

# TRANSFORM YOUR BUSINESS BY HARNESSING THE WORKFORCE MOBILITY REVOLUTION



Experts agree that the fourth industrial revolution is upon us. The first was powered by the steam engine. The second by Henry Ford's moving production line. The third by the digitisation of manufacturing. But the fourth industrial revolution is different<sup>1</sup>.

Why? Because it is disruptive, fast and covers just about every industry imaginable. It is focused on innovation powered by platforms that bring people, processes, and technologies together. Most importantly, these platforms are all available via mobile devices like smartphones and handheld enterprise computers.

The result is a new era of production. Yet not all enterprises will be geared to take advantage.

A corresponding revolution is helping to distinguish the winners from the losers. This Workforce Mobility Revolution is already well underway. It not only offers new ways of working by introducing an entirely new level of visibility into operations. It also presents unique opportunities for greater productivity, efficiency, and accuracy. Those organisations that understand these opportunities and act on them quickly will see the full benefits in the industrial age ahead.

## WINNERS TAKE ALL

In the digital (or third industrial) revolution, companies lost out by not taking the initiative. According to Pierre Nanterme, CEO of Accenture, “Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000.”

Success in the fourth industrial revolution will require companies to adapt and fast. Workforce mobility offers the perfect starting point for progressive companies looking to stay ahead of existing competitors and keep up with new industry disruptors.

For those that do embrace workforce mobility as a way to succeed, the dividends will be high. The World Economic Forum forecasts:<sup>2</sup>

- Transportation and communication costs dropping
- Logistics and global supply chains becoming more effective
- The cost of trade diminishing.

These seismic changes will open new markets and drive economic growth. Organisations that are agile and innovative will have the technological means to provide improved value across the board (in speed, quality, and pricing).

## WHAT DOES THE WORKFORCE MOBILITY REVOLUTION ACTUALLY LOOK LIKE?



It's the leap in warehouse productivity from halving the time it takes to pick an order. It's the improved healthcare outcomes from nurses working side-by-side with patients to help them visualise their treatment and prognosis. It's the boost in customer confidence from delivery drivers getting to every stop on time. And it's the peace of mind of a store manager who knows that every shelf is fully stocked – and correctly priced.

As one of the forerunners in the Workforce Mobility Revolution you can expect to gain in:

- **Productivity** – from the use of advanced operating systems, devices, and purpose-built software applications that speed up workflows.
- **Efficiency** – via processes that eliminate waste or complexity.
- **Accuracy** – with advanced data collection capabilities that reduce soft and hard costs associated with errors.

## SETTING THE OPPORTUNITY IN MOTION

To harness the full potential of workforce mobility, you will need advanced mobile operating systems, devices, and software solutions. Modernising offers a chance to push the boundaries of your organisation. You can redefine how things are done and implement faster, smarter processes that propel your business forwards.

This will set in motion your ability to gain complete visibility of your operations. With enterprise mobile devices providing more data –

including those from barcodes, RFID, GPS and sensors – you will know more and be able to act on more in real-time.

In turn, you can also leverage the benefits of technology mega-trends like Cloud and Internet of Things (IoT). This rapid increase in visibility will be felt across your business, allowing you to make smarter decisions and improve value to your customers faster than your competitors.

These opportunities are clearly there for the taking for those companies willing to move quickly.

### OPPORTUNITIES IN MANUFACTURING



- Improve quality by ensuring products meet original specifications and standards.
- Enhance safety and comply with regulations.
- Exceed productivity targets by working more efficiently.
- Turn inventory into revenue, with ready access to real-time information.

### OPPORTUNITIES IN RETAIL



- Improve the customer experience by engaging with customers more effectively.
- Optimise in-store processes to ensure customers can find products on the shelves when they want them
- Locate and engage staff.
- Gain greater visibility and control of your inventory.

### OPPORTUNITIES IN TRANSPORTATION AND LOGISTICS



- Track driver and vehicle performance
- Comply with regulations and reduce emissions.
- Respond to customers faster and more accurately.
- Get greater insight into deliveries and optimise routes.

### OPPORTUNITIES IN HEALTHCARE



- Give healthcare professionals the information to make better decisions for patients.
- Increase efficiency by tracking patient progress and improving processes.
- Optimise IT operations and reduce costs.
- Improve communications between staff and between departments.

## REALISING THE BENEFITS

To take advantage of the huge opportunities that the Workforce Mobility Revolution is ushering in, you need the right workforce mobility strategy – and the right technology to support it.

Organisations using the most effective mobile tools enable their workers to be more productive by getting more done, more quickly. They can be more efficient by eliminating time-consuming processes. They can also ensure more accuracy by putting precise, up-to-date information straight into the hands of the people who need it.

