

Managing the Mobile Tsunami

**Boost productivity and peace of mind
with end-to-end smartphone services**



Introduction

In the modern workplace, smartphones are the device of choice for employees at all levels, and they are used for much more than voice and text. According to a recent Oxford Economics survey, 83% of employees accessed at least one core business system from their phones.¹ While this shift may have improved productivity, it has also created additional challenges for IT and security teams.

The sheer number of smartphones in the workplace has increased the costs and complexity of IT management. Some companies may have a bring-your-own-device (BYOD) policy for smartphones, while others opt to provide employees with a device. No matter what, IT staff are still responsible for managing and securing them all. In addition, the greater the number of devices in the environment, the greater the security risks.

Mobile device management (MDM) tools give IT teams a central way to manage, track, and control the mobile devices and mobile applications connecting to their networks – and prioritize security across the organization. In fact, Aberdeen research found that organizations that adopted MDM were 71% more likely to see improved security.² MDM platforms help IT staff ensure that employees have the latest versions of the apps they need, configurations are secure, and they can remotely lock or wipe devices in the case of loss or theft. MDM can even be outsourced to alleviate the burden on IT resources.

Enter smartphone management as a service – combining MDM capabilities with the expertise of a mobile carrier. This end-to-end offering provides more flexibility in how businesses procure and provision smartphones, saving time for IT to focus on strategic initiatives.

This white paper explores how a comprehensive smartphone management solution can help your business keep your mobile workforce better connected, protected, and productive. We'll look at the IT challenges in mobile environments, the benefits of managed smartphone services, and how Verizon Business Complete provides an all-in-one smartphone solution, backed by 24/7 support.

The escalating challenges in a mobile workplace

Smartphone management is complex, especially when devices are used outside of an office setting. The portability of a mobile device makes it easier to steal. In fact, 4.1 million phones were lost or stolen in 2022 – that's more than 11,000 phones each day.³ And this means that access to a company's key systems, data, and cloud-based resources are put at risk.

In addition, mobile devices typically connect to more networks, often insecure public networks with higher risks. Research showed the vast majority (90%) of remote workers accessed corporate resources from locations other than their home – the average was five different locations.⁴ At the same time, organizations often have less visibility of mobile devices, even as employees blur the lines between work and personal device use. Most users don't consider how connecting to an unknown Wi-Fi network could impact the entire organization.

Mobile device security is just the start. In today's mobile workplace, IT teams also need to ensure that employees have the mobile connectivity required to work effectively. They need to be sure employees can communicate and collaborate, from virtually anywhere. The ultimate goal is to keep everyone productive while avoiding lengthy downtime.

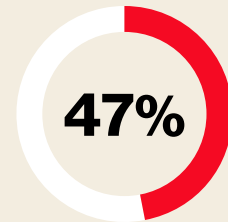
MDM tools empower IT teams with more oversight and control of a mobile phone fleet – helping them increase security, productivity, and operational efficiency. From a central location, IT staff can deploy updates and manage security with just a few clicks. They can keep sensitive data out of the wrong hands if a device is lost or stolen, and they can continuously back up devices to keep everyone productive if a phone breaks. In fact, Aberdeen found MDM users were 72% more likely to report reduced IT complexity from modernization, and made IT workers 52% more likely to be able to focus on strategic projects.²

To push IT efficiency even further, some organizations are turning to an “as a service” approach for MDM. This way, mobile experts can support users' smartphone needs, strengthen security, and reduce the overall risk exposure. The IT costs for troubleshooting, repairs, logistics, and bill management are consolidated down to one monthly payment. The result is that in-house IT resources can be better aligned to drive business growth.



1 out of 3

executives found it challenging to deploy a mobile strategy without operational disruptions¹



of decision-makers expected a device-as-a-service model to reduce the burden on their IT departments¹



Managed smartphone services: Peace of mind for business and IT

The mobile environment can be full of chaos, with the financial burdens of escalating hardware costs and unexpected service charges, combined with the IT headaches of managing a mix of vendors and coordinating licenses. The scale of a mobile deployment increases the complexity, particularly when BYOD devices need to be secured alongside employer-owned devices.

That's where managed smartphone services come in. Similar to other models for deploying and managing BYOD devices like laptops and tablets, companies are beginning to outsource smartphone management to trusted mobile providers. Device as a service (DaaS) is a subscription-based model that provides businesses with hardware and IT support at the same time. Research shows that 12% of organizations have some type of mobile-as-a-service model in place today, and an additional 60% planned to adopt one.¹

The DaaS model provides a single, predictable source for device procurement, deployment, management, and support. Devices are eligible for upgrades on a planned cycle, so employers can provide the technology employees need to get their job done. Plus, the recycling of phones can help companies meet sustainability targets and support green initiatives.

Mobile device partners have traditionally delivered the service and support for smartphones. But in a recent Omdia survey, most businesses (69%) said that mobile carriers are the best suited to support workplace mobility goals, with technology vendors and managed service providers falling behind at 51% and 29%, respectively.⁵

Mobile carriers are equipped to provide end-to-end smartphone management, spanning cellular connectivity options, MDM capabilities, and solutions for mobile security, productivity, and collaboration. The reality is that mobile network coverage is an important priority for today's businesses. Organizations also need the right pricing, along with security and mobility features to remain competitive in a highly connected world.

