

Supporting a Mobile World



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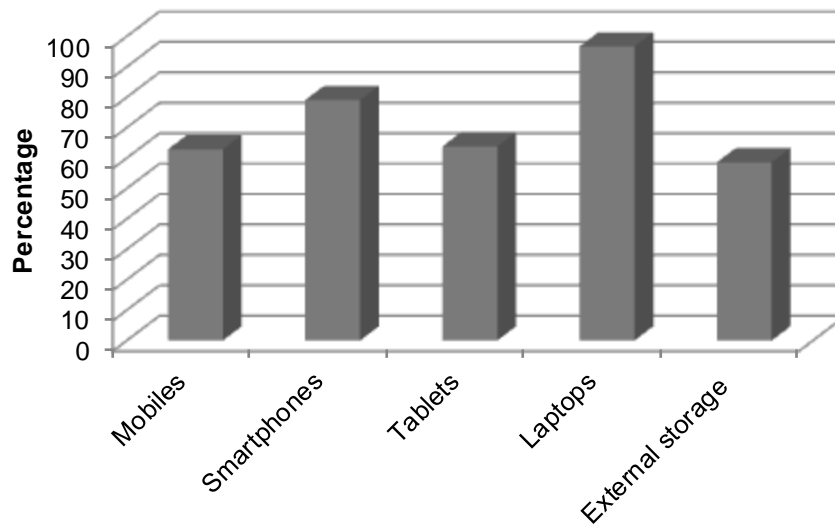
Introduction

Today's Service Desks have to contend with a customer base that is incredibly tech-savvy and more 'switched-on' to technology than any other previous generation. Today's IT users expect IT to just work and for it to do ever-increasingly more interesting and clever things in order to increase productivity and ensure that it improves our working lives. Indeed, such is our reliance on IT that it now comes with us everywhere be it in the form of laptops and notebooks or on our smartphones and tablets. The incredible surge in the uptake of mobile devices has changed the nature and culture of support irrevocably: this report identifies what is happening in the industry and how our service desks are adapting and rising to the challenge. There is also a clear push/pull effect with mobile technology – just where is the drive for the technology coming from?

One thing that is clear is mobile technology is definitely here to stay and we are probably only just scratching the surface of the advances that we can expect to see in the future. This means that support strategies will need to continually evolve to ensure that productivity remains high and, crucially, that security remains tight with the correct policies in place. A strategy guide for mobile devices is included at the end of this report.

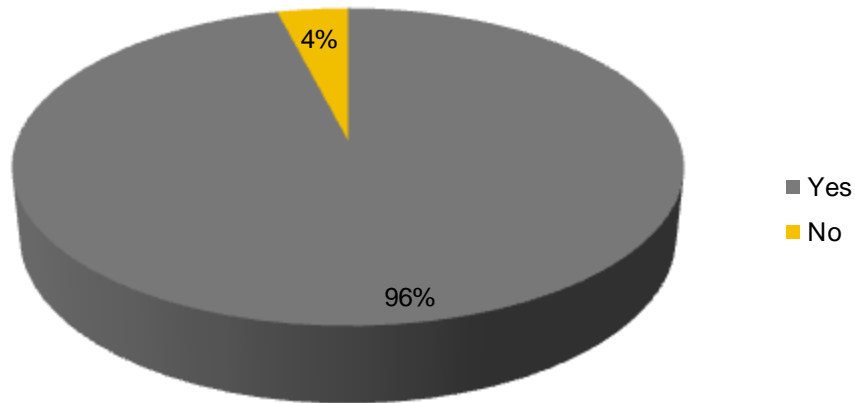
Questions

1. What devices are you seeing on the network? Please check all that apply:



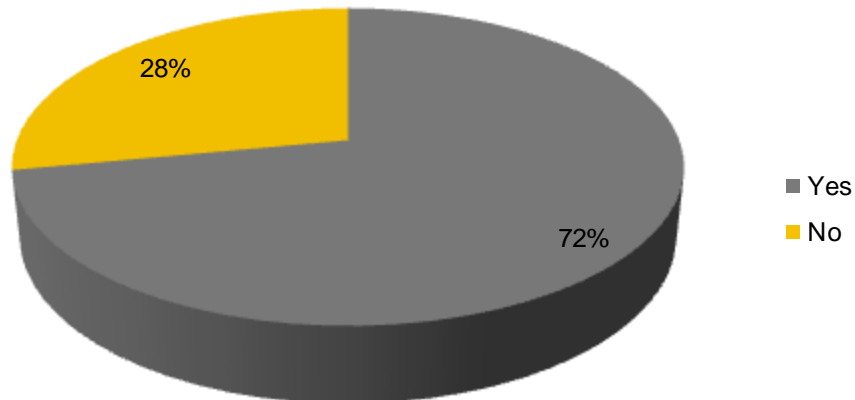
Perhaps unsurprisingly, laptops are still the most popular devices on the network, due to the fact that they share many of the same properties as desktops and thus are very similar to support (aside from some hardware differences). Laptops have also been around the longest, so they have become accepted over time and service desks have learned how to support them and the security and procedures that need to be in place. The big changes in support are signalled by 72 percent of respondents stating that smartphones are on their network along with mobiles and tablets (at 65 and 66 percent respectively). Such a proliferation highlights how ubiquitous these devices have become over a relatively short period of time and the rise in tablets has been nothing less than astronomical. The variety in hardware, software and design of smartphones and tablets means that consumers have an abundance of choice but this creates problems for service desks who do not prescribe what can and cannot be used on the network.

