Embrace the changing business landscape of Mobile and Cloud

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Don't get left behind – keep your business on the move. Not so long ago, if you were on a train it meant you were out of the office. Today you can be 'at work' whenever and wherever you choose to be. Driven by the growing use of smartphones and tablets, mobile business is now really taking off. Embracing the technology could mean increasing productivity and keeping your business competitive.

Three in five workers in the UK now use a smartphone to send emails and access documents and data on the move, according to research by O2. This is predicted to increase to four in five by the end of 2012. Providing workers with instant access to information wherever they are is now vital in such a fast-moving world.

How can you do business whilst out of the office?

Continuing business when on the move, using smartphones or other mobile devices, will inevitably lead to increased productivity, something that any employee and employer can benefit from.

Smartphones, with internet connectivity and thousands of applications, have re-created the functions of a computer in a device small enough to be carried anywhere.

Data can be delivered directly to a mobile device on anything from maps to breaking news, with the proliferation of applications putting smartphones and tablet devices to use on a variety of tasks.

While the internet has long been the preserve of the desktop computer, the growth of mobile devices has fed into the evolution of new web technologies, which can be used to create touch screen and mobile-friendly web-based applications.

Can adopting the cloud help?

While Cloud computing may have been seen as something that only large corporates would benefit from, small and medium sized businesses are increasingly using the technology.

Cloud technology can allow businesses to just pay for the cloud-hosted services they use, for example, such as email, customer relationship management (CRM), payroll systems and application management.

With a cloud-based system, employees can access files using web-enabled devices such as smartphones, laptops and tablets from virtually anywhere.

As well as making a business much more mobile, and it easier for employees to continue working wherever they are, cloud technology can help a business reduce its IT expenditure.

Guidance for your business

• It's important the business delivers the right solution for the employee role – maximising the productivity and time savings they get from the employee

• Understand how and where you want to access the data from, device or cloud

• It is generally better for the company to own work mobile devices, as opposed to the employee – safe guarding against viruses and
security breaches from personal phones

• If a phone is being used to store or access crucial company data, an employer should ensure that data protection measures have been
taken and that encryption is in place – easier to apply when company owned phones are used

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