INTRODUCTION

Secure mobile email and web browsing have empowered many organizations to improve their business operations by freeing employees from location and device constraints. Now some of those organizations are progressing to the next step: sophisticated mobile workflows that can connect mobile employees with each other and the enabling processes, policies, and data streams that form today's business infrastructure. Seamless and secure workflows are enhancing vital processes from sales to customer service and support to first responder triage.

Fundamentally, a secure mobile workflow takes an activity that a user wants to perform via their mobile device and makes it safe and simple by surrounding it with necessary security and process controls. Many well-intentioned employees are already using their mobile devices to conduct business, but doing so in an insecure manner with unmanaged apps based upon consumer and cloud freeware.

Enterprise IT organizations have a responsibility to help these employees be both productive and compliant by enabling workflows built upon secure mobile technologies. This how-to guide explores the different use cases and benefits of mobile enterprise workflows. It covers the essential differences between unmanaged processes and integrated end-to-end workflows, and presents ways to deploy workflows efficiently using the technologies available today.

 WHY WORKFLOWS?

Communication allows us to share information. Collaboration helps us transform information into big, innovative ideas. Through collaboration, people learn, brainstorm, make decisions, and produce better results. Mobile workflows help put structure around the collaboration process that improves efficiency, predictability, reliability, and security. They improve policy compliance and product quality, while cutting costs and reducing the risks associated with data loss and theft.

Mobile workflows deliver a variety of benefits to different organizations, based upon line of business and IT requirements:

- Improve responsiveness to events and customers
- Increase the utility and productivity of limited and high-value staff, resources, and expertise
- Improve accuracy and quality of data collection and sharing
- Strengthen security and compliance
- Make faster, better-informed decisions that stick
- Increase availability of, and protect access to, confidential data
- Reduce costs of doing business

Read below for multiple examples of how mobile workflows can create advantages for different industries, organizations, and user types.
Dynamic Response: Sales

Our first example features a sales team for a global software company. It’s the end of the fiscal year for a key client, and the sales representatives, sales engineers, and solution architects spend a week developing a proposal that addresses the client’s business needs and requirements.

What happens when the team heads to the client site to present the resulting proposal? They may find that the customer unveils a new requirement, that a competitor has introduced a disruptive pricing model, or that a new stakeholder wants to dive more deeply into specific topics for which the team was not prepared.

Should the sales team cancel the meeting to regroup? Not if they want to win the business before the new budget year starts.

Instead, the team uses mobile collaboration tools to update their proposal right at the client site – securely, conveniently, and instantly. In the case of a pricing change, the salesperson downloads the original price quote to his tablet, opens the PDF within an approved editing app, notes the modifications required to win the business, sends the updated quote to sales management for immediate approval, and pings their manager via instant messaging to alert them to the approval request. Once approved, the new quote is presented right from the tablet, and then emailed to the client. This sequence is a logical mobile workflow that can be performed safely and efficiently via app integration.

Instant Teamwork

Perhaps to cinch the deal our sales team needs to conference in the chief technologist to explain the inner workings of a key technology. That live discussion can be enhanced with the download of confidential documents, graphics, and roadmaps from the corporate SharePoint server. Using a secure mobility platform, the data and apps used are encrypted to protect the interests of both the software company and the client.

Distributed and Specialized Teams: Legal and Financial

Mobile workflows can also help information circulate among experts and data sources quickly and freely, expediting results while preserving confidentiality. For example, many law firms already use mobile email and mobile-enabled cloud-based document storage to facilitate communications and minimize delays. But this can be just a starting point. Calendars, contacts, and instant messaging linked to corporate directories can help them schedule meetings and brainstorm strategies securely. As the case team expands, productivity tools integrated into workflows can help the team research public and private libraries of case law, share depositions with each other, validate findings, and prepare the final case material to be presented in court.

With a protected collaboration environment on each mobile device, the legal team can securely access case and client information wherever and whenever needed. They won’t endanger the confidentiality of client information by replicating data on unprotected devices or using consumer-grade apps and file sharing services.
Instant Behind the Firewall File Access

Secure and collaborative mobile research and planning will also help satisfy the privacy-sensitive clients of financial services firms. Each client’s personal portfolio and plan can be linked to calendar appointments and stored behind the firm’s firewall. They can be accessible to specialists on topics like economic trends, estate planning, tax deferral, and legislation anywhere they work without fear of accidental loss of sensitive customer data. During in-person reviews with the client, new information—such as prospectuses, proxy statements, and calculations can be accessed directly from the advisor’s mobile device, increasing client satisfaction and customer sales.

Lifesaving Data Sharing: First Responders

Emergency personnel represent another example of highly trained resources that must share sensitive data—with the additional stressors of urgency and danger. For instance, as a hurricane rolls up the American Eastern seaboard, firefighters, coast guard, police, and critical infrastructure operators can monitor the path and force of the coming storm. Mobile devices improve visibility and help first response teams assign resources, distribute supplies, and prepare.

