

Supporting Mobile And Remote Employees

A Custom Technology Adoption Profile Commissioned by LogMeIn, Inc.

Enterprises in both North American and European markets are finding that their users are increasingly mobile. Forrester forecasts that enterprise mobile workers will make up 73% of the workforce by 2012.¹ As the number of mobile workers increases, so does the complexity of mobile platforms; approximately half of North American and European enterprises are currently supporting more than one mobile operating system. The need to support multiple operating systems stems from an outgrowth in mobile and remote users. Forrester data shows that an average of 36% of all computers in enterprises are laptops, thin clients/dumb terminals, tablet PCs, or Netbooks.² The result of this growth in the number and diversity in mobile platforms? Sixty-eight percent of firms expect their spending on mobile applications to increase or stay the same over the course of 2009. In addition to these role-centric applications, traditional mobile applications like wireless email are commonplace today, with 59% of IT firms implementing or planning to implement wireless email, and additional 23% expanding or upgrading their existing implementation.

According to Forrester data, one-fourth of enterprises have a significant proportion of telecommuters, and half of enterprises have significant numbers of field workers, creating a core base of mobile and remote users.³ Firms are having to decide how or if to support mobile computing platforms, mobile phones and smartphones – specifically personal devices not provided by the enterprise, but being utilized for business purposes. Forty-six percent of firms provide some support for personal mobile phones or smartphones already today. This burden will grow over time as both mobile populations and the number of users expecting support on mobile platforms and devices continues to grow.

Figure 1: Half Of NA And EU Enterprises Support More Than One Mobile OS

“How many mobile operating systems does your firm’s IT department officially support and manage?”

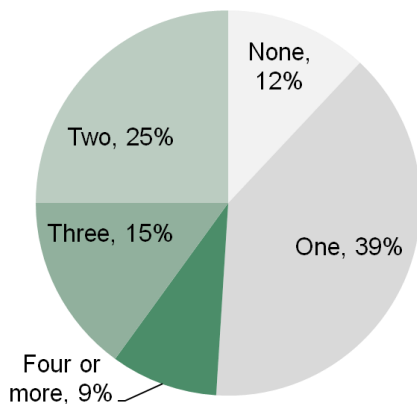
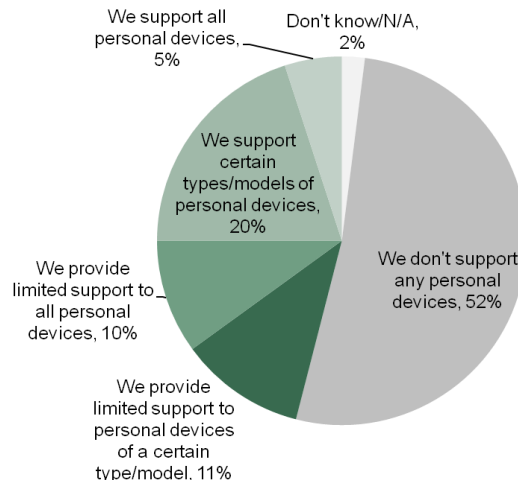


Figure 2: Forty-Six Percent Of Firms Support Personally Owned Devices In Some Manner

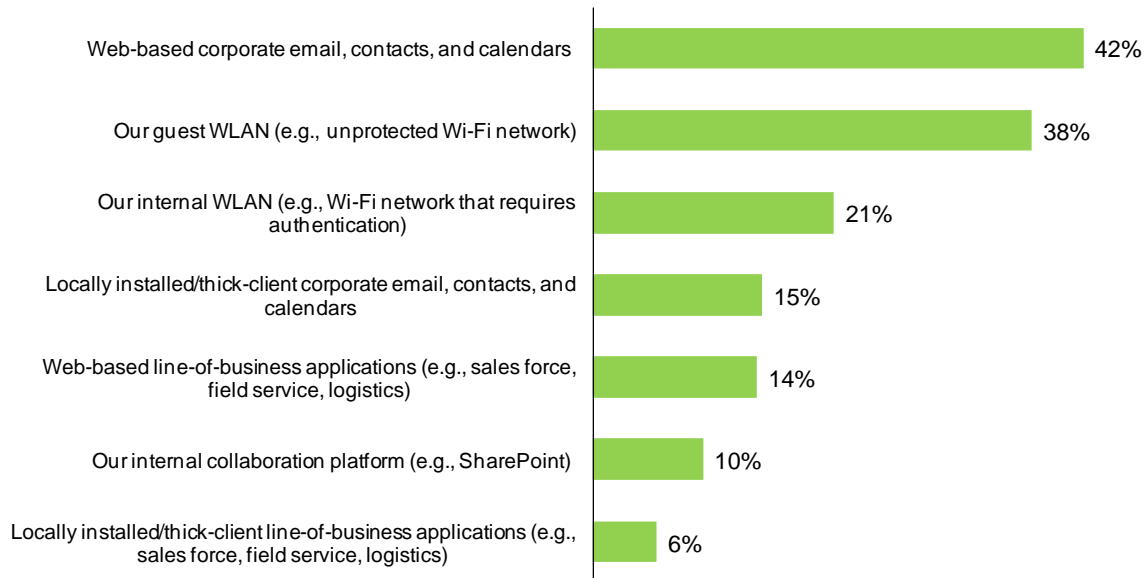
“What is your firm’s strategy regarding personally owned mobile phones/ smartphones?”



