10 REASONS FOR MOBILE APPLICATION MANAGEMENT

Learn more about the effectiveness of MAM

Enterprise Mobility strategies, which focus exclusively on Mobile Device Management, should be considered. In the course of a dynamic professionalisation process, application-oriented approaches enable better data protection and also promote user acceptance, as well as the increasingly important ROI for Enterprise Mobility investments.

Enterprise Mobility represents decentralised work, learning, effectiveness, mobility and many other advantages in everyday working life. It demonstrates the willingness to change of companies which want and need to reorganise their work processes. The biggest challenge in doing this is the extremely dynamic development process of a still very new, developing sector. It is well on the way to being fully developed and delivering the companies huge added value in the areas of IT infrastructure and communications processes. Secure Mobile Application Management (MAM) is at the core of Enterprise Mobility.

Below companies will find ten reasons why the management of applications is essential for companies as part of the mobilisation of their IT structures:

1 Applications that address customers, and applications that contribute to the implementation and handling of company processes, have a direct influence on the productivity, effectiveness and return-on-investment of the company.

2 According to a study by Gatepoint Research, over the next two years more than 70 % of the companies surveyed plan to equip on average more than 1,000 employees with applications on mobile devices. A third of those asked actually want to equip more than 5,000 employees with apps to achieve company objectives.

3 Investing in the mobilisation of business processes using applications is the key to a company's future success.

4 The mobilisation of IT infrastructures requires a new approach to the management of data, especially in terms of data protection and data security.

5 Employees transfer their private mobile usage habits to mobile devices used for company purposes. This means safety guidelines can quickly be bypassed or even not used at all.

6 The use of applications and mobile devices in everyday operation should above all support the company's interests. Nevertheless the app portfolio provided must be sufficient for the interests of the employee.

7 The decentralised retrieval, accumulation and exchange of data using applications should always be controlled and managed by the company's IT department. In doing so, the company still has sovereignty over the data.

8 The high update-frequencies of apps mean they are more prone to errors which could lead to security risks. For this reason, quality control and security management is necessary.

9 Different types of apps (internal developments, developments by partners for joint business processes, external order development by third parties, or commercial apps from the public app store) must be centrally controllable. Consequently, they should be subject to the compliance and safety guidelines and continue to be controllable.

10 Enterprise app stores provide direct access to app catalogues and assist the employee in accessing apps selectively, which they can use to complete their tasks within the company.