

# Preparing your agency for Mobility

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PHONE  
1 MILE

# What is driving Mobility adoption?

## NEEDS

Constituents  
&  
Employees

## ENABLERS

- Network
- Devices
- Applications

**MOBILE  
REVOLUTION**



# Consumerization of IT

- Innovation discovery and adoption happening first at home
- Fueled by new generation of workers but also by a shift of lifestyle
- Enables BYOD policies



# The tablet revolution - Adoption



# Looking for efficiencies through mobile solutions

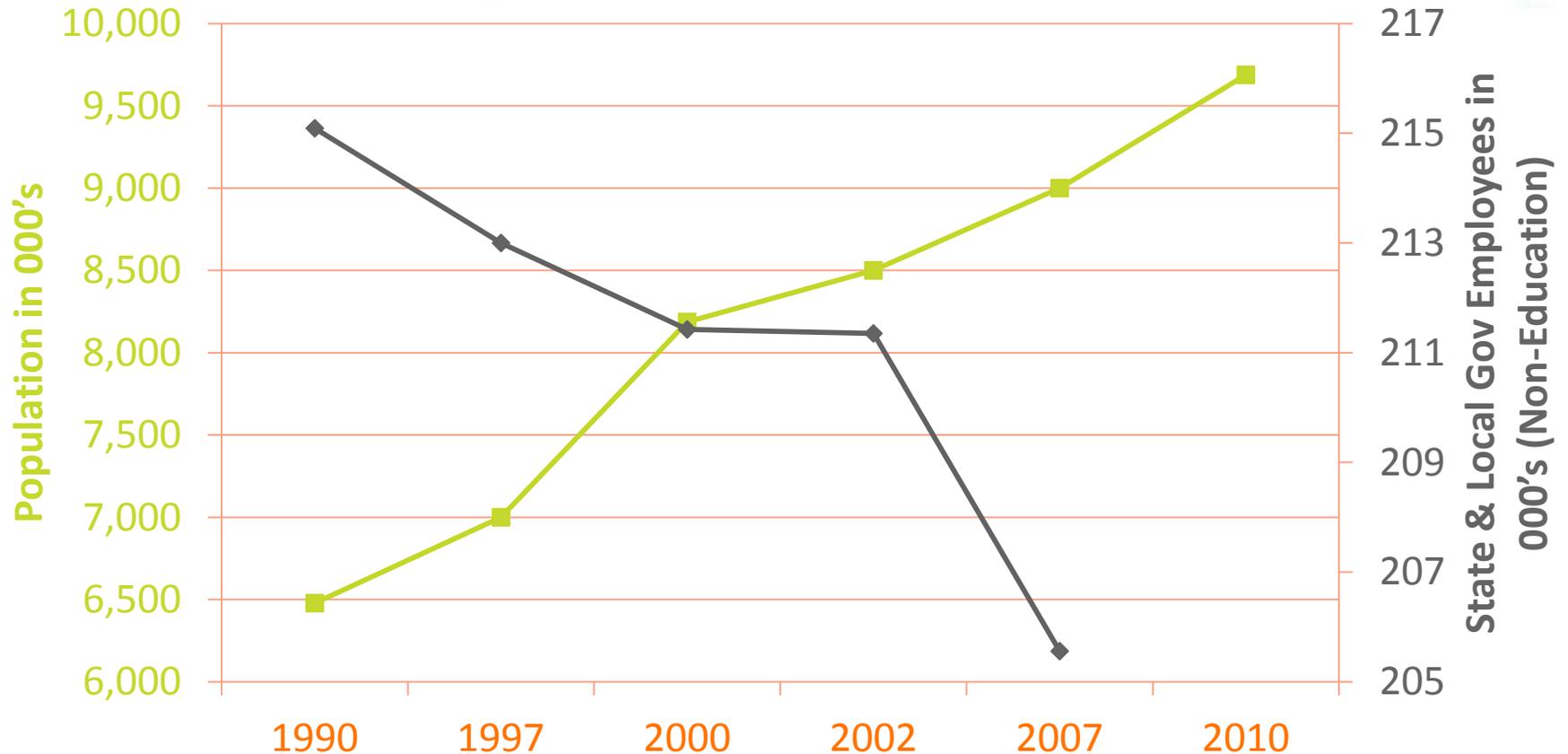
- Do more with less
- Decrease operational cost
- Improve outcomes, including revenue, citizen satisfaction, involvement, etc