### Achieving more productivity

For large enterprises, tiny improvements in individual productivity can add up to a significant overall business impact. Using the latest mobile devices on a modern OS increases productivity and reduces costs in two key ways:

1. An intuitive device experience means users will need minimal (or even zero) training. No more user manuals to read. No more days getting temporary or seasonal workers up to speed. When applications require little or no learning curve, new staff can be productive from day one. The closer the experience is to the experience on their personal devices, the more effective they can be too. Our own research shows that 15-20% productivity increases are possible, just by replacing hard keying with all-touch interfaces.

2. Modern systems provide much quicker response times, which means tasks can be completed faster. On legacy devices, screen transitions or database syncs can take several seconds. But with near-instant responses from modern tools, all those short delays are eliminated. In a large organisation, that can add up to hundreds or even thousands of man-hours gained each year.

### INDUSTRY FOCUS: WAREHOUSING



Simple changes can make a big difference to productivity – like a modern user interface for enterprise mobile devices. Zebra equipped workers in its own warehouse with all-touch devices and measured the performance difference.

Not only did staff enter data significantly faster. The data was also more accurate, resulting in a huge gain in productivity. By removing hard keys, menus, and nesting, typing speed increased 39% while error rates dropped by 60%, leading to a 15-20% overall increase in productivity.<sup>3</sup>

## Achieving more efficiency

When upgrading your OS and devices, it's essential to take advantage of the opportunity to revise workflows. If you can make processes more efficient you'll see a much larger return on your workforce mobility investment.

By incorporating a review of processes alongside the introduction of new mobile technology you can aim to complete tasks faster and with fewer resources. For example, moving from green screen data entry to a modern user interface needn't be simply a like-for-like replacement. It's a chance to pick apart the processes involved and eliminate any unnecessary steps using more advanced functionality.

## Achieving more accuracy

Choosing new technologies also provides a unique opportunity to cut out costly mistakes. For example, the seemingly inescapable error rates in data entry or warehouse picking. Just one incorrect character entered on a keyboard can lead to a costly shipping error. But scanning a barcode reduces the risk of error to virtually zero. And that increased accuracy transfers straight to your bottom line.

With intuitive technologies you can also make employee roles easier, meaning they will find it much more straightforward to complete the task at hand.

### INDUSTRY FOCUS: HEALTHCARE



Upgrading to the latest generation of mobile devices and operating systems isn't a case of just replacing old with new. It also offers healthcare providers an opportunity to mobilise access to more information than ever before. When previously paper-based processes are mobilised, it's possible to realise significant efficiency gains. Clinical staff get access to the information they need at the point of care. Having that access wherever they need it can reduce time spent on administrative tasks and increase time spent with patients.

### INDUSTRY FOCUS: MANUFACTURING



Manufacturers of medical supplies rely on high-velocity picks to fulfill orders quickly. But when warehouse staff are reading from printed or on-screen pick lists, mistakes get made. With modern mobile technology, instead of reading from a list, a voice-directed system can be used to tell employees where to go and what to pick. Following verbal instructions makes the high-velocity pick process much faster and far more accurate. This also means productivity goes up while risk and costs go down.



There is no denying the importance of the fourth industrial revolution to our lives. From this point onwards, everything we do will become much more closely connected and faster than ever before.

The effect on industry will be transformational – for the winners and losers alike. Previously robust business models could quickly flounder in the face of disruptive ideas that are harnessing the full power of innovative, mobile platforms.

So success lies in embracing the corresponding Workforce Mobility Revolution. This is the starting point for taking advantage of the opportunities that are available – greater productivity, greater efficiency, and greater accuracy.

The enterprise mobile technologies are already in place to make a big difference to the way you do business. And now is the time to take advantage because the revolution has already begun.

<sup>1</sup> <http://koreaitimes.com/story/58517/fourth-industrial-revolution-led-prosumers>  
<sup>2</sup> <https://www.weforum.org/agenda/2016/01/the-fourth-industrial-revolution-what-it-means-and-how-to-respond>  
<sup>3</sup> Zebra Laboratories research, conducted 2014

## IT PAYS TO KNOW WHERE YOU STAND



Zebra can help you get started, with the tools to assess your business and review your mobility options so you can deliver better ROI to your business.

[USE OUR TOOLS >](#)

At Zebra we work with all sorts of organisations to help them plan, select, implement, and support the workforce mobility solutions that power their businesses. We know what it takes to get mobility right.

### **Set your mobility in motion.**

Discover the opportunities for improving productivity, efficiency, and accuracy in your operations [HERE >](#)

## SET OPPORTUNITIES IN MOTION WITH THE MOBILITY REVOLUTION

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