Base: 450 mobile technologies and services decision-makers at North American and European enterprises
 Source: Enterprise And SMB Networks And Telecommunications Survey, North America And Europe, Q1 2009

Figure 3: Firms must establish the type of business resources to support

“What business resources does your firm allow personally owned mobile devices to connect to?”



Base: 450 mobile technologies and services decision-makers at North American and European enterprises

Source: Enterprise And SMB Networks And Telecommunications Survey, North America And Europe, Q1 2009

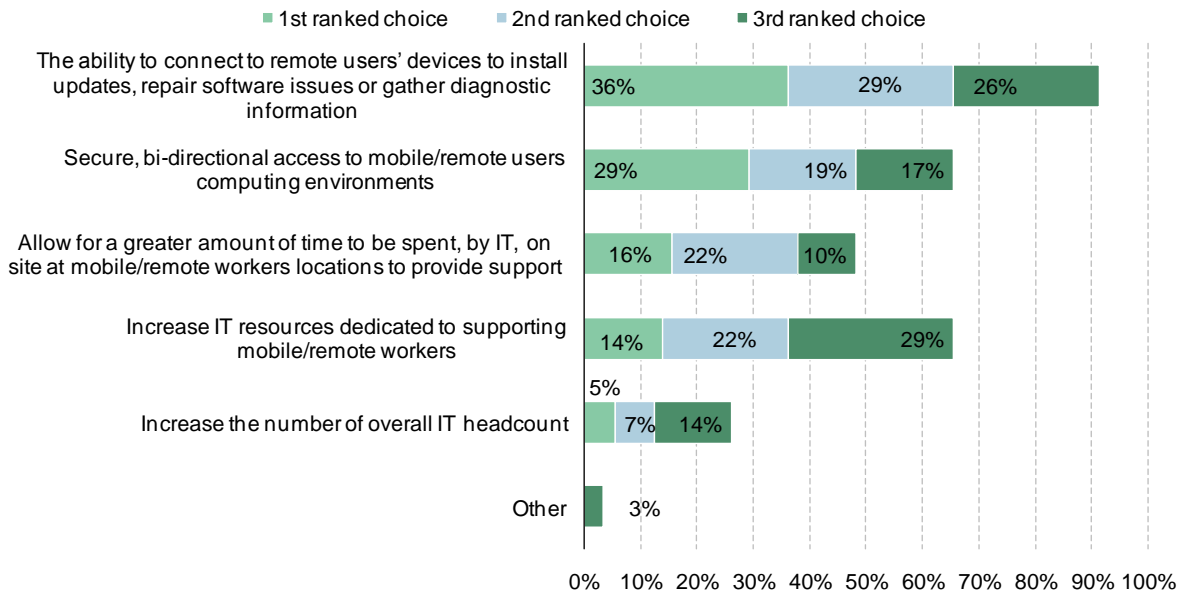
As the growth in mobile and remote workers is expected to continue, there is a need not only to segment users and understand their support needs, but also a need to implement policy and procedures for supporting these users and their disparate device types. Forrester finds that 60% of enterprises currently have a number of manual processes for supporting mobile workers (sending support staff to remote worker sites, requiring remote and mobile workers to physically exchange devices for them to be repaired).

