

Michael Mordhorst

Investigation into current and future requirements and influences of mobile business applications within Enterprise Mobility

Master's Thesis

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Management Challenge

Investigation into current and future requirements
and influences of mobile business applications within
Enterprise Mobility

By

Michael Mordhorst

Management Challenge submitted in partial fulfilment of the requirements for the
degree of Master of Business Administration 2013.

Executive Summary

The thesis at hand is about current and future requirements and influences of business apps within Enterprise Mobility. The main objective is to provide recommendations for Trigon Consulting, a German IT consultancy, who needs a strategy to approach mobility market best. The recommendations include a service portfolio as well as an approach based on results of the investigation.

The investigation has been conducted via interviews and focused on current and potential business apps user of different industries, job levels and company sizes. The questions contained topics from four dimensions: economic, technical, process and social. These perspectives structure the whole thesis so to say not only the investigation, but also literature review and analysis.

Based on the conclusion of the investigation the recommendation suggests a service portfolio with three building blocks: Readiness Check, Transition Management and Advanced Mobility.

The Readiness Check is based on the conclusion that companies need the right mobile strategy which supports the overall business goals and creates real business value. In addition most of the companies are not familiar with mobility and need therefore help to introduce a sufficient and reliable mobility environment within limited investment effort. For these reasons the Readiness Check is a consecutive offering with three services. The Enterprise Mobility Strategy service helps companies aligning their mobility strategy to the overall business strategy. The Use Case service is important to find, evaluate and prioritise appropriate scenarios for the usage of business apps. Along the Transition Approach service Trigon should be able to give advice how a company will be transformed into a mobilised enterprise.

After the analysis part, the Transition Management proposal should help organisations in their transformation process with various services. It was found out in the investigation that many companies have been started recently or plan to start the transformation phase, so based on their needs dedicated services of Transition Management offering would be beneficial for them. A pilot project should give

enterprise the opportunity to gain experience and build knowledge within the new topic. Further business app development and its integration are key services to build efficient and user friendly mobile solutions, which utilise business processes and leverage user productivity. For the IT department the Enterprise Mobility infrastructure service helps to introduce all necessary mobility software and hardware components within existing IT landscape. Finally a change management service should assist in ensuring user acceptance.

The last building block is Advanced Mobility, which is a summary of all services for an efficient and valuable future mobilised enterprise. Investigation provides evidence for these services as future development in mobility will be fast and extensive. The services offer therefore assessments and evaluations for new technology innovations, risks and strategy changes.

Provided with these recommendations the paper further suggests that Trigon Consulting should approach its existing clients first offering a pilot project to gain knowledge and first experience with business app development and consulting services.

Overall, the thesis answered the strategic intention of Trigon's new business unit based on qualitative research method. In addition the investigation provided insights, which can be used as a starting point to be a capable and successful service provider for mobility solutions.

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