



Mobile Workforce Drives Business Mobility

Business today is fast paced, with market opportunities transcending time zones and locations. In order to support partners, suppliers, and customers dispersed across the globe, the workforce has become more mobile, and work happens wherever business takes place. As businesses compete in a global economy, they rely on their mobile workforce to ensure product innovation and customer satisfaction. It is therefore critical for businesses to provide their workforce with easy and secure access to the right data, tools, and applications to do their jobs successfully—at any time and from anywhere.

Understanding the Needs of the Mobile Workforce

As the workforce becomes more mobile, it is important to understand that the needs of the workforce vary based on job functions and work locations. A one-solution-fits-all approach towards a mobility strategy is therefore a recipe for failure. For example, the business needs of field technicians who spend their days fixing customer equipment are different from those of sales executives within the same company.

To meet these varying needs, businesses should first identify and profile their different mobile workforces and understand their unique requirements. The next step is to build a long-term business mobility strategy that defines the relevant solutions to improve workforce productivity and job effectiveness.

Overview of the Different Mobile Workforce Types

Table 1 outlines the typical profiles of the mobile workforce within a company, depending on the nature of their jobs, their roles in the organization, and the information that they require to get their jobs done. These mobile workforce types and their work style characteristics have been developed based on industry analyst research and Cisco's experience with its employee base and customers.

Table 1 Typical Mobile Workforce Types in a Business

| Mobile Workforce Type | Sample Professions | Work Characteristics | Typical Devices |
|--------------------------|---|---|---|
| Road warriors | Executives, outside sales force, consultants | <ul style="list-style-type: none"> • Spend more than 80% of their time away from the office traveling or at customer and partner locations • Heavy e-mail and voice usage • Lower use of back-end business applications. | Typically use smart phones |
| Campus mobiles | IT support staff, healthcare givers, teachers, manufacturing and production staff and managers, retail associates and managers | <ul style="list-style-type: none"> • Spend 60% of their time away from their desks; mobile within their campus • Heavy, often continuous, application use | Typically require laptops, ruggedized computers, or industry-specific devices |
| Corridor cruisers | Marketing, human resources, finance, R&D, IT, auditors and inspectors, plant and facilities management and maintenance, safety and security staff | <ul style="list-style-type: none"> • Spend more than 20% of their time away from their primary office desks • Heavy application access and voice services use, moderate e-mail access | Typically require a laptop |
| Field force | Supply chain, fleet, delivery, logistics, public sector and safety, and case workers | <ul style="list-style-type: none"> • Spend most of their time outside the campus, often moving to multiple sites during the day to complete tasks • Specific application access, light e-mail usage, and moderate voice usage | Typically require an industry specific rugged device or a mobile phone |
| Teleworkers | Customer service representative, IT help desk, inside sales | <ul style="list-style-type: none"> • Primarily works from home • Continuous heavy application access in addition to e-mail • May also be voice-intensive depending upon job duties | Typically require a laptop and an IP phone |



Defining a Mobility Strategy

Businesses can use the profiles above as a baseline, and from this initial profile, consider the following next steps to build out their mobility strategy:

- Determine the specific job titles within the company in each mobile workforce type and identify the number of users.
- Determine the critical applications needed by each mobile workforce type, including horizontal productivity applications such as e-mail and as line-of-business applications such as telemetry solutions.
- Determine the device requirements for each workforce type and a vendor strategy depending on the specific industry and business processes.

Cisco Solutions for the Mobile Workforce

Table 2 includes the Cisco® portfolio of solutions tailored to meet the needs of the different mobile workforces at the following four areas where work mainly happens: the campus, the branch office, home, and on-the-go. The solutions include all the Cisco Mobile Solutions for Unified Communications, such as Cisco Enterprise-Class Teleworker solution, Cisco Remote Access VPN solutions, and the Cisco Voice-Ready Wireless Network for the Campus. These solutions are based on a Cisco all-IP framework to help ensure security, reliability, and ease of use for maximum adoption by the mobile workforce.

Summary

Every business and its workforce are unique. Businesses should empower their unique workforces and turn them into a strategic competitive advantage. The first step toward empowering the mobile workforce is building a workforce profile that can help identify relevant solutions by mobile workforce type. The identified solutions should be defined as part of an overall mobility strategy that the business can embrace to help ensure long-term viability and success. Cisco and its partners offer a range of solutions to enable businesses to compete successfully in an increasingly mobile world. For additional information, visit [Cisco Mobility Solutions](#).

Table 2. Cisco Solutions for the Mobile Workforce

| | Road Warriors | Campus Mobile | Corridor Cruiser | Field Force | Tele-workers |
|--|-------------------------------------|---------------|-------------------------------------|-------------------------------------|--------------|
| Applications | | | | | |
| Cisco Unified Mobility (Single Number Reach for any fixed or wireless phone) | X | X | X | X | X |
| Cisco Unified Personal Communicator (Unified Communications for Windows and Macintosh laptops) | | | X | | X |
| Cisco Unified Mobile Communicator (Unified Communications for smart phones) | X | | X | | |
| Device Options | | | | | |
| Cisco Unified IP Phone | | | X | | X |
| Cisco Unified Wireless IP Phone 7921G | | X | | | |
| Mobile Business Solutions (Dual-Mode Devices) | X | | X | X | |
| Infrastructure | | | | | |
| Voice ready Cisco Unified Wireless Network | X (when dual mode device chosen) | X | X (when dual mode device chosen) | X (when dual mode device chosen) | |
| Cisco Enterprise Class Teleworker | | | | | X |
| Cisco Remote Access VPN Solutions | X | | X | X | X |