2. Are these devices helping your users to be more productive and work effectively?



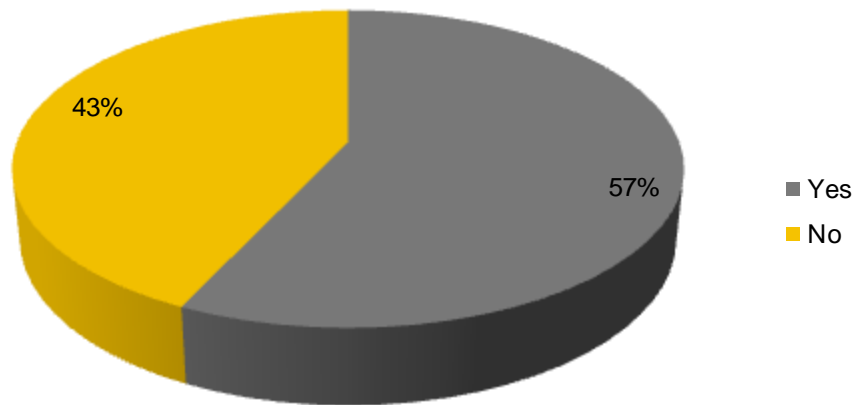
The overwhelming opinion is that mobile devices are helping users to be more productive, which demonstrates that the service desk understands the value that mobile devices provide to users and to the business. One of the most important arguments for proponents of mobile devices is that they assist and enable people to work effectively so it's interesting to see that this feeling is reciprocated by the service desk. It would be interesting to see if the response to this question was based on gut-instinct or on credible data.

3. Has the introduction of mobile devices put your service desk under more pressure?



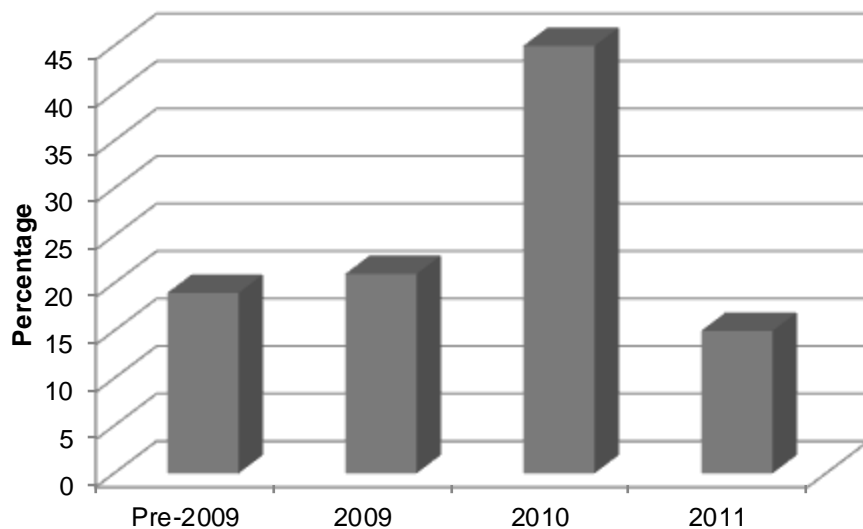
It is clear from the chart above that mobile devices have impacted on service desks and, in this case, it has been in a negative way. As one would expect, the plethora of devices that service desks are now expected to support has increased workloads and has necessitated a rapid accumulation of knowledge and expertise in order to be able to support mobile devices. Additionally, there will also have been adjustments to security policies and protocols along with new documentation and processes: these add up to a significant increase in the service desk's workload and commitments. This increased pressure will either have been borne by the service desk or will have been felt through a lower level of service delivery.

