

# Channelpro **SMBForum**

The New Live Event from the Publishers of ChannelPro-SMB at



## Taking on the Mobile Revolution

Anurag Agrawal, Techaisle

Garry Harper, SYNEX

Jay McBain, ChannelEyes

Ilene Rosoff, The Launch Pad

MARCH 14, 2012

# Channelpro **SMBForum**

The New Live Event from the Publishers of ChannelPro-SMB at



## Taking on the Mobile Revolution Analyst's Vantage Point

Anurag Agrawal, Techaisle

[www.techaisle.com](http://www.techaisle.com)

Twitter: [anuragtechaisle](https://twitter.com/anuragtechaisle)

Blog: [techaisle.com/blog](http://techaisle.com/blog)

MARCH 14, 2012

# Work from Anywhere, Anytime is more prevalent today than ever before

- **US SMBs have 11 million Employees that work from home always**
- **US SMBs have an average of 1.85 locations**
- **77% of SMBs allow Telecommuting**

# SMBs use Multiple Devices & Applications to Collaborate when mobile, many of which did not exist 5 years ago

## Devices



56% Feature Phone



52% Notebook



50% Smartphone



45% Landline



6% Tablet

## Applications



91% Email



45% Remote Login



30% Web Conferencing



29% Skype



26% Social Media



18% Video Conferencing



- **SMB Mobility is a \$35 billion opportunity in the US**
- **\$13 billion excluding data, wireless, devices, etc.**
- **Over 15 percent is likely to be spent on applications**

# Key Mobile Applications being used are focused on Productivity, Marketing, and Sales

## Top SMB Mobile Applications

- CRM Solutions
- Time & Billing Management
- Payment Processing
- Business Productivity Suites
- Business Analytics
- Social Media

### SMBs' Wish List

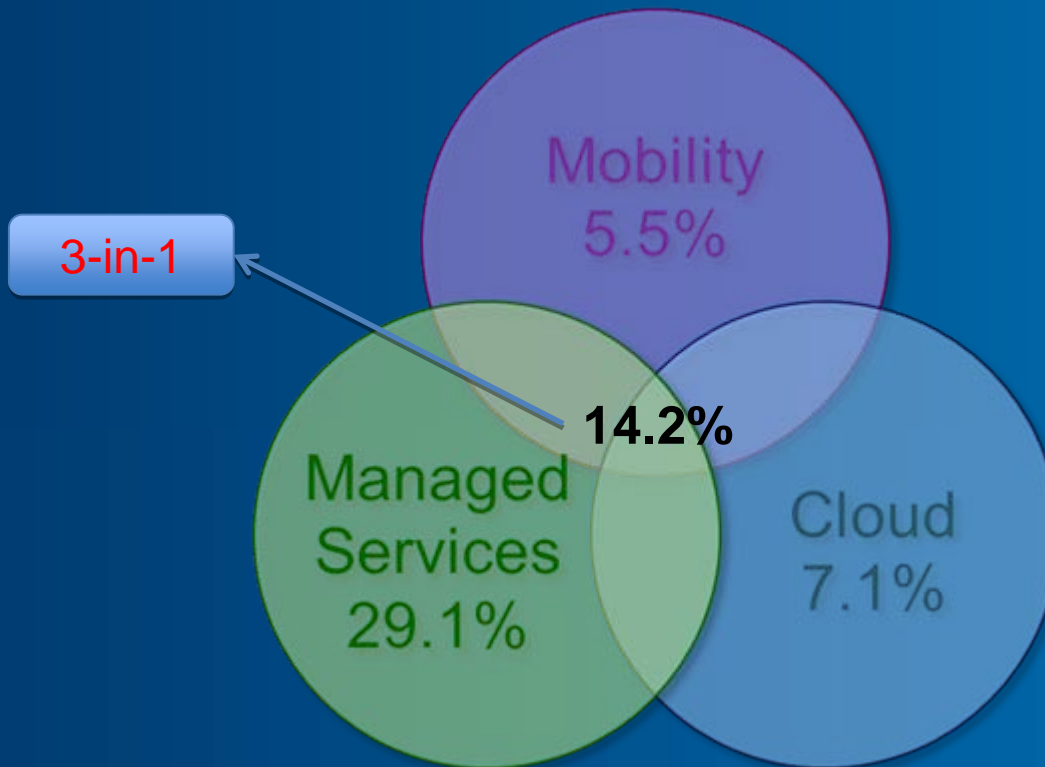
- *Mobile Applications to integrate with CRM, Logistics, and LoB Solutions.*
- *SMBs want Location, Presence & Device management capabilities*
- *Overall price of Mobile Application is very important*