Clearly mobile and remote users represent a different, if not more onerous, set of support challenges. When asked what technologies and services could help mitigate the burden of supporting mobile and remote workers, 91% of enterprises with manual mobile support processes currently in place believe that the ability to connect to remote user's devices to install updates, repair software issues, or gather diagnostic information would be a key IT investment to assist with improving these processes. Other key tools include secure, bi-directional access to mobile/remote users (65%) and increasing the IT resources dedicated to supporting mobile and remote workers (48%), though the latter seems unlikely as IT budgets continue to experience pressure for lower cost and more efficient use of existing staff.

Moving from manual processes to proactive, interactive methods to support mobile and remote workers ensures that IT does not take on additional support burdens. Mobility is here to stay, and investment in tools to better support mobile and remote users represents a significant upside for the business as a whole. Enterprises surveyed believe these proactive support abilities will increase remote workers' and executive management's satisfaction with IT (78%) and increase the productivity of the remote workers (72%) and efficiency of IT (67%).

Figure 4: Ability to connect to remote devices is the top-needed investment

“Please rank the top three IT investments that would help solve issues outlined above.”

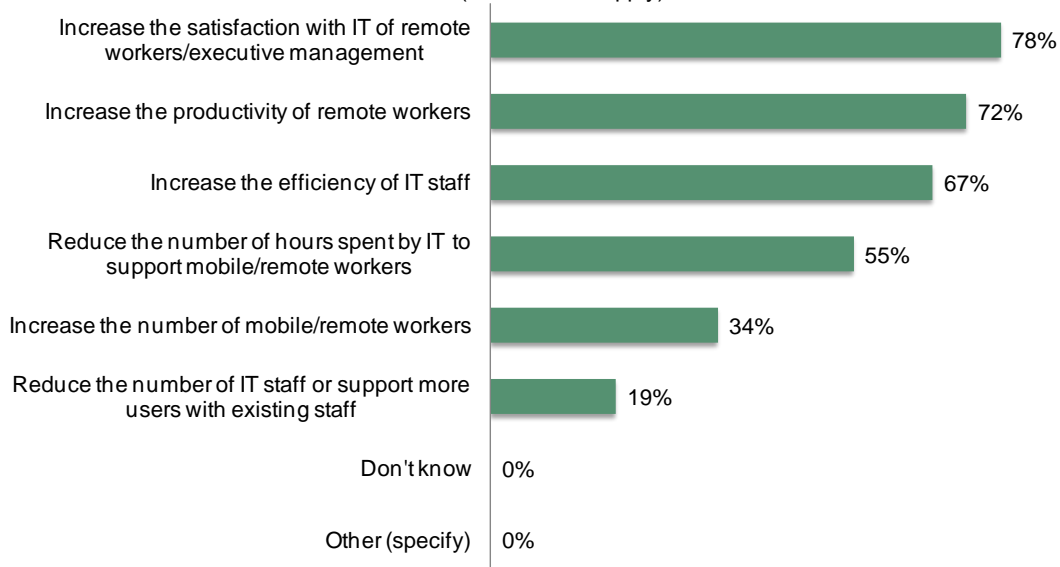


Base: 58 North America and Western Europe mobility and remote support decision-makers

Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, September 2009

Figure 5: Investments will lead to greater satisfaction of remote workers

“Based on the rankings you selected in the previous question, what are the expected results? (select all that apply)”



Base: 58 North America and Western Europe mobility and remote support decision-makers

Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, September 2009

Methodology

This Technology Adoption Profile was commissioned by LogMeIn, Inc. Forrester leveraged its Business Data Services (BDS) Enterprise And SMB Networks And Telecommunications Survey, North America And Europe, Q1 2009, of 450 IT decision-makers responsible for mobile technologies and services at large enterprises in multiple industries across North America and Europe. Forrester supplemented the analysis with custom questions of 58 mobility and remote support decision-makers within IT. For more information on Forrester's BDS data panel and Tech Industry Consulting services, go to www.forrester.com.

Endnotes

¹ For more information, see "Enterprise Mobile User Forecast: Mobile 'Wannabes' Are The Fastest-Growing Segment," October 9, 2008.

² For more information, see Forrester's Business Data Services (BDS) Enterprise And SMB Hardware Survey, North America And Europe, Q3 2009.

³ For these enterprises, the number of telecommuters was 11% of the workforce, and 6% of the workforce spends a majority of the time in the field.