Proven benefits of the “as a service” model¹



Improved app management capabilities



Less business downtime



Reduced stress on the internal IT function



Verizon Business Complete: Smarter smartphone management

Built with today's device management challenges in mind, Verizon Business Complete offers the scale and flexibility to meet diverse needs with a comprehensive business phone solution. Organizations can get a premium smartphone as a service plan, ultrafast 5G connectivity, and 24/7 technical smartphone support for employees – with predictable monthly pricing.

Verizon Business Complete is designed to help businesses streamline smartphone management and keep employees equipped with newer technology. To reduce IT burdens, Verizon Business Complete ships phones directly to employees and has support available for whenever they need help. Smartphone experts can answer questions about hardware, backups, and Wi-Fi connectivity to printers and accessories. And IT teams can shift their attention to initiatives critical to the business.

Verizon Business Complete offers a choice of devices from two tiers, strong network reliability, and expert technical support. In addition, businesses get the confidence that their smartphones will be properly recycled.

Here's how Verizon Business Complete works:



When a new employee starts work

- You select from a list of eligible devices, and we provide the smartphone as a service, wireless plan, mobile device management, smartphone insurance coverage for loss, theft and damage.
- We ship the smartphone and its welcome kit directly to the employee. Each welcome kit also contains a wall charger and screen protector.
- Employees can call or chat with an expert 24/7 for help setting up their phones.

When employees need help

- When employees call for support, they'll be routed to a skilled team member.
- On the call, a tech expert can also troubleshoot problems with Wi-Fi, Bluetooth, and accessory connectivity.
- We can quickly repair cracked front screens or replace lost or stolen phones. Our insurance coverage includes device replacement⁶ (as soon as the same day, based on location and inventory) and unlimited number of cracked screen repairs.⁷

If an employee leaves — or it's time for an upgrade

- Contact us for easy offboarding or upgrades. Device upgrades are available every 24 months.
- When the phone is returned to us, we'll confirm all data is removed and that the device is recycled.
- We can even email employees a no-hassle, prepaid shipping label to return the smartphone.



Get started with Verizon Business Complete

Smartphones give employees the freedom to work from virtually anywhere, while ramping up the challenges for IT and security teams. Managed smartphone services can help reduce the security risks of BYOD programs, streamline the IT resources spent on smartphone support, and enable companies to equip the workforce with newer technology. The right mobile carrier frees you to manage your business – not your phones.

From expert support to protection, Verizon Business Complete can help your organization stay connected and work smarter. With predictable monthly pricing, your business can get an all-in-one DaaS bundle – combining a 5G smartphone as a service and wireless plan, accessories, mobile device management software, 24/7 smartphone tech support, and smartphone repair and replacement.

Empower your business to reach its goals. Verizon Business will do the rest.

[Learn more](#)

Customers have the flexibility to select their smartphone and access tech support by choosing our Verizon Business Core Mobile Bundle. Verizon Business Core Mobile Bundle does not include Wireless Phone Protection for Verizon Business Complete, which provides protection for covered devices. Terms apply.

- 1 "Managing Mobile Strategy: Executive Summary," Oxford Economics and Verizon Business, 2024. <https://www.verizon.com/business/resources/whitepapers/managing-mobile-strategy.pdf#VBC062024NR>
- 2 Glagola, James, "Securing the Mobile Workforce: The Crucial Role of MDM in Today's Organizations," Aberdeen Strategy & Research Blog, August 12, 2024. <https://www.aberdeen.com/blog-posts/securing-the-mobile-workforce-the-crucial-role-of-mdm-in-todays-organizations/>
- 3 "What to do if your phone is lost or stolen," Asurion, accessed on July 30, 2024. <https://www.asurion.com/connect/tech-tips/what-to-do-when-your-phone-is-lost-or-stolen/>
- 4 Lookout, "The State of Remote Work Security," 2023. <https://resources.lookout.com/resources/the-state-of-remote-work-security>
- 5 Holtby, Adam, "Supercharging Collaboration for the Mobile Workforce," Omdia and Verizon Business, 2024. <https://www.verizon.com/business/resources/e-book/digital-collaboration-for-mobile-workforce.pdf>
- 6 Lost, stolen or damaged device replacements are provided by provided by Wireless Phone Protection for Verizon Business Complete, which is insurance coverage underwritten in Georgia by LM General Insurance Company (Boston, MA), in Indiana by Indiana Insurance Company (Boston, MA), in Louisiana, by Liberty Personal Insurance Company (Boston, MA), in New Jersey by Liberty Mutual Mid-Atlantic Insurance Company (Boston, MA), and in all other states by Liberty Insurance Underwriters Inc. (Boston, MA) or one of its insurance company affiliates. Asurion Insurance Services, Inc. (in California, Agent License #0B35141; in Iowa, Agent License #1001000131), is the Agent and provides the claims servicing under this program.
- 7 Select smartphones that only have a cracked front screen are eligible for cracked screen repair (smartphones with damage to the back glass or other damaged components beyond front glass are not eligible for cracked screen repair). Subject to parts and technician availability, which are subject to change at any time. Visit phoneclaim.com/verizon to check current device eligibility. Repairs are performed by an Asurion-certified technician and come with a 12-month limited warranty. Repairs may use new or refurbished parts, and may contain original or non-original manufacturer parts, and may void the manufacturer warranty. Repair options may include in-store repair, mail-in repair or at-home repair.

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