Once the storm hits, mobile devices equipped with cameras, multiple modes of communication, and GPS become lifesaving tools, especially where power is lost and the standard communications infrastructure fails. Using a collection of commercial and customer-built apps that enabled mobile workflows loaded to their individual devices, first responders can get onsite and assess damage quickly. They can also share situational information—road closures, power outages, accidents—to help other responders be effective and safe.

As they upload precise incident information to headquarters, their mobile apps can use pre-defined workflows to ensure the right information goes to the correct decision makers—promptly. Where the responders do not have reliable connectivity, encrypted local storage can protect confidential data until it can be uploaded.

Improved Product Quality: Manufacturing

In manufacturing facilities, mobile devices can replace expensive custom and error-prone manual systems, reducing costs while enhancing product quality. For instance, by identifying defects as early as possible, manufacturing organizations can minimize rework and reduce production cycles from multiple weeks to just a few days.
Instead of quality control technicians with clunky ruggedized laptops, production line personnel can use inexpensive, compact mobile devices. The devices make it easy for technicians to measure products from any angle to ensure each component meets specifications. Any defects can be fixed later in assembly. An app can aggregate incidents across production lines and route them to be addressed as a design or process problem. Invisible wireless networks can replace manual distribution of paper reports.

Both repair and redesign processes can refer to the measurements, photos, movies, and details captured by the production personnel using mobile devices and mobile workflows. Throughout, security built into the devices, apps, and network transmissions can guard the company’s proprietary designs and production data. While helping the company achieve a business goal for faster production, a mobile workflow can also help a manufacturer reduce costs.

**Better Patient Care: Healthcare**

Similarly, medical providers can move to all-digital patient record systems to comply with the Health Insurance Portability and Accountability Act (HIPAA) and the Health Information Technology for Economic and Clinical Health (HITECH) Act. This could be the scene before your next elective surgery: a nurse could collect your vital signs and depict the procedure using your own X-Rays. You would then digitally sign your consent on the mobile device. The nurse can store all the information in the electronic health records database and send an instant message to the doctor saying that you are ready to be examined.

Prior to the actual procedure, there could be another workflow: the surgeon could review your vital statistics and records on another secure device, and later also use it to enter post-operative orders. This mobile workflow would help you—the patient—get the correct care, based on accurate data, in the minimum possible time, without loss of privacy.

**Personalized Customer Service: Branded Interactions**

Finally, tailored apps can help create a positive service experience within the look and feel of your brand. You can control the user interface presented to the client for agreements and signatures. Your workflow can guide your field service technicians—insurance adjusters, equipment installers, delivery staff, and order takers—through the preferred process and dialog. Structure and integrations would reduce transaction time—which would delight customers and increase employee productivity.

After a hurricane or other natural disaster, insurance adjustors heading out to meet with devastated clients could manage their schedules and find their next appointments using their mobile devices. At each site, they could download each client’s claim, snap a photo of the damaged property, collect a signature, and transmit the complete document set back to the processing facility. Within a few minutes, the claim could be approved. The adjustor could use a portable printer to issue a check and a copy of the claim immediately—allowing the client to start down the road to recovery.

The above are just a few use cases. To view additional mobile workflow examples by business and role, visit the [Good Mobile Workflow Gallery](#).

**WHAT MAKES A SECURE MOBILE WORKFLOW?**

These use cases have already improved business for organizations around the world – it’s likely they have sparked ideas for mobile workflows that can help yours as well. What is the distinction between unmanaged processes that use mobile apps and secure mobile workflows? Essentially, unmanaged processes get results, but not always the results you were hoping for. Data can be lost, or potentially exposed. Secure mobile workflows provide the same or even improved results due to app-to-app integration, with significantly reduced risk to corporate data.

