The Future of Business-Defined Mobility
Develop a Strong, Mobility-First IT Foundation for Today’s Enterprise

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Business-Defined Mobility and Why It Matters

Many enterprises today are looking at how mobility fits into their overall business strategy and how to move forward with success. Business owners believe that mobility can improve company interactions with consumers and want to capitalize on this growing trend. At the same time, limited by infrastructure, IT may be reluctant to support mobility from a technology standpoint.

Some organizations are hemmed in by an IT environment, watching nimble businesses use mobility to drive their industries in new directions. These organizations are learning that they can propel their industries in the same way through mobility, instead of simply responding to changes in the marketplace as they happen.

That’s what business-defined mobility is all about: It leverages solutions to exploit the market opportunities that mobile data provides, and helps IT make it happen quickly, securely and cost-effectively.

There are 3 aspects to business-defined mobility:

- **Device-independent mobility** allows access to information of any type from anywhere.
- **Location-independent mobility** moves applications and all kinds of unstructured data between on-site data centers, hosted private clouds and public clouds.
- **Platform-independent mobility** allows access to information of all kinds, regardless of its native application or storage platform.

Business-Defined Mobility in the Real World

Two of the biggest challenges facing decision-makers today are understanding how mobility will impact their business and looking ahead to imagine the real impact of their solution choices.

Business-defined mobility is not a new concept. In fact, there are organizations across industries that have successfully deployed business-defined mobility solutions and are meeting consumer demands.
However, these companies are exceptions, not the norm. But, they do point the way, and any savvy business can learn from them.

For example, some auto insurance companies allow customers to submit claims through their mobile devices, which is efficient for both policyholders and agents. These data mobility solutions not only meet customer demand, but they also prepare insurers to create new services by intelligently managing and repurposing data. By adding the ability to tag a photo of a car accident with GPS coordinates, insurers can determine which intersections have the most accidents. Then, they can decide what measures can be taken to reduce them. With a secure system that authenticates and guarantees custody of data, a photo of a crash can also be submitted as evidence in court.

In finance, we see mobile banking applications evolving almost daily. For example, the use of electronic check deposit is a mobility application that’s becoming ubiquitous. Likewise, retailers have initiated mobile payment systems, and soon credit cards will be available on smartphones to make shopping a seamless experience.

Managing personal healthcare is another area that is having a huge impact on data mobility. Mobile applications now allow consumers to access eyeglass and pharmacy prescriptions for themselves, their kids and even aging parents. Tomorrow, we’ll see similar examples in the healthcare market, where applications manage personal medical information and earn additional benefits with employers. With a secure data mobility solution, personal health information transmissions are protected, regardless of access device.

But business-defined data mobility doesn’t just benefit your customers. With data file synchronization and sharing, your employees can access information from any platform. They can collaborate on any device, from any location, at any time, safely and securely, with corporate oversight. Data file synchronization eliminates unnecessary file duplication, and metadata intelligence identifies and prioritizes data, then stores a single image in one location.

Think of the hundreds of times a week a single large presentation gets downloaded and passed around, and then consider how consolidating and unifying data would cut storage costs. Object-based capabilities also make it possible for your business managers to extract data from disparate platforms and work them into useful analytics and business intelligence.

Create a Business-Defined Mobility Strategy

To make a business-defined mobility strategy work, organizations must carefully look at the types of applications they want to build to meet their own needs as well as customer demands. Then, they must determine how IT will support them. Here are a few things to think about as you assess your own situation.

1. Remember that creating a business-defined mobility strategy begins with users. Decision-makers should understand how their business is evolving and how their mobility strategy will meet consumer and their employee requirements today and in the future.

2. Examine how IT plans to support your initiatives. Do the solutions and technologies they suggest reinforce the business-defined mobility vision or do they actually impede it? In other words, is the business-IT relationship aligned? This is essential to overall success.

3. Keep in mind that security is essential. Will your data mobility solution support thousands of bring-your-own-device (BYOD) users and promote collaboration across locations and platforms while keeping data safe? Organizations need to ensure proper access control and transmission.

4. Make sure your data mobility solution can meet the demands of the future. Will the technology scale to sustain a huge number of consumers? In today’s business world, mobility encompasses billions of users and hundreds of billions of interactions.
In summary, a business-defined mobility solution must be designed, built and implemented to meet the needs of the consumer and the enterprise. It must be built so that the company knows where its data is, who has touched it and how it is being used. And, it must be built to scale to the number of users and diversity of applications the business anticipates, and perhaps way beyond that.

Attain Business-Defined Mobility

Customer demands for convenience are driving changes in many industries. But in the world of the cloud and data-breach headlines, consumers also want to know where their personal financial and healthcare data resides, if it is secure and who has access to it. While management, protection and accessibility of consumer and business data present significant challenges for organizations, some are creating mobility applications through new technology innovations.

One innovation employs hybrid cloud computing. A hybrid cloud approach allows companies to control and manage data in their own private cloud. At the same time, they can use public cloud-based offerings to rapidly acquire resources to scale applications quickly and securely. While public clouds are great for easy access to resources, hybrid clouds provide the right balance of nimbleness and protection for applications supporting business-defined mobility initiatives.

Building out a hybrid infrastructure to support mobility initiatives provides many advantages. For example, as your mobility strategy evolves, you are better able to respond quickly to shifts in the marketplace and take a leadership position ahead of less nimble competitors.

Creating a business-defined mobility approach improves efficiency by supporting growth without significantly adding to equipment and staff support costs. Your business benefits from this by creating an IT environment that is much more fluid and dynamic to meet evolving business needs.

This approach also ensures that you are better equipped to take advantage of the benefits of big data. We’ve all heard about the flood of big data into our systems and the consequences of that tsunami of information. Your systems may not yet be set up to handle the information of tomorrow. However, adopting a business-defined mobility strategy today gives you the agility, efficiency and security of a technology platform built from the ground up for growth. With this strategy in place, you’ll be better equipped to access big data and use it for the next generation of applications and market opportunities.

Hitachi Helps to Drive Business-Defined Mobility

Hitachi Data Systems is committed to business-defined mobility. Not only do our technology solutions meet the scalability, performance and availability requirements, but we also play a significant role in developing the technology infrastructure to support it.

Our technology enables organizations to manage and store objects, such as photos, emails and documents, which can be moved among many devices, including mobile applications. These object storage capabilities are the first step in creating an infrastructure to meet enterprise requirements for business-defined mobility. And our ability to leverage and extend the content through features like file sync and share provide the greatest value to our customers.

What differentiates us from our competitors is that we are part of Hitachi Limited. We continually work with Hitachi companies in healthcare, transportation, logistics and other industries around the globe to understand how their systems work and how they use information. This helps us build holistic business-defined mobility solutions that meet the needs of consumers everywhere.

The Future of Business-Defined Mobility

Can we predict the future? One thing we can envision is that consumer expectations for a more mobile lifestyle will only continue to grow. The potential for big data to change the way we view and understand the world is just beginning. You can expect business-driven mobility to drive IT development for everything that enhances the user experience. And our comfort level with mobility will only fuel more desire for a data-integrated lifestyle moving forward, which means creating applications for nearly every industry.

But rather than building applications and trying to make them work in a completely new environment, organizations will need to create solutions: They must start from consumer convenience and internal business information needs and work backwards. At Hitachi Data Systems, we understand the future of business-defined mobility, and we’re helping enterprises develop a strong, mobility-first IT foundation to meet business demands today and tomorrow.

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PV-005-A DG June 2014