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A Mobile Enterprise Solution for Mobile Teams: A Case Study for Front Desk Outsourcing Company in Saudi Arabia

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Abstract

Mobile Enterprise and the reliance on consumer devices to conduct business are the backbone of the current mobile trend and enterprises are realizing the need to transform to mobile enabled enterprises and are adopting different frameworks and methodologies to accomplish this purpose. This paper utilises the Mobile Holistic Enterprise Transformation Framework (MHETF) to plan for a mobile transformation and suggested transitioning model. The case study concerns an application covering five management divisions (Human Resources, IT, Quality Assurance, Operation Excellency and Engineering) in a large Saudi company which intends to automate the visits of their representatives' to their regional branches which are required to be carried out regularly, and to minimize their workload. The framework produced a future state of this application with the advantage over the current implementation in providing improved benefits which are listed quantifiably and measured using the balanced scorecard.

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Keywords: Mobile Enterprise; Mobile Applications; Mobile Framework; MHETF; Transformation.

1. Introduction

Personal mobile phones are personal devices and are seen at an early age of the current mobile application trend as a driver of consumerization of IT, "A client has experimented with buying incremental time on its employees' personal mobile phone plans for business use by the employee. The cost of the incremental minutes was much less

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than the best enterprise-wide plan available to the company”¹. From the market perspective IT consumerization is related to all devices and applications in an enterprise that were initially developed for the consumer market, although employees and organization view it differently, employees see the private device and application being used in the work context, the second focuses growing number of non-approved and non-supported devices in the enterprise². A recent study by IDC found out that consumer services mostly used cloud tools by 90% of the employees, followed by file sharing or collaboration tools at 79%. The use of personal mobile devices for work purposes has required 82% of organizations to change in 2014³.

Mobile solutions are important particularly to Saudi Arabia, as it is a large country of over 30 million and a population density of 14 per square kilometre⁴. It has yet to develop a systematic public transportation system, rendering privately owned cars as the first choice for travellers⁵. The Case study looks into a mobile solution that is still optional to use and is being developed to automate the work of the various divisions’ representatives at the visited branches for instant data submission. The case study concerns a major Saudi company with about 60 branches in different cities around the Kingdom. A Mobile Holistic Enterprise Transformation Framework (MHETF) was used to enhance the application and the proposed change to the current implementation was evaluated using the Balance scorecard. The paper is organized as follows: an introduction to the selected framework ‘MHETF’; an outline of the case study, the result of applying ‘MHETF’, Transitioning with Multi Criteria Decision Making (MCDM), the validation, and the conclusion in this order.

2. Mobile framework

The selected framework is a holistic, generic framework that aims to reduce the complexity of mobile adoption, provide a unified language for easier communication and reduce the cognitive load, time and cost⁶.

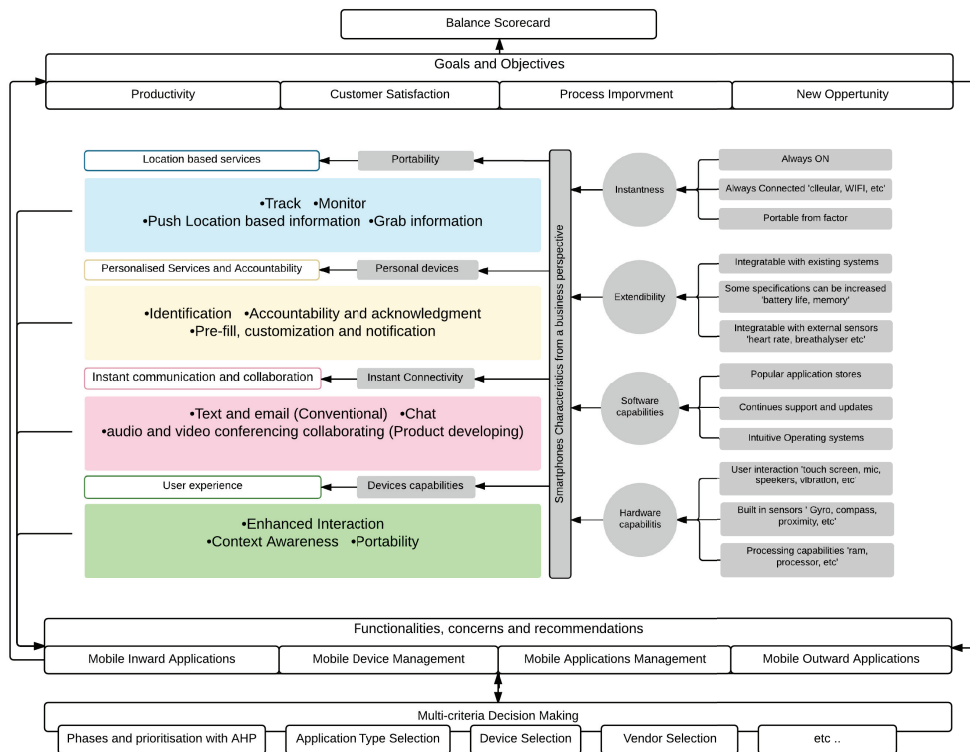


Fig. 1. A detailed view of ‘MHETF’.

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