EXPLOITING MOBILITY TO MAXIMIZE YOUR EMPLOYEE'S PRODUCTIVITY

Acronis

INTRODUCTION

Mobility is now an accepted technology with small and medium-sized businesses (SMBs). Over the past few years, the SMB mobile device market has grown substantially due to the popularity of the iPhone®, iPad®, and Android®. Techaisle, a global SMB IT market research and industry analyst organization, forecasts that there will be more than 298 million mobile workers by 2016. Nearly 150 million of these mobile workers will telecommute and over 120 million will travel on business.

According to the SMB Group's Top 10 SMB Technology Trends for 2014,
67 percent of SMBs view mobile solutions as critical to their business.

In addition, according to a Sage survey of over 1,000 U.S. small and mid-sized businesses, 32 percent of business owners indicate that mobile devices are helpful in performing business during inclement weather and 20 percent indicate that mobile devices are helpful because they enable remote meetings.

While these statistics are impressive, it is important to keep in mind that mobile employees normally use their devices to access email, manage their calendar, and make and receive calls. While this provides some productivity gains, your organization is not exploiting mobility to maximize your employees' productivity. To accomplish this, you need to BRING THE OFFICE TO THE MOBILE DEVICE.

This document compares how your employees use their mobile devices today, and how Acronis Access turns these mobile devices into a mobile office – letting mobile employees work just as if they were at their desks.

MOBILITY'S IMPACT ON EMPLOYEE PRODUCTIVITY

No secure editing of documents on mobile devices

Jane is your top sales representative. She is visiting customers but negotiating contracts and closing business is still her top priority. One of her prospects emailed her a revised contract that she needs to review immediately. She opens the document to review and needs to make quite a few edits. Unfortunately, she cannot *securely* edit the Word document using her iPad.

She has two choices. She can take time now to write a time-consuming, lengthy email to communicate her edits – flipping back and forth between the document and her email. Alternatively, she can wait until she returns to her hotel, connects her laptop to the network, retrieves the email, makes the edits, and emails the edited contract back to the prospect. It will be hours before she can do this. Because there are a substantial number of edits and changes, she decides to wait until end of day.

No syncing of files across devices

The following day, Jane is still traveling and gets word that the prospect received the email but there was no attachment, no edited contract. Jane needs to resend but unfortunately, she does not have access to the edited contract on her Ipad. Another business day passes until she can return to her hotel room, access the contract on her laptop, and resend.

However, Jane is having a bad day. When she returns to her hotel room, her laptop is missing. She now has no copy of the edited contract. She decides to use the hotel lobby PC that is available for public use. She retrieves the original version the prospect emailed a few days earlier from her inbox and begins the editing process all over again. She saves the file (to the hotel computer) and emails the edited contract again. Jane forgets to delete the saved file from the hotel computer.

No easy way to share files and collaborate

The next day, Jane's boss asks her to send a copy of the edited document to him, the legal department, the head of sales, and the contracts person. Of course, she doesn't have a copy of the document on her ipad. Again, another business day passes until she gets access to the hotel PC and forwards the email to multiple parties.

Before the evening is through, she has received several emails with more edits to incorporate into the contract. She develops another version, and then more edits come back from other internal constituents and the prospect. She quickly realizes that email is not a collaboration tool. She now has multiple versions of the contract in play. Everyone is using different versions to review and edit. She cannot keep track.

Jane then gets a call from the prospect who wants to add diagrams as attachments to the contract but the file is now too large to get through email. Jane tells the prospect to put the files in Dropbox. She gets access to all attachments and several versions of those documents go back and forth via Dropbox. Obviously, in this scenario and many like it, your mobile employees are not very productive. They can keep informed but cannot do any work.

We also see two separate cases where Jane **compromised the security** of the contract – when she saved the file to the hotel computer and when she and the team used Dropbox to exchange versions.

ACRONIS ACCESS' IMPACT ON EMPLOYEE PRODUCTIVITY

Designed exclusively for small and medium-sized businesses, Acronis Access allows your employees to safely access, sync, and share business files from anywhere using any device – desktop, laptop, tablet, or smartphone. Mobile employees can access the business files they need from file servers, NAS, Sharepoint®, and computers and safely share content and files with colleagues, partners, and customers.

