support to mobile workers. Mobile devices, like other IT equipment, can malfunction, experience glitches, and stop working altogether. "Responding quickly to issues can be critical to an operation," says Fosbrook, "and if your employees can't effectively use their mobile devices, your company isn't reaping the benefits of your mobility investment."

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