



## BENEFITS AT A GLANCE

## YOUR GUIDE TO MOBILITY MATURITY

Where are you on the journey to more secure, productivity-enhancing mobile applications?

Mobility Professional Services will help you:

- Develop a strategy to help mobilise your business process to enhance productivity and customer service
- Create solutions which give employees greater flexibility while making management easier and more efficient
- Assess critical vulnerabilities for better risk management and more effective corporate governance
- Improve business processes to help you to more swiftly react to changing employee and customer requirements
- Align mobility solutions with your business development targets to improve agility and scalability

## TAKE BACK CONTROL

Mobility is the next big thing for many of our customers. It offers huge promise—and huge pressure to change, generated by consumerisation and the power of devices like iPads and smartphones to transform the way we work.



The potential for productivity gains and imminent service delivery improvements are drawing businesses in, but we all know the path to mobility is pitted with challenges that can trip the unprepared.

Mobility is about more than device connectivity. It needs to cover applications and the data flows and business processes that underpin them. There are security vulnerabilities to consider, and how to integrate new and old ways of working so that business can continue. And interface issues: how to make sure users get a consistent and intuitive approach on any device they connect with.

All of this is against a backdrop of accelerating change in terms of adoption, refresh rates, devices and platforms. It's an environment where assessing risk and business impact is difficult; and where prioritising developments is a constant struggle.

### Experience that counts

Our consultants really have seen it all when it comes to mobility. Their depth of understanding is key to achieving the results our customers are looking for, and is why they trust our advice.

- Start-to-finish expertise, from conception to consultancy, design through delivery.
- Broad-ranging experience and expertise across leading disciplines.
- A vast vendor ecosystem giving access to the world's best technologies and services to provide an unbiased view and the most appropriate solution.

### A great-value package

Our experience means we know where to look for the weakness and limitations of any plan that involves mobility, from the early stages when you're putting together the business justification, to considering the security risks during development or how to promote faster user adoption. It means we have strong opinions on what constitutes best practice—that we're not afraid to share.

Our mobility assessment services give you the support you need, when you need it, and the insight to prepare for the next leg of your mobility journey with confidence. Each service aligns with a different point on the maturity curve, and addresses the questions we hear time and again from our customers.

Choose from:

- Business Justification
- Security Assessment
- Technology and Vendor Selection
- Secure Application Development Best Practice
- Mobile Application Risk Assessment
- Mobile Application Interface Design Considerations Assessment
- Mobile Application Quality Considerations Assessment
- Mobile Business Process Maturity Assessment

If your needs cover more than one category we'd be pleased to customise the statement of work to match.

## OUR MOBILITY CREDENTIALS

- An award-winning customer portal for managing mobility services
- A mobile services enablement platform that gives you the scope to develop and manage mobile applications across multiple devices
- Verizon positioned as a leader in "IDC MarketScape: Mobile Enterprise Services 2010 Vendor Analysis" by Carrie MacGillivray (December 2010) IDC #225770
- Leadership in IT innovation, receiving a 2010 CIO 100 award from CIO magazine
- Vendor certification from Cisco, Juniper Networks, Alcatel, Oracle, and others
- Support for Microsoft, IBM Lotus Notes, Google Apps, and more
- Support for Android, BlackBerry, HP webOS, and Microsoft® Windows® phone operating systems
- A joint venture with Qualcomm for advanced M2M services
- An Open Development initiative that drives innovation of products, applications and services that run on our network

### ENTERPRISE MOBILITY PLANNING (refresh rate: ongoing)

Mobility planning involves a series of core issues that you need to constantly review. Mix and match our services to keep your progress on track.

### ENTERPRISE MOBILITY MANAGEMENT (refresh rate: 36-60 months)

We'll support you with the tools and processes you need for complete visibility once your plan is in place.

### MOBILE LIFECYCLE MANAGEMENT (refresh rate: 12-24 months)

We'll help you gain a data-centric view of mobility across your organisation and equip you with the tools and processes you need to take control.

[verizonbusiness.com](http://verizonbusiness.com)

### Verizon Business

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## TAKE THE SMOOTHER ROAD TO SUCCESSFUL MOBILE CONNECTIVITY

Discover more about Verizon's mobility assessment services.

# MOBILITY MATURITY MODEL

## What stage are you at?

Many organisations are already on the road to mobility, seeking to improve productivity through more effective access to information, people and processes. At each stage there are different challenges to overcome.

Where are you on the journey and what are your next-step priorities?



**Business justification**

We'll work with your business, security and IT representatives to capture and analyse requirements.

We'll deliver a report on the business justification with recommended next steps.

**Security assessment**

We'll analyse your existing security controls and identify vulnerabilities and improvements that need to be implemented.

**Technology and vendor selection**

We'll analyse up to three mobile solutions and map their attributes to your business requirements.

Our report will recommend devices, management infrastructure and services to meet your needs.

**Secure application development best practice**

We'll capture your existing methodologies and identify gaps between them and best practice.

Our report will recommend coding standards, implementation of controls, and the best way to configure your environment.

**Application risk assessment**

Automated testing and scanning will reveal any vulnerabilities.

Our report will recommend application and environment hardening and ways to remediate any issues.

**Interface design considerations**

We'll work with your representatives to capture your requirements and define your application's look and feel and data flow. We'll deliver an HTML representation for you to review.

**Quality considerations**

We'll capture and assess your existing test methodologies and plan.

Our report will give customised templates for use/test cases and recommendations for quality assurance.

**Process maturity assessment**

We will engage at various levels of your business to assess your mobile maturity.

Our report will provide customised process mapping templates, recommended best practices and a high-level roadmap for improvements.

TAKE THE SMOOTHER ROAD TO SUCCESSFUL MOBILE CONNECTIVITY

**We're considering mobility:**

Building the justification is all-important. What will be the benefit to the business? Where will you get some quick wins? How do you define requirements and assess costs?

**We're going mobile:**

The business is ready to move forward but you want to be prepared for the challenges ahead. How do you select the right technology for your business? How do you safeguard access to corporate data and applications? How do you select the right partner?

**We've identified a service or application to mobilise:**

Now your planning can begin in earnest. You need to address the detail to put a robust development/implementation framework in place. What will be the usage profile? How do you address identity management? What are the security implications? What about ongoing support and management?

**We're developing a mobile application:**

And you'll want it to go smoothly. What best practices do you need to follow? What skills will you need? Do they exist in house today? Will your existing security policies cope?

**We've seen it all**

Our mobile expertise comes not only from more than 15 years of working with our customers—helping them roll out their mobile applications—but also from supporting our own network. We offer wireless voice and data services in over 200 countries and WiFi hotspots in 90 countries.

**We're enabling mobility for an existing application:**

With user productivity front of mind you'll want a seamless transition. How will you provide a consistent experience across laptops, tablets and smartphones? How will you keep your data and assets secure? And assess the business impact?

**We've implemented a mobile application:**

Now you need to optimise its use. How will you go about that? How will you profile security threats and risks to confidentiality? How will you analyse and report on the business value that's been achieved?