Improve employee productivity

If mobile employees have access to the same information as they have when they work from the office, this will *maximize* their productivity. Instead of counting "out of office" time as wasted time, mobile employees can use any device to review and edit documents, take sales orders, and continuously collaborate with other employees, partners, and customers. This makes the mobile employee as effective as an in-office employee when out of the office or on the road.

Parrish Construction Group is a mid-sized construction firm and an Acronis customer. The company sends their team into the field, sometimes with projects up to 275 miles apart. Before leaving for on-site work or meetings, team members often spend an entire day gathering all the documents, files and drafts they need for the offsite job. Sometimes, employees forget and leave documents behind, requiring a team member to travel back to the office. With Acronis Access, Parrish Construction Group allows its team to securely access files for the job from their company provided ipads.

As a result, this organization realized a **12 percent improvement** in field staff productivity – **a one hour/ day savings** because they were able to eliminate staff from running back and forth to the job trailer.

Another Acronis customer, The Morse Group, is an industry leader and top 50 electrical contracting firm operating in seven states. At any given time, the company has projects underway in multiple states in the U.S. and in South America.

The Morse Group's top-notch supervisors who run these projects are the best in the business and are a competitive advantage for this organization. Their billable rate is $90 per hour and that amount really starts to add up when a supervisor travels back to the office or job trailer to check a drawing or get a document. With Acronis Access, the organization created an office in the field, eliminating the trips and substantially reducing costs. Supervisors, and other team members, now access and work with all the documents in the field from their mobile devices.

With Acronis Access, these customers' employees have:

- Secure in-app Office creation and editing and pdf annotation enabling employees to access, create, edit and share files anytime, anywhere
- The ability to make changes to financial spreadsheets, internal memos, reports, and more, without the risk of multiple copies and data leakage
- The ability to easily share financial spreadsheets, presentations and more with colleagues to work on common tasks and projects

Most importantly, these organizations have complete control over the privacy and security of all content and the ability to track the activity and preserve document revisions.

Improve service to customers and grow revenue

Customer service does not stop simply because an employee is not at the office. According to a Sage survey, 70 percent of the respondents indicate that smartphones have a dramatic and positive effect on their customer service performance. If these respondents leverage Acronis Access to improve their use of smartphones, that percentage will be even higher.

With Acronis Access, mobile employees can work on documents, collaborate, and share business content with colleagues, customers and partners (if authorized by IT) including outside legal counsel, accountants, auditors, and other parties, using any and all of their devices. This empowers mobile employees, letting them respond faster to customer inquiries or questions and make faster, more informed decisions – all of which ultimately effect sales, revenue, and profitability.

With these benefits, you will have a distinct advantage over your competitors. When customer service is your top priority, your business can better retain existing customers, attract new customers, and grow revenue.

SUMMARY

Today, your employees use their mobile devices for calls, text messaging, emailing, and to manage their calendars, but they cannot do real work. They cannot securely create documents, get access to and edit existing documents, easily share documents, and collaborate with internal or external constituents. If they work on a document on one of their devices, it is not available on other devices.

> While many organizations are realizing productivity improvements with the use of mobile and BYOD, they have yet to **maximize productivity**, which they can only achieve with Acronis Access.

Designed exclusively for small and medium-sized businesses, Acronis Access is the industry's most affordable, best-in-class solution for secured mobile file access and sharing. With Acronis Access, you have complete control of your data while letting your employees work with the business content they need to be productive, no matter where they are, no matter what device they use – smart phone, tablet, laptop, PC, or Mac®. In addition, comprehensive, turnkey security features protect your critical data and help you maintain your compliance status. Easy, complete, and safe, Acronis Access improves employee productivity and enhances customer service, helping to attract new customers and grow your revenue.

ABOUT ACRONIS®

Acronis sets the standard for New Generation Data Protection through its backup, disaster recovery, and secure access solutions. Powered by the AnyData Engine and set apart by its image technology, Acronis delivers easy, complete and safe backups of all files, applications and OS across any environment—virtual, physical, cloud and mobile.

Founded in 2002, Acronis protects the data of over 5 million consumers and 300,000 businesses in over 130 countries. With its more than 100 patents, Acronis' products have been named best product of the year by **Network Computing**, **TechTarget** and **IT Professional** and cover a range of features, including migration, cloning and replication.

For additional information, please visit **www.acronis.com**. Follow Acronis on Twitter: **http://twitter.com/acronis**.