

TRULY MOBILISING YOUR BUSINESS

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Introduction

Corporate headquarters dominating the skyline could be a sight of the past if the trend toward mobility continues. Figures have increased significantly over the past few years, with 70 percent of enterprises now enabling at least a quarter of their employees to work remotely at some point during the week¹.

There are many drivers behind the increase in mobility: pressure to reduce carbon footprints; attracting and retaining employees; reducing operational costs; and flexible working initiatives from the government. Whether it is one or all of these drivers, true mobility can help any organisation dramatically improve productivity and reduce operational costs.

This white paper aims to give you an understanding of how mobility can help your business.

What is mobility?

Mobility has varying levels of meaning, the most common being the ability to access email on the move. However, true mobility is far more than that. It provides employees with access to the full range of office tools on a single device while out of the office, giving them the capability to work as if they were at their desk. This includes applications, documents, email, and importantly, the office telephone system.

How does it work?

By downloading an application onto their Windows Mobile® device, employees can use it as an extension of the office telephone system. This enables them to take advantage of every feature and function available on the desk phone; make and transfer calls, listen to voicemail, use the onscreen directory calling, and log calls. The application is connected to the office telephone system via a Wi-Fi connection, and a High-Speed Packet Access (HSPA) connection when out of internet range. The mobile then becomes a seamless extension of telephone system.

The Windows Mobile device then provides access to familiar applications including Office® and Outlook®, completing the range of office tools employees can access on the move.

¹ Quocirca: The Distributed Business Index (DBI), 11.03.08

What benefits does it deliver?

Reducing costs is the primary benefit of mobility. Employees working remotely traditionally use mobile phones to make calls and this can be expensive. By using the Wi-Fi connection calls can ride for free over the mobile data network, and you can take advantage of Least Cost Routing (LCR) which decides the cheapest tariff for each call.

Access to all this functionality on the move has profound benefits on the culture and productivity of a business too. Here is a breakdown of how mobility can help the different roles within the business:

- **Management**

The management team is engaged in all parts of the business, and if you spend a lot of time out of the office attending meetings locally or abroad, you may see communicating with your employees a challenge. Having the ability to use your mobile device as an extension of your desk phone gives as close an experience to being in the office as possible. In addition, it makes you more accessible to your customers, as you have a single contact number on which they can reach you.

- **Sales**

The roadwarrior's life has already been transformed by smartphones; it enables access to the businesses' network on the road so emails, the calendar and office documents can be viewed. This removes the need to return to the office frequently, however, it means the sales team use mobile phones to make calls which can significantly drive up costs.

By adding the ability to connect to the office phone system, the sales team is integrated back into the office. Calls can be made to and from the smartphone, but the costs are the same as using the office phone.

In addition to the benefits this delivers to the sales team, communication is improved with colleagues in the office. The smartphone appears as an office-based extension on the telephone system, so colleagues can see if the sales person is on the phone, transfer calls easily, and quickly conference third parties into the call.

- **Mobile Support**

Technical support teams are an incredibly valuable resource to any organisation, but the ability to do their job on the move could significantly help a mobile business. By giving them the capability to make and receive calls via the office telephone system using a smartphone or laptop, they can work as

effectively as if they were in the office whilst having the advantage of being at the device needing support.

- **IT department**

It can be hard for IT managers to keep in contact with technicians who are on the move, but using a mobility solution means they can have complete visibility of their location. Calls between the two are also effectively free.

How much does it cost and how complicated is it to manage?

The mobility solutions are user-friendly, with an intuitive graphical interface and customisable features including personalised dialling buttons and mode of answer. The software is compatible with any Windows operating system, and supports wireless connection to 802.11 networks. For IT managers the application is simple to install and manage, and ongoing upgrades are downloadable.

Want to know more?

All of the above benefits can be easily achieved using the Toshiba Mobility Solution. For more information please visit www.telecoms.toshiba.co.uk

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Toshiba BCD is a leading provider of business communications solutions. It offers a comprehensive portfolio of communication systems and applications that enable customers to enhance customer relationships, drive productivity and maximise profitability.

Toshiba BCD has a 130-year pedigree in telecoms and is one of the world's top 10 providers of telephony and business communications solutions. Toshiba BCD's solutions portfolio is based around its award-winning Strata product range, and spans every aspect of business communications from handsets and basic telephony systems through to remote working solutions and advanced IP-based contact centre systems.

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