rethink  
GOVERNMENT



# Georgia's State & Local government FTE, compared to population

Source : 2012 Annual Survey of Public Employment and Payroll, US Census Bureau



# Example: Realizing efficiencies in business processes

- **Reduction of unnecessary driving:** 25 miles saved per worker per day, in 100 workers creates savings of **\$300,000** in a year



- **Increase of productivity:** Increasing 20% on the productivity of 100 field workers that today take 4 jobs/visits per day allows the team to work on **22,500 additional jobs/visits** per year.



- **Paper elimination:** Single paper form can cost an organization \$30-\$165 to use, process, file and retrieve\*. Eliminating 400 forms a day, even at **\$10 per form** per year, represents **\$1,000,000** in savings

*\*Source: IBM Lotus Forms White Paper, Sept 2007*



- **Decreasing cost per contact:** cost per contact at a call center range from \$5 to \$8. Enabling self serving applications for 200,000 transactions may represent savings of more than **\$1,500,000**



# Conclusion: E-Government into M-Government

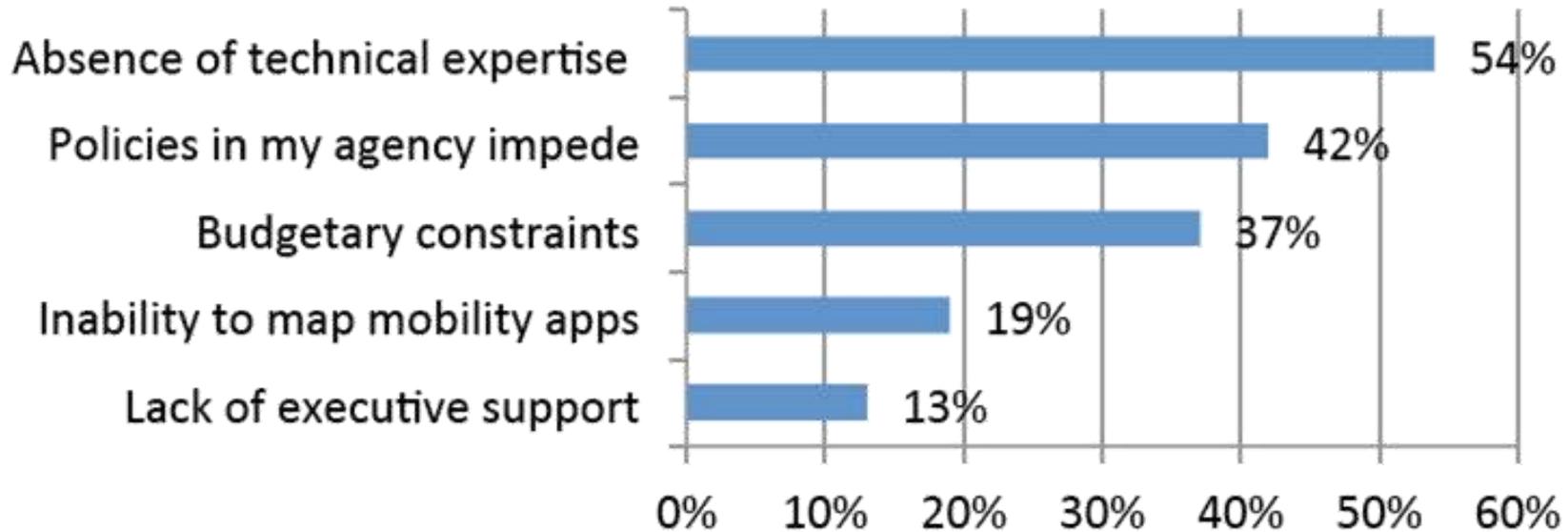
- Mobility **demand**ed by constituency and **expected** by a new generation of employees
- Enables new **Citizen Centric** strategies
- Streamlines and redefines dramatically business processes to **achieve tangible results**