Secure mobile workflows build necessary controls into processes without weighing the user down. They maintain the native user experience, while eliminating costly and confusing security overhead such as VPNs and repeated authentications while trimming extra steps such as navigation among apps. The chart highlights the important distinctions between a secure mobile workflow and unmanaged mobile processes.
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<thead>
<tr>
<th>Workflow Component</th>
<th>Secure Mobile Workflow</th>
<th>Unmanaged Mobile Process</th>
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<tbody>
<tr>
<td>Apps used on the device</td>
<td>• Pre-approved, malware-free apps are distributed in a controlled storefront</td>
<td>• Employees download or side load malware, spyware, and apps with vulnerabilities</td>
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<td>Login to apps</td>
<td>• One login provides access and authentication to all approved apps</td>
<td>• Multiple logins</td>
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<td></td>
<td>• Password policies enforce corporate rules about password strength</td>
<td>• Unmanaged and weak passwords</td>
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<tr>
<td>Control over data stored on the device</td>
<td>• A secure container insulates sensitive data from personal data</td>
<td>• None</td>
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<tr>
<td></td>
<td>• IT can selectively wipe just the corporate data</td>
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<tr>
<td>Back-end enterprise application access (ERP, CRM, intranet)</td>
<td>• Enabled transparently through app, device and user authentication</td>
<td>• Requires VPN which increases infrastructure cost and complexity and potential user dissatisfaction with repeated drops</td>
</tr>
<tr>
<td>Corporate directory integration</td>
<td>• Productivity tools can use corporate contacts and distribution lists, and sync with personal contacts so employees can leverage their personal networks. Remote wipe only removes corporate contacts.</td>
<td>• Corporate user information is manually retyped and stored in personal address books; potential risk if employee leaves with sensitive data in notes</td>
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<td>Storage of data in the cloud</td>
<td>• Approved apps store data in approved cloud sites</td>
<td>• Data can be replicated and stored in any consumer cloud storage solution</td>
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<td></td>
<td>• Access to non-secure cloud repositories can be disabled</td>
<td>• IT has no visibility or control over this data, so eDiscovery and compliance are impossible</td>
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<tr>
<td>Control over data transfer between apps on the device</td>
<td>• Policies manage interactions between apps so that data can move freely and securely between apps without being unencrypted</td>
<td>• Content can be copied between corporate and consumer apps (such as from intranet to Gmail)</td>
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<tr>
<td></td>
<td>• Policies can restrict cut, copy/paste of corporate data from a corporate app to a personal app</td>
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<tr>
<td>Reliable, non-repudiated transactions</td>
<td>• System creates audit trail and confirms each step</td>
<td>• No audit trail</td>
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<td></td>
<td>• Centralized reporting</td>
<td>• Dropped connection could lead to a duplicate transaction</td>
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<tr>
<td>Repeatable</td>
<td>• IT can centrally control security and management based on policies, groups, and device features</td>
<td>• Each user and use varies</td>
</tr>
<tr>
<td></td>
<td>• Prior to approval, apps can be validated by third parties to reduce risk of vulnerabilities or integration issues</td>
<td></td>
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<tr>
<td>Efficient</td>
<td>• Open interfaces provide seamless UI and app integration to eliminate clicks and delays</td>
<td>• User launches, logs in to, and uses each app independently</td>
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<tr>
<td></td>
<td>• Self service allows users to self-provision devices over the air and use standard processes for routine device management actions, such as activation of new devices and remote wipe</td>
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</table>
GET WORK FLOWING WITH GOOD

Good Technology and our industry leading app ecosystem can help you deliver secure mobile workflows that meet and exceed critical user, IT and business requirements. Open interfaces, easy app wrapping and SDK toolsets, and an extensive partner program ensure that no matter what use case your line of business managers and users can imagine, you can make it happen with Good.

It’s easier to mobilize, with Good’s enterprise mobility management suites.

- Get started with secure BYOD and corporate liable device productivity. Good Enterprise Suite provides everything you need including comprehensive mobile device management and day one productivity for your users including email, contacts, calendar and browsing.

- Grow your business productivity dramatically with the Good Collaboration Suite. Add secure access to file stores and SharePoint, along with secured mobile Salesforce1 CRM for your sales team. Build out your mobile workflows with unlimited use of any of the Good ecosystem of leading business apps from providers likes Box, DocuSign, HP and more. Included mobile service management capabilities helps you manage and monitor your entire mobile infrastructure, including BlackBerry and Microsoft EAS connected devices. And a brandable enterprise app store allows for easy distribution to your employees and contractors.

- The sky’s the limit with the Good Mobility Suite. Build your own apps to extend productivity with capabilities custom to your business. Good provides app wrapping for fast deployment of your legacy apps. The Good SDK gives you flexibility to create custom apps that mobilize data and web services unique to your business, simply and efficiently. And no matter whether your mobile workflows are a combination of Good, third party ISV or your own custom developed apps, all apps together automatically transferring data securely among them without any effort on your part. Additional mobile service management capabilities get a boost with additional support and analytics tools so you can keep costs down and support success.
MOVE YOUR BUSINESS FORWARD WITH SECURE MOBILE WORKFLOWS

The latest competitive weapon for businesses of all sizes is secure mobile workflows: the integration of communication and collaboration tools with transactional, non-repudiable business processes. Free your users to innovate work processes in a better, faster way through mobile. Or, tap the power of innovation in your organization and develop new business applications to drive customer loyalty, improved efficiency or increased revenue. At Good, we believe when security and mobility go hand in hand, business is free to pursue bolder strategies.

ABOUT GOOD TECHNOLOGY

Good Technology is the leader in secure mobility, providing the leading secure mobility solution for enterprises and governments worldwide, across all stages of the mobility lifecycle. Good’s comprehensive, end-to-end secure mobility solutions portfolio consists of a suite of collaboration applications, a secure mobility platform, mobile device management, unified monitoring, management and analytics and a third-party application and partner ecosystem. Good has more than 5,000 customers in 184 countries, including more than 50 of the FORTUNE 100™ companies. Learn more at www.good.com.