# SMBs are adopting Mobility, however, significant barriers remain

<b>Cost &amp; Complexity Issues</b>	<ul style="list-style-type: none"><li>• 1. Cost of Solution</li><li>• 2. Data Service Pricing</li><li>• 3. Mobile Device Pricing</li></ul>
<b>Management and Employee Issues</b>	<ul style="list-style-type: none"><li>• 1. Unclear Benefits</li><li>• 2. Lack of Strategy &amp; Management Buy-In</li><li>• 3. Lack of Internal Expertise</li></ul>
<b>Network and Device Issues</b>	<ul style="list-style-type: none"><li>• 1. Poor Network Service</li><li>• 2. Slow Performance of Mobile Apps</li><li>• 3. Device Management Issues</li></ul>
<b>Security Issues</b>	<ul style="list-style-type: none"><li>• 1. Security from Theft or Data Privacy Issues</li><li>• 2. Concerns about Transaction Security</li><li>• 3. Storing Applications on Employee Devices</li></ul>



# 3-in-1 Channel Partners will provide the best reach for SMBs



- Cloud enables mobile working and at the same time, Mobility increases the importance of cloud services
- Mobility also increases the importance of remote managed services



# Channelpro **SMBForum**

The New Live Event from the Publishers of ChannelPro-SMB at



## Taking on the Mobile Revolution Distributor's Vantage Point

Garry Harper, Director of Sales  
SYNNEX Corporation

MARCH 14, 2012

# *Distributions Point of View on Mobility*

- Distributions Role
- Product Set – What are resellers buying
- Inhibitors to getting in on the fuss
- Skills required to sell, service, sustain mobility solutions
- Distributions Value Add
- Vertical Markets

# The World Is Changing...



**Mobile Solutions Team:**  
*“We could use the current smartphones in the field...or maybe something from our wireless guy....or a fully rugged device...or maybe a tablet...or....cloud?????”*

- **There are a lot of technologies and a lot of choices within those required technologies. It can complicate thinking and decisions. We all need a trusted advisor we have a relationship with and can trust!**
- **Mobility: the ability to leverage smart phones, tablets, hand-held computers, laptops that are either connected to on-premise systems or hosted within cloud computing providers.**

# The World Is Changing...

**Collaboration**

**Applications**

**Cloud Computing**

**Platforms**

**Mobility Client Access**

**Audio, Video, & Web Collaboration**

**skype**

**twitter**

**Blogger**

**flickr**

**SECOND LIFE**

**Social Networking**

Virtual Worlds and Communities

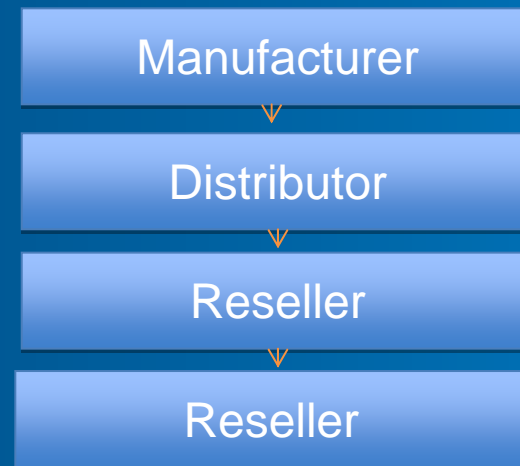
**facebook**

**Linked in**

**myspace.com**  
a place for friends

# Distributions Role

- 2 Tier Distribution Model
  - Everyone focuses on their skills
  - Focus on Core Competencies
    - Manufacture
    - Distribute/Inventory
    - Sell
  - Partnership is Critical and VITAL!



