STREAMLINE

A Mobile Solutions to Enhance Your Productivity Goals

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Organizations have invested in enterprise mobility solutions to improve customer service, operations efficiency, increase workforce productivity and give their employees the flexibility to work from anywhere. However, implementing an effective enterprise mobility strategy to take your business to the next level can be more complex and problematic than many organizations anticipate. As organizations transform the way they work with a mobile workforce, they also need to make changes to their business to adapt to the speed and nuances of mobility. Enterprise-specific complexities of building mobile apps for shared devices, and managing tens or hundreds of thousands of distributed mobile devices are some of the many underestimated challenges with mobility that organizations don't face in a wired environment. One company that has their own holistic definition of mobility as a service, and has been helping customers to successfully implement enterprise mobility solutions across a range of industries, is Streamline. With deep experience in the mobility space, Streamline has a proven track record of successfully defining and implementing enterprise mobility solutions, and operating them as managed services.
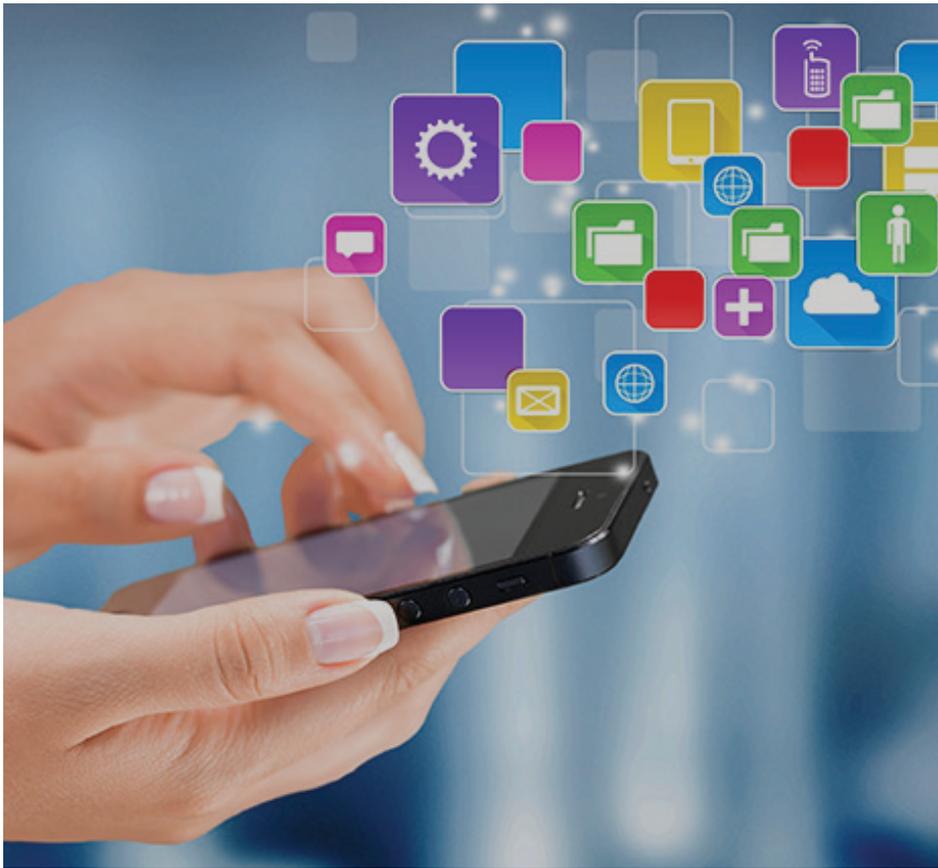
In an era of smart devices, organizations are catching up to the consumer space and leveraging the power and versatility that mobility offers. Ross Croasdell, Managing Director of Streamline, states "enterprises have to provide consumer-grade enterprise mobility solutions that not only achieve the intended business case and ROI, but also improve employee satisfaction."Croasdell adds, "It's an approach inherently demanded by your workforce as their expectations of your enterprise mobile solutions are driven by their experience with consumer mobility. The enterprise bar has been raised by the everyday use of consumer mobile devices, and many enterprise mobile implementations fail because of negative workforce perception. "

Streamline works with companies to help them develop enterprise mobility strategies and develop their own portfolio of mobile applications suited specifically to their workforces. Streamline finds the right strategy and solution for their customers while understanding the technology and human challenges involved in making a successful transition from a wired environment. Streamline constantly looks at ways to improve mobility adoption in an enterprise, and focuses not only the enterprise mobile solution itself, but also how to build successful change management capabilities for mobility transformation.

A Unique approach to Drive User Experience

"The strategy for successful mobile solutions is quite simple in concept: focus on the user experience and treat your internal workforce as customers," says Croasdell. "Simple in theory but difficult in execution" he adds. Streamline executes this strategy successfully by bringing a combination of deep industry and technical

Ross Croasdell
Director
Stremline

mobile expertise to customer engagements. The company is user engineering focused, and Streamline's senior leadership are themselves mobile technology and industry experts that manage customer engagements closely, and ensure a level of quality most service providers cannot match. "Our Streamline team is passionate about enterprise mobility, and we invest a lot in cultivating our team to ensure our quality standards are achieved in every engagement" says, Croasdell.

Streamline's focus on user experience, coupled with their deep enterprise-specific expertise is the right combination for providing successful mobile solutions to organizations. At Streamline, mobile solution definition is always guided within the parameters of user experience, and their deep expertise across all architectural layers of enterprise solutions allows them to accelerate implementations. "We've developed a holistic and unique approach to enterprise mobility that encompasses the entire solution stack, surrounding ecosystem and organizational considerations. Enterprises often employ a narrowed view of mobility, and end up missing some of the critical components to creating successful solutions" says, Croasdell.

In addition to helping organizations start their journey into enterprise mobility by building solutions from the scratch, Streamline has also established a unique reputation for fixing existing enterprise mobile implementations; resolving performance, stability, organizational and process challenges often seen in existing enterprise mobility implementations.

Croasdell concludes, "Our goal is to be regarded as the premier and best-in-class enterprise mobility solution provider, and we believe we will achieve that if we never sacrifice our focus on the user experience and commitment to delivering an exceptionally high-level of quality for our clients."

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