# Challenges and Opportunities



# Barriers to deploying Mobile Applications in the Federal Arena



Source: National technical information service (NTIS), General Services Administration (GSA) survey



# Overcoming challenges in the mobile landscape

## Example

Absence of technical expertise

Policies in my agency impede

Budgetary constraints

Inability to map mobility apps

Lack of executive support

*External support at all stages*

*Due diligence in Compliance*

*Focus on efficiency gains*



# Overcoming challenges in the mobile landscape

## Example

Proliferation of devices

*Flexibility, portability of apps*

Security issues

*Need higher control*

Personal devices for business use

*Dual persona support*

Lack of IT footprint

*'As a service' solutions, end-to-end services*

Rapid change of technology

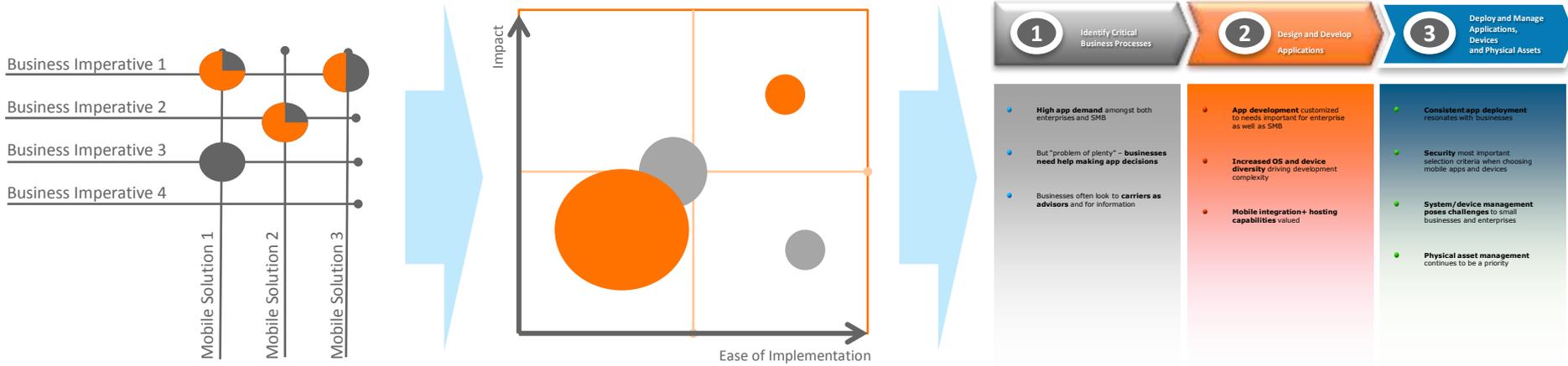
*Future-proof solutions*



# Where do we start?



# Strategic approach to mobility



Identify Performance Metrics; Gather baseline  
 What do we want to impact? How will we know we were successful?

Joint effort between Line-of-Business/Operations and IT



# Structured approach to mobile solutions

1

## Identify Critical Business Processes

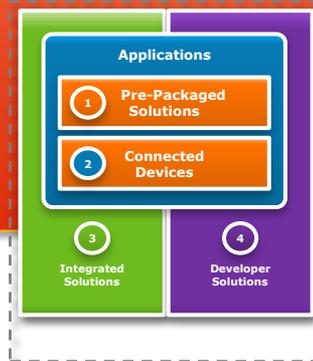
- Understand **users' needs** and **back-end applications** involved
- Focus on **contextually relevant portion** of processes/back ends
- Design **pre and post wireless process maps** (as-is & to-be)



