TITAN
CONSULTING

INSIGHTS

WHY MOST MOBILITY PROJECTS FAIL – AND HOW TO BE THE EXCEPTION

How Titan's Mobility Strategies Drive Real Success!

– Keith Johnson, Practice Manager

80% of mobility projects fail. **Are you set up to be in the 20% that succeed?**

Drawing from over 20 years of customer workshops, lessons learned, and mobility project implementations, this white paper outlines key actions to help your project succeed where most fail.

So, where do we start?

Mobile projects often stumble due to several key challenges that impact delivery, user adoption, and overall success – but understanding these hurdles is the first step.

- Delayed results – projects take too long
- User satisfaction issues – both happy and unhappy users
- Ownership and process gaps – unclear project ownership and processes

We won't say that if you don't mobilize your project, you'll die – it's not that dramatic. However, your competition is going to use a mobile platform to serve their customers better and maybe steal some of yours!

Smartphones and tablets are changing the way we run our lives and conduct business. **Developing apps for a distributed enterprise is no easy task.** Usual challenges include multiple technologies and highly distributed environments. Often, computing networks are built on hybrid infrastructures that combine legacy systems with newer ones – all designed to work across a myriad of mobile devices.

Your mobile strategy does not have to be complex. In fact, the ROI should easily provide you with a 4:1 or 5:1 ROI or better. One of our clients invested about $200K in Titan's easyPrice application and is realizing about a two million dollar benefit.

What are the success criteria?

"Why do these projects take so long?" Several clients have asked this question. Mobility projects get bogged down for many reasons – infrastructure, functionality, user experience, sponsors, and conflicting objectives.

Success in mobile projects follow these simple principles:

- Follow agile project objectives and deliver usable functionality quickly
- Focus on user experience and ease of use
- Collaborate with Business and IT

To start, focus on some quick wins in the shortest timeframe. An agile model best suits this approach. Build the apps as an extension of the enterprise transactional backbone. Typically, this is SAP ECC or S/4HANA for our clients but could be Salesforce, Workday, or other leading enterprise applications.

By extending your SAP processes through easyApps, you ensure the integrity and controls in processing your mobile transactions. This solution includes your business rules, security, and integration for domestic or global implementations.

One of our clients started their mobility roadmap with easyPrice, which mobilizes Quotes and Sales Orders. You can also begin with one of the other easyApps, such as those supporting back-office processes like HR Benefits Requests, PTO Approvals, or AP Invoice Approvals.

Why are users unhappy with their mobile applications? The most common complaints we hear are "Our Sales Quoting app is not intuitive like Amazon or Uber," and "I am not a SAP user; why can't I use functions I am most familiar with?"

How Titan can help:

Our "User First" approach allows us to focus on the screen and form size to simplify use and navigation on the devices they are familiar with – smartphones and tablets. This approach increases user acceptance and accelerates deployment and usage rates.

Developing the UI/UX with HTML5 adopts the ease of use and capabilities that mobile users use every day on their phones and tablets. Users like our easyApps because they work and are simple to navigate.

Another frequent question we encounter is whether building mobile apps is an IT project. **Our experience with successful projects engages joint sponsorship with both Business and IT.**

Jumping on the mobile app bandwagon is common these days. The number of "killer" apps increases every day in the App Store. Still, more than 80% of these apps are never downloaded or used. Why?

The recipe for success for mobile apps demands participation and commitment by business users to design and test the app. The testing of the app by the users should identify more issues during test cycles rather than in the field.

Titan's easyApps are designed and built to extend your business processes using native SAP integration. The same services integrate Salesforce, SuccessFactors, and other cloud and on-premise applications into the hands of your anytime, anywhere workforce. Our easyApps deliver business value to your mobile workforce with a focus on reducing your IT and Business TCO. We offer easyApps mobile solutions for Finance, Supply Chain, Customer Engagement, and Human Resources.

Your path to success:

Are you looking to a 4:1 or 5:1 ROI on your mobility project? If you are interested in seeing Titan's easyApps perform on everyday mobile devices, contact your Titan Consulting Sales Director or visit our website at titanconsulting.net for more information and to get in touch with us.