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# Mobile Apps: Part Of Your Enhanced Business Strategy

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The



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workplace is increasingly mobile. That doesn't necessarily mean that staff is working outside the office, but that employees are looking to make the best use of their time whenever they are away from their desks.

For many routine tasks, having access to web-based applications, like email and standard websites, is a jumping-off point. But there are functions that are less productive and even impossible to perform by using standard web browsers. In response, many enterprises consider creating their own dedicated mobile apps. For most companies, the issue is less about "whether" and more about "where" to start.

Personal device displays become the alternative to paper as enterprises continue to reduce printing costs and consider more ecologically friendly ways to access information. The

“paperless office” concept has long since vanished from the category of hot topics, but the use of paper continues to rise. And the cost of paper and associated expenses can be significant in many organizations. Replacing printed reports and paper data collection forms with apps that connect directly with enterprise IT systems can dramatically cut costs and reduce associated delays.

Joshua Weiss, CEO of [TeliApp Corporation](#), points to a home healthcare organization that spends about \$1,000 on paper reports and forms per each of its 200 therapists each year. A dedicated app that runs on the staff’s existing smart devices could eliminate that \$200,000 annual expense. “In addition, they have three data entry people — their job is to accept the forms from the therapists when they are in the office, and enter the information in to the billing system,” he said.

Since the app would add the data directly to the company’s internal application, the data entry function can be bypassed.

Jason North, CEO of [ForceBrain.com](#), has developed a mobile application for hospital environments that turns the paper-based task of performing and verifying facility maintenance into a more efficient mobile process. “In the hospital environment, cleaning is important,” he said. “We moved the process from paper to mobile.”

North explained that hospital staff now use iPads to make reports during inspections after the cleaning crew finishes its work. The reports are then sent through BrainForce’s system to the hospital’s internal systems for assessment. The conversion has sped up the review and reporting process as well as its accuracy, he said.

Weiss suggests executives begin by looking for process bottlenecks, particularly those that involve paper based processes that rely on reports and data entry, as targets for mobilization. Not only will the conversion remove the delays associated with paper processes, but will give the staff more direct involvement with the processes.

Regardless of the specifics, enterprises should start thinking about and planning for developing mobile apps to reduce costs and enhance performance.

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