2

## Selection of methods, tools, applications

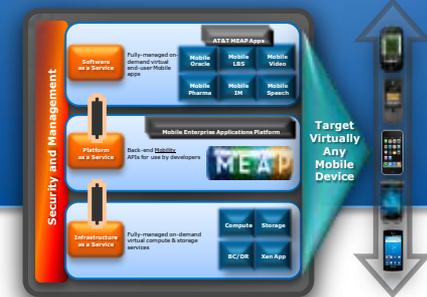
- **Pre-packaged v. Custom App development**
- **Native/Web, Platform**
- OS and device selection
- **Integration and outsourcing** needs evaluated



3

## DDDM of Apps, Devices and Physical Assets; Integration

- **Consistent mobile app development** approach
- **System/device management** a must – Security key selection criteria
- **End-to-end tasks and services**



# Mobilizing employees and the case for Field Workers

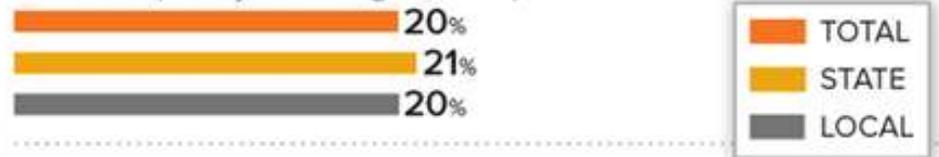


Does your department/agency have a policy that allows employees to bring and use their own devices (BYOD) for work purposes?

A BYOD policy is in place



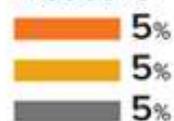
A BYOD policy is being developed



No BYOD policy



Not sure



Source: Gov Tech - <http://www.govtech.com/policy-management/BYOD-Policies-Expand-State-Local-Agencies.html>

# Challenges of Empowering Employees (BYOD)

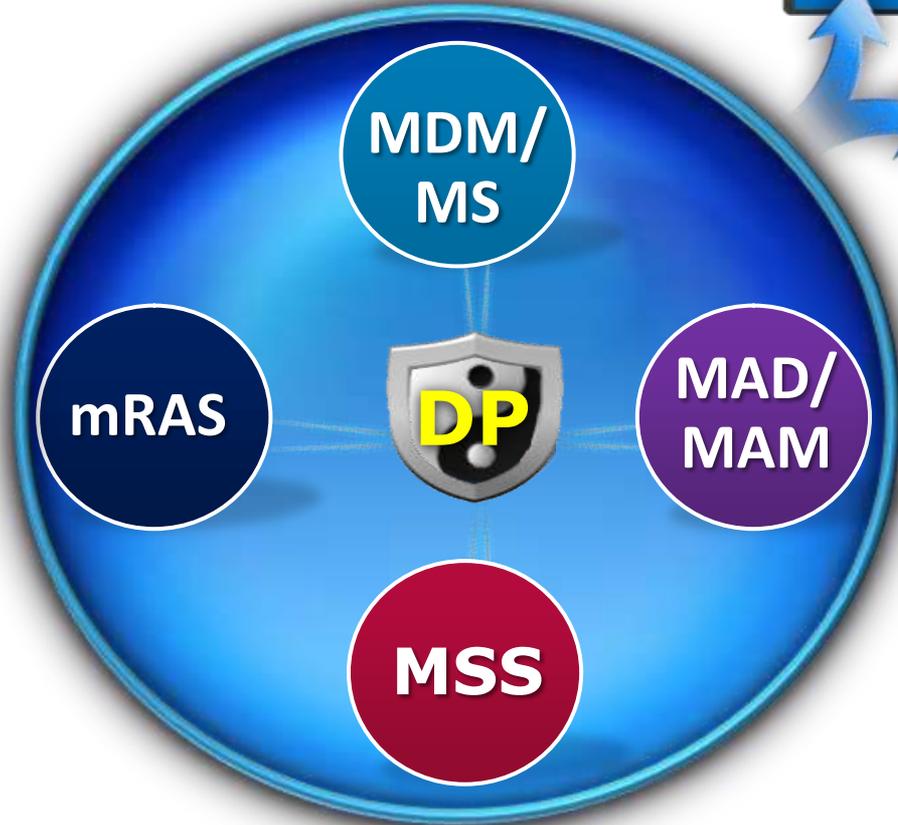


(Abandon Your Fiscal Responsibilities)