- Open Dialogue = Bigger ideas + Bigger opportunities: Trusted Advisor
- Understanding the dynamics of the industry, how they relate to customers and stimulate growth
- Functions/Operations
- Bringing it ALL together! (CONVERGENCE)
  - By end of 2014, more than 4.3M networked SMB's
  - BY end of 2014, 3.1M PC owning SMB's without LANs
  - \$1.7B in Mobile Hand-Helds expected in 2013
  - Over 3B smartphones will be shipped in 2013

# *Product Set and Services*

- **Product Set – What are resellers buying**
  - Networks: Aruba, Enterasys, Ruckus, Digi, Dlink, Adtran, Meru
  - Routers/Switches: Adtran, Allied Telesis
  - Security: Barracuda, Checkpoint, Watchguard, Sourcefire
  - Mobile Hand-helds: Psion, Datalogic, etc.
  - Mobile Printing: SATO, Printronix, Cognitive, etc.
  - Tablets: Motion Computing, Archos, Moto Zoom, Apple's iPad, Rim's Playbook, Samsung's Galaxy
- **Services**
  - Cloud: CTERA, CloudSOLV, Amazon, AWS, Salesforce.com
  - Print Management: PrintSOLV
  - Mobile Device Management

# *Inhibitors*

- Inhibitors to getting in on the fuss
  - Determining your Partner Resources
  - Internalize skill set or Partner
  - Service(s) requirements
    - Managed Services
    - Implementation Services
    - Activation Services
  - Customer base (requirements)
- Operationally
  - Lack of NW coverage
  - Management
  - Security Issues



# *Reseller Skill Set Issues*

- Skills required to sell, service, sustain mobility solutions
  - Traditional Sales Skills
  - Customer Service
  - Industry and Product Knowledge (Awareness)
    - Vertical Specialization
    - Smartphones, Tablets, Mobile Hand-Helds, Networking
  - PAC - Passion, Attitude, Conviction

# *Distributions Value Add*

- Distributions Value Add
  - Traditional Pick, Pack and Ship
  - Inventory
  - Financing
  - Bundled Solutions
  - Manufacturer relationship(s)
  - Lead Generation
  - Infrastructure/Resources
  - Thought Leadership

# How Partners Benefit... *Distribution* offers multiple ways

## Increase Margin

Simplified Installation, Expanded Product portfolios, Decreased Maintenance

## Why should Partners care?

---

- Ease of installation to offset costs, fuel growth, increase margins
  - Robust applications like mobility, video, power worker, remote worker address customers' hot buttons which increase loyalty
  - Up-sell capabilities open the door to complete solution sales
- 

## Reduce Cost

Marketing Campaigns, Streamlined Training, Bundled Voice & Data Solutions

- Distribution programs help marketing dollars go further! Tested programs provide quicker ROI
  - Streamlined training reduces time away from selling, decreases SG&A
  - No Fees for Sales Authorization!
  - Learn, Sell and Maintain a bundled UC solution platform that scales from the SME to Enterprise
- 

## Realize Cash Quickly

Quick to Market, Annuity based services revenue

- Revenue based solutions and services options to increase cash flow
- Free up credit lines previously used to purchase product
- Accrued revenue streams provide a robust recurring monthly cash flow, rich margins, and increased customer stickiness

# Vertical Markets: *Vertical Solutions Positioning*

## Hospitality

Mobile Manager  
Check-in /Concierge  
Svc Staff UC  
Reservations  
Intranet Portal



## Education

Staff Comms  
Campus Learning  
Campus-wide Comms  
Notification & Tracking  
Mobility



## Health Care

Staff/Nurse Comms  
Point-of-care  
Guest Svcs  
HealthCare workflow  
Health Notification



## Real Estate

Work Order Process & Admin  
Facilities Management  
Scheduling  
Work Force Comms



