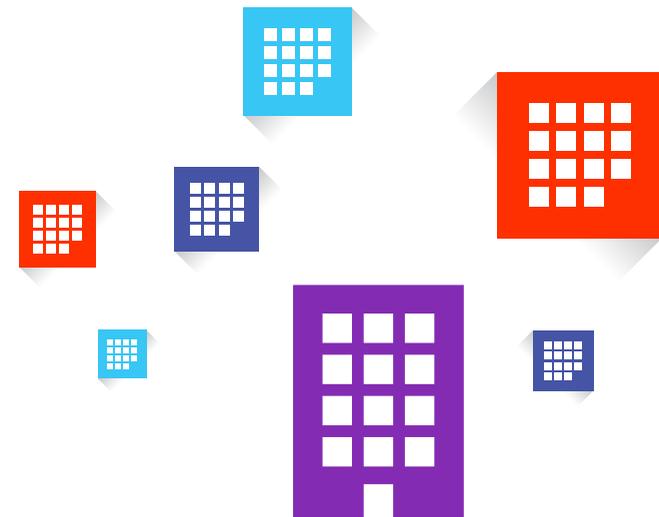


Universit

Why companies want to outsource the mobile workspace

White paper
February 2016



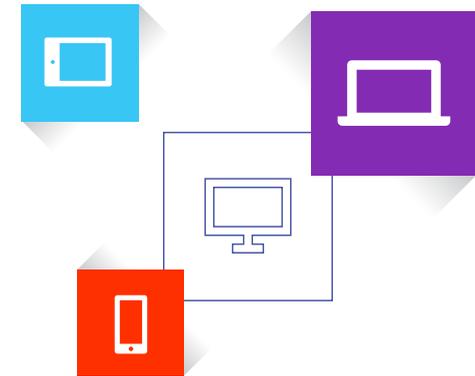
Why companies want to outsource the mobile workspace

Mobility Management is a hot topic at the moment. Which makes sense, mobile working has never been this popular. The questions now are who will provide, set up and manage the mobile workspace, and also, how will it happen. Gartner foresees that more and more companies will outsource the management to suppliers of IT and Telecom services. These ICT-providers will service their customers with a Managed Mobility Service (MMS). So the true question arises—what is MMS, what is needed to provide it and what is the added value for companies?

The Mobile Workspace

Nine out of ten business devices sold in 2015 were a smartphone, tablet or notebook—a mobile device. In the coming year, that proportion will increase to nineteen out of twenty devices. In other words, our workspace has become mobile and the fixed work station is definitely a thing of the past. The fact that work becomes mobile has huge implications on the management of the mobile workspace. This mobile workspace consists of a user-oriented mix of hardware, connectivity and applications. Business applications are at the core because users need them to work, connectivity and hardware are crucial prerequisites. These business applications (like Office 365, Expensify and DocuSign) must be provided and enabled on mobile devices. Security, authorization and identification are relevant, not only for the mobile device but also for access and usage of applications (cloud services).

The management of mobile working is difficult because to get all the above in place you also need to take into account not one, but three big OS providers (Apple, Google and Microsoft), weekly updates, BYOD, and more. To top it off,



“Companies want a service, not just a technology.”

governments are becoming more demanding in terms of data security. The new European Data Protection law that came into effect in January 2016 says that companies that don't secure their data correctly can get fined up to 10% of their revenue. Those are serious consequences, which calls for serious defensive measures.

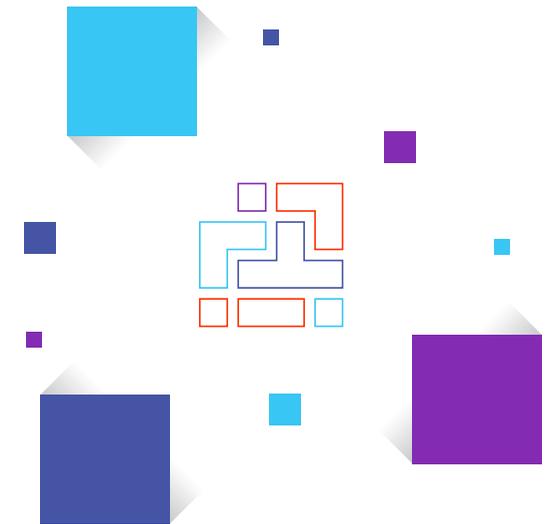


Mobile is complex

Bigger companies handle the complexity of managing mobile workspaces with Enterprise Mobility Management (EMM) solutions. EMM is an umbrella term and encompasses things like Mobile Device Management (MDM), Mobile Application Management (MAM) and Mobile Email Management. The implementation of EMM is a burdensome exercise with a lot of downsides. On top of the huge cost involved, the problem is it's just one of the technologies needed. Things like Telecom Expense Management (TEM), cloud management, identity management and asset management are also necessary to manage

the mobile workspace. To truly manage their mobile workspace a company would quickly need four to five solutions. Small to medium companies don't have the expertise required so would rather outsource the management of mobile workspaces to a Managed Service Provider (MSP). MSPs that address mobile have a huge opportunity, especially since the number of mobile devices will become ten times as many as the number of traditional workspaces. Whether these are company or privately owned—everyone uses a mobile device to work sometimes, right?