# Holistic Approach To Managing Consumerization

*Bring-Your-Own-Device (BYOD)*



Employees using smartphones and tablets to access corporate data



# Adoption of mobile data applications

## Evolution Path example

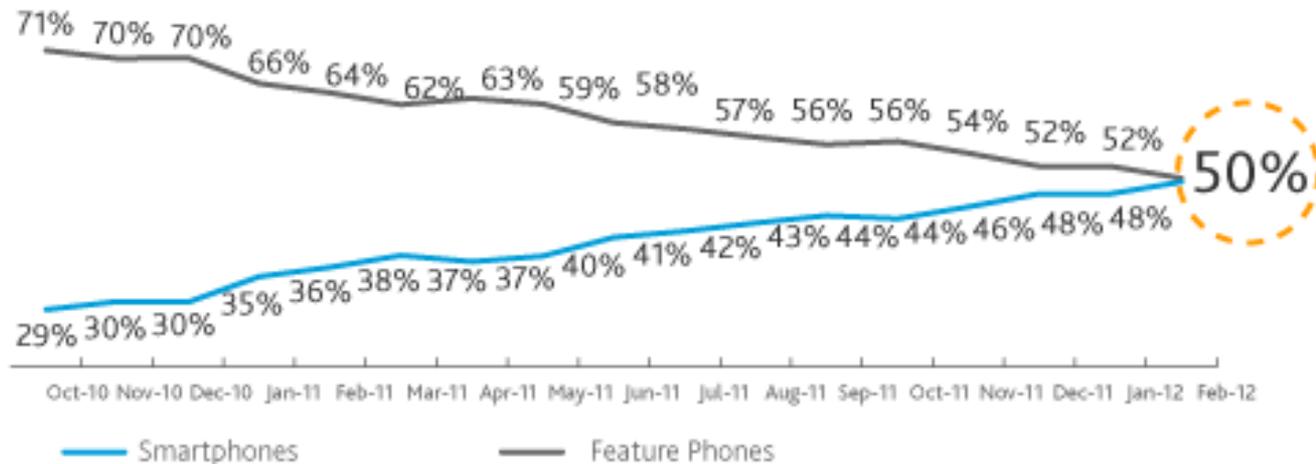


# Mobilizing the constituency



# US Smartphone penetration

February 2012, Nielsen Mobile Insights



Read as: During February 2012, 50 percent of US mobile subscribers owned a smartphone

Source: Nielsen

nielsen



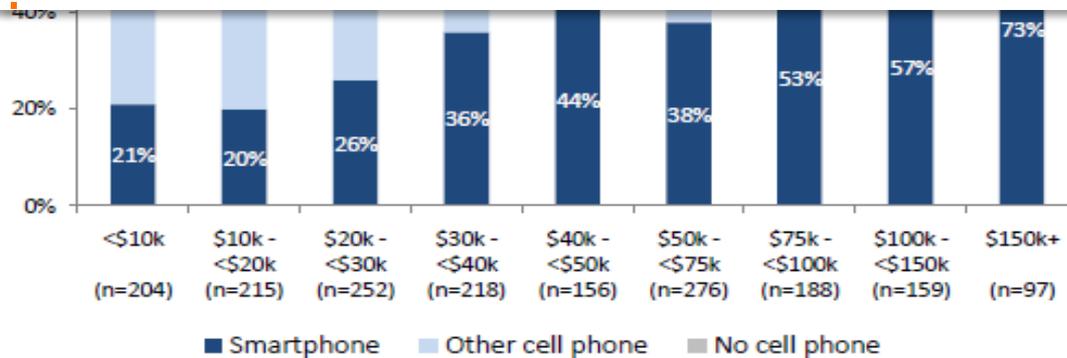
# Smartphone users by income

## Smartphone ownership by household income

% of US adults within each group who own a smartphone, some other type of cell phone, or no cell phone