## Restaurant & Entertainment

POS/Ordering  
Web Portal  
QA Food Safety  
Work Force Comms  
Customer Service



## Professional Services

Office Worker  
Tele-Worker  
Mobile Worker  
Power User  
Agent/Receptions



# OPEN

COMMUNICATION ENABLED  
BUSINESS PROCESS



**SAP**

**IBM**

**Microsoft**

**ORACLE**

## CONNECTIVITY

Always connected  
WLAN, Remote Access  
B2B, C2B, M2M

## MOBILITY

Tele-Workers  
Power Users/Commuters  
Road Warriors

## SERVICEABILITY

Channel Centric  
Managed  
Solutions Delivery

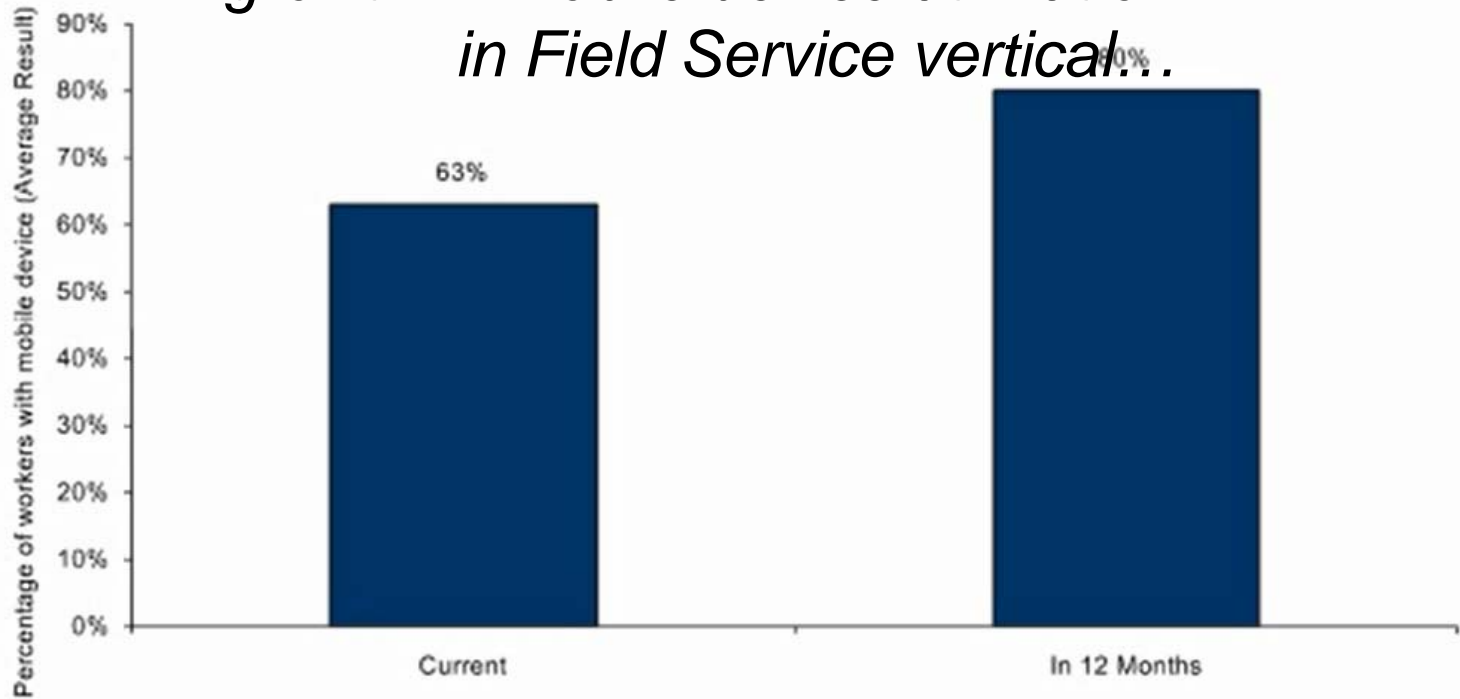
## APPLICATIONS

3rd Party UC Apps, Solution Providers  
Integration Partners  
Independent Software Vendors

# Industry Trends

## Mobile Tools Devices

*Current deployment and projected growth in mobile device utilization in Field Service vertical...*



