



## WEEKLY MESSAGELINK

**December 9, 2009**

### TRUE STATS ON ENABLING MOBILITY

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A great study commissioned by Damovo in Europe where they look into the evolving issues around enabling mobility and its effects on productivity and cost within the enterprise:

Illustrating that on average large enterprises were spending \$400K plus each year on mobile calls, more interesting was the fact that 42% of their employees' mobile calls were being made from within the office! Supporting evidence that enabling mobility with controls and enterprise integration is a must, in order to control escalating costs. See what we are doing through software [http://www.esnatech.com/products/options/uc\\_mobile.htm](http://www.esnatech.com/products/options/uc_mobile.htm)

Mobile devices are obviously becoming the device of choice and replacing the office desk phone as the primary business tool, unfortunately it drives up the costs and takes no advantage of the enterprise infrastructure, for least cost routing and low rates. With long distance being at its lowest in decades, mobile costs continue to drive up the enterprise communication cost, instituting greater control over mobile costs is imperative, while allowing end users the freedom to use their mobile phones wherever they choose leveraging the lowest cost of communications within the enterprise. This should form part of an overall mobility management strategy, including device, service and security management, whatever is important for today's mobile deployment.

Companies are under-utilized, fixed line and enterprise infrastructure with mobile devices. With the research revealing that nearly half (48%) of mobile calls are employees calling colleagues or the office, organizations should look to ensure that calls are being made using the most cost effective method. Leveraging mobility applications that link mobile devices to the PBX infrastructure are key tools that can be used and deployed with little or no change to the existing enterprise infrastructure. These software solutions register the mobile endpoints as trusted devices and bridge calls through FMC technology between the mobile and enterprise phone network.

The research also highlights the lack of control many organizations have when it comes to mobile usage. Of the IT directors surveyed, 31% believe that too much, important customer data was kept on employees mobile phones, posing both potential CRM and security risks. *"Ensuring that employees also store important customer data on a central directory or CRM system, is often an oversight when it comes to implementing mobile usage policies. While having this information on a mobile phone may be quick and convenient, it can mean that important customer data is more prone to theft or it simply leaves an organization when employees change jobs. Often employees only realize this when it is too late,"* concluded Glyn Owen. UC technology allows mobile users to access contact and customer information off the enterprise business solutions and the UC infrastructure without any endpoint data being stored. This offers simple, easy access to data with no importance to the endpoint. Users can change phones or even switch

between devices without any worry of lost data or access data as all the content is stored in the enterprise but made readily available to access by trusted users regardless of what device they are using.

In essence investment in mobile applications delivers mobility with controls and security that are imperative to reducing risk and controlling costs.

In order to start reducing their mobile costs, many organizations need to have better visibility over their mobile usage. This can be "easier said, than done," as many organizations often receive mobile services from a number of service platforms meaning that carrying out a full monthly analysis of mobile expenditure can be a time-consuming task. Over a third (37%) of the IT Directors surveyed said they didn't even look at their organizations mobile bill each month. While just under three quarters (74%) admitted they turned a blind eye towards employees making personal and international/premium rate calls on their work mobiles.

The survey of 100 IT Directors at UK organizations, with more than 1,000 employees, was commissioned by Damovo and conducted by an independent research company Vanson Bourne.

## About Damovo UK

From consultancy through to design, implementation, and lifecycle management, Damovo delivers the latest Information Communication Technology (ICT) solutions to meet the needs of today's enterprise. The company is at the forefront of delivering IP-based local and wide area networks, fixed and mobile unified communications and advanced multimedia applications, to improve the way organisations work by connecting them with their people, information and customers.

Damovo ([damovo.co.uk](http://damovo.co.uk)) has more than 30 years experience delivering ICT solutions and services to customers in both the public and private sector. It has long-standing relationships and the highest levels of accreditation with the leading vendors in the market, including Microsoft, Cisco Systems, Aastra and Mitel. Damovo also is an approved supplier under the Buying Solutions National Procurement framework and an accredited PASA supplier for NHS procurement. This heritage enables Damovo to provide its clients with the best communications consultancy and technology to meet their individual requirements.

As part of the Damovo Group Limited, which has operations in ten countries, Damovo UK has more than 600 clients spanning 5,000 sites. Clients include Mersey Care NHS Trust, Bournemouth University, Manchester United, London Borough of Hackney, Transport for London, Nutricia, Bank of England and Imperial College Healthcare NHS Trust.

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