“Smartphone owners (...) with relatively low income and education levels are particularly likely to say that they mostly go online using their phones”

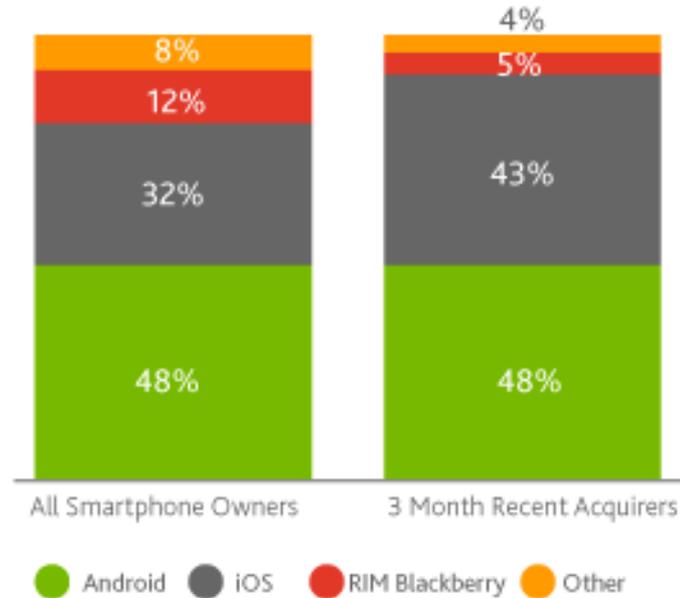


Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. “Smartphone ownership” includes those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms.



# Smartphone Operating System share

February 2012, Nielsen Mobile Insights



Read As: During February 2012, 48 percent of smartphone owners had a device that runs on the Android operating system

Source: Nielsen

nielsen



# Categories of mobile G2C smart applications

- User generated content
- Access to records & available data
- Departments' locator / directories
- Awareness programs / event notification
- M-transactions



# Potential uses for a messaging platform:

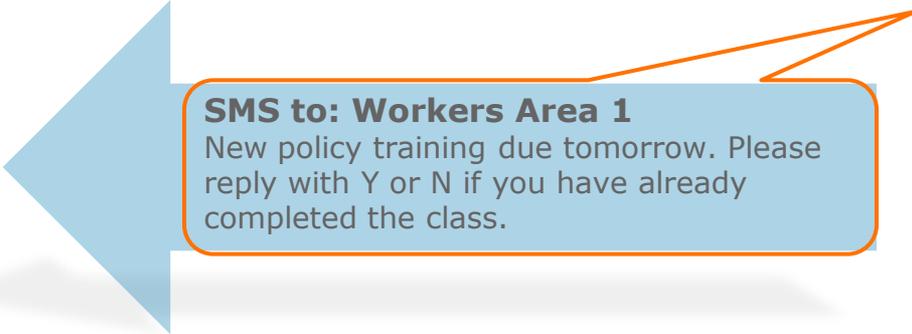
## Database query, Mass notification



**SMS to: U DFCS (83327)**  
Status Case 234783



**SMS to: (404) 555-1234**  
Child Care benefits approved on  
03/02/11. Thanks for contacting DFCS



**SMS to: Workers Area 1**  
New policy training due tomorrow. Please  
reply with Y or N if you have already  
completed the class.



