



# The Next-Generation MOBILE WORKFORCE

How businesses are redefining what's possible with high-powered mobility

## THE MOBILE REVOLUTION HAS ONLY BEGUN.

With more than a billion smartphones in the world, it's no surprise that this explosion of mobility is proving to be an evolutionary force for enterprises everywhere. New opportunities to create

programs that allow employees to use their personal smartphones, tablets and other mobile tools—while addressing security, implementation and management concerns—are popping up across nearly every industry.

These smart devices that link us to people and data—even machines—have become a

major part of our lives because of their far-reaching capabilities. In fact, many business leaders and technologists believe that mobile technology will have an even bigger impact on business than the Web has had—which arguably changed business as much as the Industrial Revolution.

## SHIFTING FROM A MOBILE WORKFORCE TO A MOBILE-POWERED BUSINESS

Right now, many companies haven't deployed a full array of business-specific mobile applications across their organizations. Instead, they've been experimenting with apps, testing their performance and measuring how well they simplify and streamline work processes. But this evaluation phase is quickly moving toward large-scale, organization-wide roll-outs.

What's driving this big shift? Businesses are starting to look at mobile technology as much more than simply a way for employees—and customers—to access important data from their mobile devices. True mobility offers organizations a whole new way of working—one that's quicker and smarter, not to mention more decisive, responsive and efficient.

## THREE WAYS MOBILE IS CHANGING HOW BUSINESS IS DONE



### 1. DECISIVE

Real-time access to critical information helps speed up and improve decision making.



### 2. RESPONSIVE

Customer service can be better when the field has relevant data readily available.



### 3. EFFICIENT

Applications and 24/7 connectivity let employees work when and where they're most productive.



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## TAKING ADVANTAGE OF WHAT'S UNIQUE TO MOBILE

But it's not just a matter of adapting the desktop experience to a smartphone. When businesses tap into what's truly unique to mobile—location and preference data, task-specific applications, real-time video and image capture, streamlined transactions, productivity on the go—they're equipped to better serve customers and get more done, whether out in the field or on the sales floor. Consider how mobile is helping these industries:

- + **Heavy-duty data on the move.** Supply-chain management and invoicing apps help operations run smoothly and resolve potential issues—like shipment delays—more quickly.
- + **The point of sale (POS) is not just at the register.** Large retailers are already taking advantage of mobile POS technology. As the holiday season approaches, we'll see more associates on the sales floor armed with mobile devices to help customers finish their transactions.
- + **Taking control of water and energy usage.** Mobility plays a key role in secure, two-way communication between utilities, customers and appliances for better resource management.

## VERIZON INNOVATION WILL HELP POWER THE MOBILITY REVOLUTION.

A big contributor to this mobility revolution is 4G LTE. Its speed and bandwidth capacity, along with secure applications, create new possibilities for mobility, which is why eight in 10 enterprises are using, piloting, planning or evaluating 4G LTE devices.\*

Verizon has long led in providing 4G LTE services, but that's only part of our mobility leadership. Top experts and engineers at the Verizon Innovation Centers are working with the smartest companies around to find new ways to connect the world and build the next generation of mobility.

Verizon can help you develop an end-to-end mobility strategy that grows and evolves with your business. Combined, our portfolio of technologies—cloud, security, machine-to-machine and analytics, to name a few—offers a powerful answer for businesses looking to discover true mobile freedom.

Explore the many ways Verizon can help your organization take full advantage of mobility—from device security to app development, platform flexibility to a comprehensive mobile strategy.

Learn how to create a more efficient and secure mobile workforce at  
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