4. Were you consulted by procurement before the company purchased mobile devices?



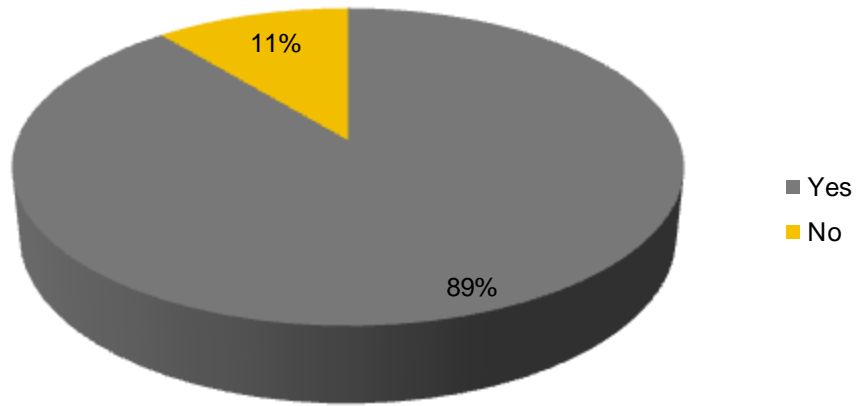
This was a mixed result. On the one hand there is a slight majority who were consulted (and therefore had an opportunity to influence) the purchase of mobile devices, but for 43 percent they were left out of the discussions. This is discouraging as these service desks are being asked to support devices that they have not had any input or any knowledge. This lack of involvement will have no doubt have added to the pressure placed on service desks, as depicted in question 3. It is alarming that service desks are being asked to support devices without having any influence and opportunity to state what they can and cannot support. One of the ways to combat this is to be proactive in your approach to supporting mobile devices (we'll look at this in the strategy guide at the end of this paper).

5. When did you see an increase in the usage of personal mobile devices?

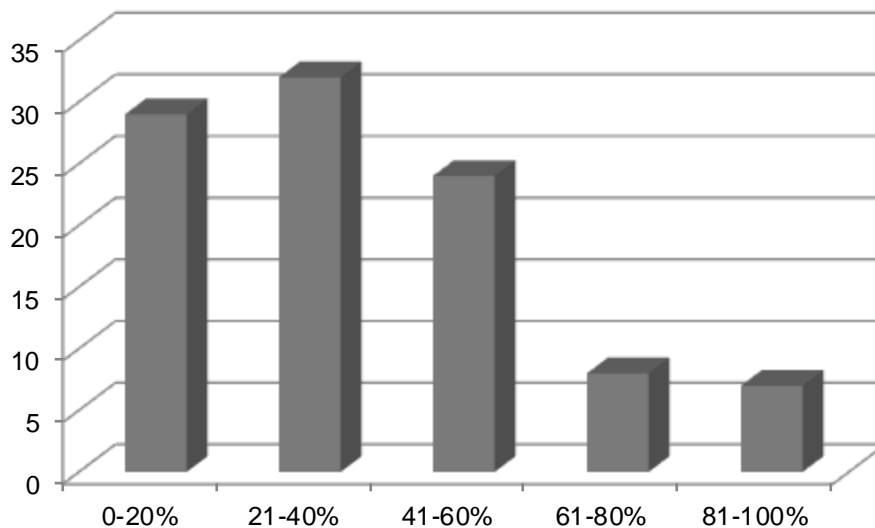


2010 was the year that smartphones and tablets really gained traction as business tools and not just entertainment devices. The iPad proved an irresistible draw for those who wanted the functionality of a laptop and a sufficient screen size but without the bulk and weight of a laptop. 2010 also saw a proliferation of smartphone devices and the rise of the Android operating system that made smartphones affordable, flexible and powerful. Netbooks also moved on great bounds with increased power, battery life and keener pricing. 2010 may have been the high point in mobile device usage, but it is also shown that they have proliferated since before 2009. The rise in 2010 is attributable both to the advances and availability of the technology and also the fact that organisations needed to understand and realise the benefits of mobile technology before procuring the devices and espousing their benefits to their employees. The 2010 rise could also be a result of service desks feeling that they were now ready to support mobile devices as, as we have seen above, the majority of service desks are consulted during the procurement process.