**Smart  
Messaging  
Suite**



# Real life examples



# Pre-packaged mobile applications

## *Government to Employee – Public Health Field Workers*

- Inaccurate data capture resulted in **fee loss**. Long time between shots delivered and **data availability**. **Paper intensive and error prone**.
- **Solution:** Mobile vaccination clinics
- Insurance cards and Driver Licenses scanning ensure accurate data
- Data synched over the air and centrally available immediately
- Clinics started in mid-October 2012, hundred of thousand patients vaccinated



# Remote Access

## *Government to Employee – Field Workers*

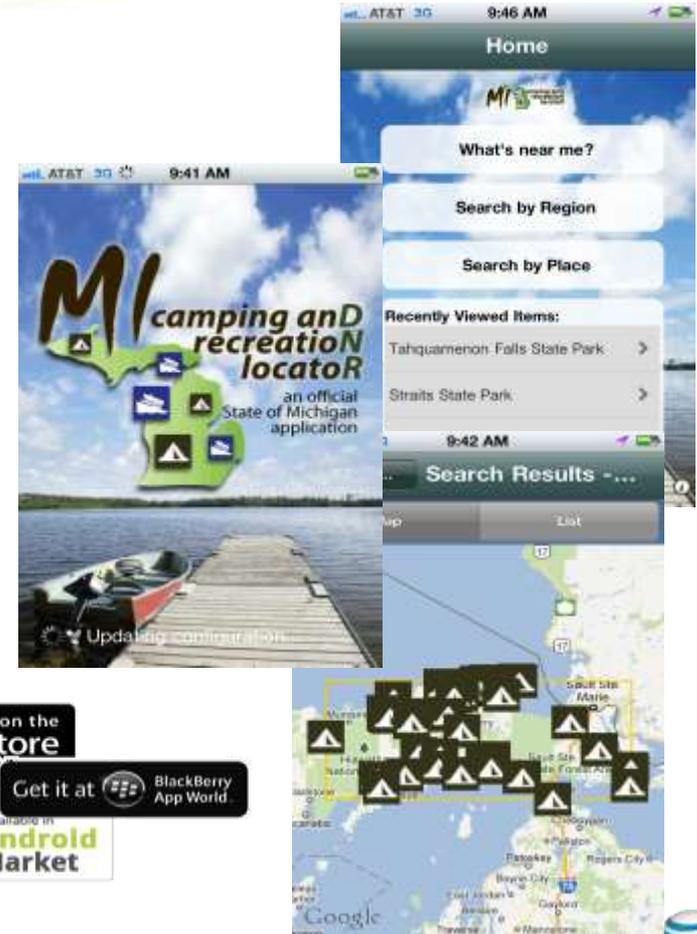
- Users got disconnected frequently having to go through **authentication and security** several times a day resulting in **lost productivity**.
- **Solution:** Mobile Security Solution
- Mobile VPN provides a persistent network connection.
- Workers are more productive, with greater job satisfaction, serving more citizens each day.
- Tool saves the application and data — and automatically finds the best connection when available. The experience is seamless.



# Custom built mobile applications

## Government to Citizen

- State unable to provide citizens mobile access to execute routine Internet transactions
- **Solution:** Mobile Enterprise Application Platform
- Productivity – Offloads work to citizens – **Reduces calls to DNR**
- Expense – low cost of ownership and development
- Revenue – Phase II - **Increase fee collection, permit sales**
- Stability – Platform for **other app development** – Other Agencies for G2C and Work Flow enablement



Available on the  
App Store

Get it at  
BlackBerry  
App World

Available in  
Android  
Market



# Take aways – lessons learned



*Mobile technology and solutions have to be subordinated to organizational objectives and specific efficiency gains*



*Early identify outcomes and KPIs that need to be realized*



*Start with identifying and selecting critical, relevant business processes*



*Holistic approach, but allow yourself to start small*



*Coordinated effort between operation owners and IT department*



*Select right tools and solutions from a wide ecosystem of choices*



*Consider cross-carrier, OS-agnostic solutions*



# Thank you!

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