“Small to medium companies would rather outsource the management of mobile workspaces to a Managed Service Provider.”



What is MMS?

To indicate how recent the developments surrounding Managed Mobility Services (MMS) are we quote Gartner. Gartner only started recognizing and creating a Magic Quadrant for MMS suppliers like AT&T and HP two years ago. It has also become apparent that most MMS suppliers are struggling to deliver this service, lacking a good platform on which they can base their services.

The definition of MMS according to Gartner is:

Managed Mobility Services (MMS) encompass the IT and process management services provided by an external provider to companies that need these to acquire, provision and support mobile devices (smartphones, tablets with integrated cellular and/or wireless connectivity), mobile connectivity and mobile applications. MMS engagements encompass the management of “business” devices as well as the management of “personal” devices (BYOD), the latter especially in relation to the access to business applications and information. MMS-providers (like MSPs) take care of the

daily IT-management, IT-administration and IT-support. They are also responsible for processes surrounding cost management (Telecom Expense Management), asset management and logistics, including recycling, purchase order management and dismantling equipment at the end of the lifecycle.

Gartner distinguishes six pillars on which MMS

“Managed Mobility Services encompass the IT and process management services to acquire, provision and support the mobile workspace.”

services are built:

- Management of procurement and logistics
- Management of mobile connectivity
- Management of mobile devices
- Management of mobile applications
- Management of security and access to information (content)
- Management of suppliers (connectivity, applications, hardware, etc.)

The business model of MMS-services is based on a price per month / per device or per user. This is the basis of a recurring business model, based on services.

MMS is not EMM

MMS should not be confused with EMM. MMS is a service that is provided to companies by an external provider. Whereas MDM (as a technology) is only really relevant for the IT-provider. End user companies only care about the end result: a safe, cost efficient mobile workspace that contains all the applications that are necessary to work. With this service they also need a single phone number they can call if they have questions or problems. How the service providers take care of this internally is not relevant to the end user. Companies don't want to buy (EMM) technology; they want to purchase a full MMS service.

MMS	EMM
A service	A technology
A complete solution	A partial solution
No in-house IT personnel required	In-house IT personnel required
Happy end users	Happy IT department



The Universit MMS platform

It goes without saying that the technology that is used to deliver a MMS-service is crucial to the MMS service provider. Only the right technology allows a MMS service provider to serve a lot of customers in a cost efficient way.

The Gartner Magic Quadrant tells us most companies have a hard time delivering a MMS service that encompasses the complete scope of Managed Mobility Services (MMS). Gartner explains they have a “low ability to execute”.

The Dutch company Universit has finally filled the gap in this space. The Universit cloud platform has a history as an EMM (including MDM/MAM) platform and has been developed over the past 24 months into a complete MMS-platform. A platform with which Telecom operators, Telecom resellers, MSPs and distributors can provide Managed Mobility Services to their customers.

Universit offers a rich set of features enabling ICT-providers to deliver a service that by Gartner’s definition can be described as a full MMS-service.

The opportunity

With Universit any ICT-provider can start to provide a cost effective MMS service, and benefit from the joint development of a single platform used by many parties.

Traditional MSPs can get access to a market that is ten times as big as the market for traditional workspace management. Telecom resellers get the chance to adapt their current business model, which relies on operator bonuses and margins on hardware, to the role of a complete ICT-provider. Their new model would be based on recurring fees for the amount of managed mobile workspaces and users.

“The Universit cloud platform has been developed over the past 24 months into a complete MMS-platform.”

Operators and distributors can combine their current portfolio of products and services with the Universit platform, and offer a single solution to their partners and resellers. These partners and resellers will grab the opportunity to provide a MMS service.

This new wave of solution providers will contribute to the growth of the MMS market, which is now valued at \$3 billion and will likely be around \$11 billion in 2019, according to research firm MarketsandMarkets. A yearly growth of 30%!



Want more information about MMS, the Universit platform and what Universit can do for you as an IT-supplier?

universitplatform.com