Source: Aberdeen Group, June 2011

# Channelpro **SMBForum**

The New Live Event from the Publishers of ChannelPro-SMB at



## Taking on the Mobile Revolution Thought Leader Vantage Point

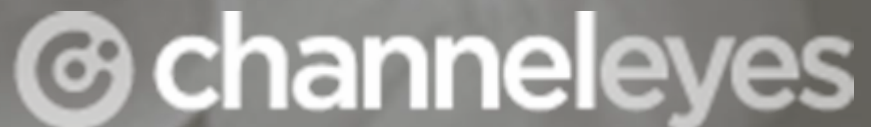
Jay McBain, Chief Social Officer  
ChannelEyes

MARCH 14, 2012

# Future of Mobility



**Jay McBain**  
Co-Founder





# Just the Facts



FACT

## Where are we now?

85% of workers bring work home

87% of workers travel

84% use a smartphone for work

BYOD is not coming  
...it is here!

Only **22%** of companies have a  
formal mobility policy

Let's make  
some  
predictions...



# Prediction #1

**Pervasive computing**  
**has arrived...but you**  
**haven't seen anything**  
**yet!**



## 20 Computers You WILL Own in the Next 5 Years

Feb. 16th, 2010 by [Lenovo Guest Blog](#)

30 Comments



7

Tweet

58

Share

Would you recognize if you were at the beginning of a technological tipping point? Welcome to 2010! The convergence of ubiquitous connectivity and cloud computing has one simple and very exciting output: the explosion of hardware gadgets we will use to access it anywhere and anytime. Don't believe me? Check out the following trends plus a list of 20 computers I think you (and your customers) will own in the next 5 years.

First, the evidence.

- **Exhibit A:** The evolution of the cell phone into an all-in-one multimedia, gaming, social media, content and business access device.
- **Exhibit B:** The Netbook craze over the last 2 years convincing millions of users that an inexpensive secondary or tertiary device is useful given the right environment.
- **Exhibit C:** The feverish debate over the recent iPad announcement as well as the Smartbook and Hybrid categories that Lenovo introduced at CES in January.

Interestingly, most people focus the debate on how they use technology today. For example, why would I need a 10" slate when I have my iPhone, or why would I want an underpowered Netbook with a small screen when I have my full function Notebook for \$100 more?

If you focus on how you will use technology in the future, the debate changes significantly. Most people generally agree that within 5 to 10 years, most things you plug in will have some level of internet connectivity.

The question becomes, "where and how is the best way to access information in the future?" A good example is text messaging while driving. It would be hard to make the case that a smartphone or notebook computer are the optimal form factors in this environment.

The goal here is to simply lay out how we can more naturally use technology in everyday environments – perhaps increasing human interaction, productivity, and for the example above, safety.

you WILL own in the next 5 years



Center for Strategic Futures  
AT  
WAKE TECHNICAL COMMUNITY COLLEGE

WILL own in

linux today

Linux News >

Blog

Developer

High Per

Looking to reduce IT costs outside of the data center

Applications Manager  
Next Step Systems  
US-IT-New York



20 Co

Feb 17

(Other

Linux Today Navigation

Home

References

Contribute

Help Us

Search

Linux Jobs

Linux Today

Enterprise Linux

Linux Today

Linux.com

Linux Planet

Linux Builder

Linux Developer

Linux Technology

Click here

# BYOD is *more* than just smartphones and tablets

## 20 Computers You WILL Own in the Next 5 Years

Feb. 16th, 2010 by Lenovo Guest Blog

30 Comments

Would you recognize if you were at the beginning of a technological tipping point? Welcome to 2010! The convergence of ubiquitous connectivity and cloud computing has one simple and very exciting output: the explosion of hardware gadgets we will use to access it



7

58

Tweet

Share

computers I think you (and your customers) will own in the next 5 years.

- Exhibit B: The Netbook craze over the last 2 years combined with the recent iPad announcement as well as the

Interestingly, most people, for example, why would I need a 10" slate when I have my full function Netbook for \$100 more?

If you focus on how you will use technology in the future, the debate changes significantly. Most people generally agree that within 5 to 10 years, most things you plug in will have some level of internet connectivity.

The question becomes, "where and how is the best way to access information in the future?" A good example is text messaging while driving. It would be hard to make the case that a smartphone or notebook computer are the optimal form factors in this environment.

The goal here is to simply lay out how we can more naturally use technology in everyday environments – perhaps increasing human interaction, productivity, and for the example above, safety.

# Prediction #2

**Ubiquitous  
connectivity**

**changes the business  
landscape forever**



# Prediction #3

**100,000 vendors**  
driven by new cloud  
economy, compete for  
your attention



# Prediction #4

**BYOA**  
is the new reality

“Downloading unauthorized apps serious concern by 48 percent of respondents”

# Prediction #5

**Managing security, compliance, data portability, fragmentation and device support drives:**

**channel opportunity**



Global Industry Analysts projects that by 2017, enterprise mobility will be a \$174 billion market

# Channelpro *SMB* Forum

The New Live Event from the Publishers of ChannelPro-SMB at



## Taking on the Mobile Revolution Channel Partner Vantage Point

Ilene Rosoff, President & CEO  
The Launch Pad

MARCH 14, 2012

# About The Launch Pad

The Launch Pad provides fixed-fee managed technology and web services to small and mid-sized businesses. With our **RevITup™ Business Care Managed Technology Suite**, our clients enjoy a monthly fee that never fluctuates regardless of the number of service requests. That means we never profit when your systems are down. Our goal is nothing short of a dramatic reduction in the cost of technology ownership and in your technology-induced stress level.

- Founded in 1992, Offices in Tampa Florida
- IT Management, 24x7x365 Help Desk, Network Integration, Data Protection, Cloud Services
- RevITup Business Care™ Managed Technology Series, Professional Services & Sales
- VirtualGreen Office™, Hosted Applications, Web Services, RevITup SilverCloud™
- 2009, 2010, 2011 & 2012 Inc. 5000, Tampa Fast-50 fastest growing companies & MSP 100
- 2009 & 2010 CEO Ilene Rosoff Named Finalist for the Tampa Business Woman of the Year
- 2010 – Launch 1<sup>st</sup> National managed IT franchise offering



@revITupnow

MARCH 14, 2012

# The New Ubiquitous Technology

## TOUCHPOINTS FOR PRESENTATION

- Bring Your Own Device Trend (BYOD)
- Apple Smart Devices in the Workplace
- Mobile Device Management: Standardization, Service & Troubleshooting Tools
- Mobile Guidelines for Clients: Security, Policy Management, Data Protection





# BYOD Bring Your Own Device Trend

## WHAT COMPANIES NEED TO CONSIDER:

- Mobile Device Management
- Security & Liability
- Employee Productivity & Total Cost

## Stats & Predictions

- 53% of businesses have seen productivity improvements of more than 10% thanks to the use of personal devices at work, with 16% reporting increases of more than 30%.
- 32% of firms are most concerned over the security implications of allowing application and document downloads on personal devices
- 23% are concerned over personal devices trying to get remote access to the corporate network.





# Apple Devices in a the Workplace

## PREDICTIONS & TRENDS TO CONSIDER

- By 2016 prediction is that more than 900 million tablets will be in the hands of users .
- Apple could never get their with the Mac. It took the iPad & iPhone which revolutionized computing
- Platform OS becoming much less important.
- How to Integrate with Windows environment & Cloud/Hosted platforms



# Mobile Device Management, Issues and Tools

## WHAT NEEDS TO BE CONSIDERED:

- Approved devices based on ROI
- How will usage be standardized & secured
- How will service be delivered
- What tools will be used for service & management



## Stats & Predictions

- Less than half of U.S. firms (46%) are aware of all the devices their staff are using for business purposes.

# Mobile Device Guidelines for Clients



## WHAT NEEDS TO CONSIDER:

- Company SOPS for Mobile Device Use & Social Media Need to be Developed
- Security Policies Need to be Implemented & Routinely Checked.
- Data Protection Policies Need to be Put in Place
- Onboarding & Offboarding Checklist for Employees

## Stats & Predictions

- More than 75% of enterprises but less than 30% of SMBs have a policy in place for BYOD



# Channelpro *SMBForum*

The New Live Event from the Publishers of ChannelPro-SMB at



## Group Discussion

MARCH 14, 2012