6. Have you seen an increase in the number of mobile devices you are being asked to support?

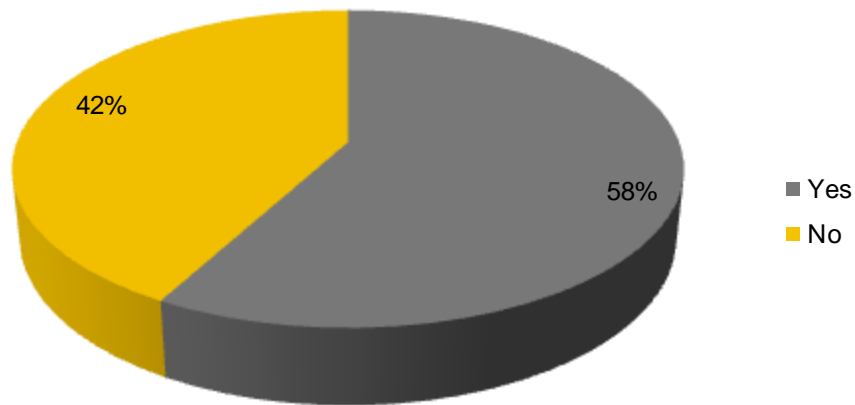


7. By what percentage (roughly) has this increased?



Mobile devices are definitely on the rise, 84 percent of respondents stating that there has been between a rise between 0-60 percent.

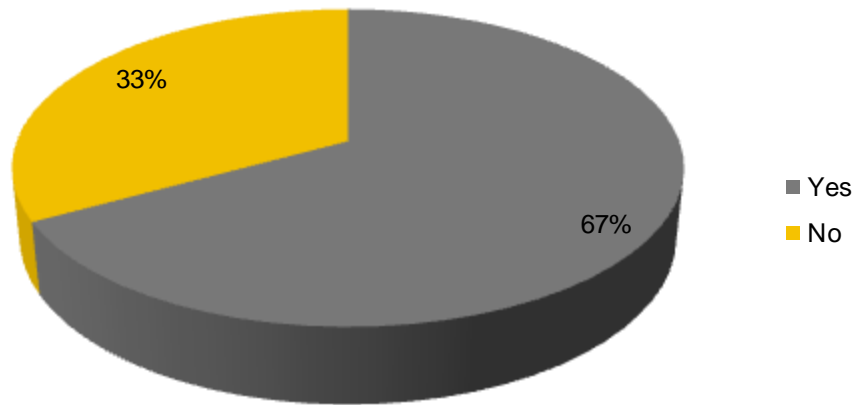
8. Are you being asked (or told) to support mobile devices before you feel that your service desk is ready?



This was a key question as one of the most important things we wanted to discover was whether service desks had the correct processes and procedures in place before being asked to support mobile devices. Also of course this question discovers if service desks are involved in the decision making process of what devices to support. The result is that most desks are supporting devices before their service desk is ready – this is a disappointing result for numerous reasons. For one it shows that the majority of service desks lack the necessary clout to delay supporting devices until they feel that their service desk is ready. This indicates that the service desk is not taken seriously enough and lacks influence in the decision making process. Additionally, the result shows that mobile devices are being thrust onto the service desk which will undoubtedly have an impact on service levels and delivery. If the service desk is not prepared to support mobile devices then it will likely impact on first time fix rates (as analysts will lack the necessary knowledge and therefore have to search longer for a fix) and thus increase call waiting times and call abandon rates. An impact on service levels will be very frustrating for the service desk as they will have been unable to prevent offering support even though they know that they are not ready.

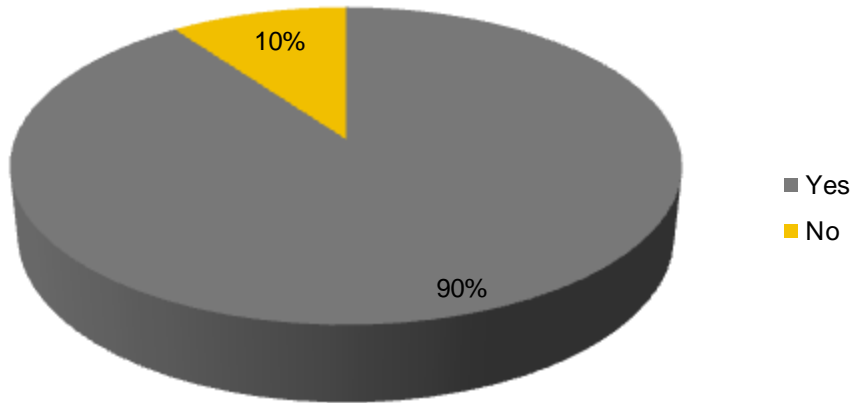
The alternative reason for the result above could be that the business feels that the service desk is being too slow in preparing themselves to support mobile devices. With the rate at which technology moves it may be the case that the service desk may never feel adequately prepared to support mobile devices. If this is the case then the business may have lost patience and forced the service desk to support these devices as otherwise productivity and efficiency would have suffered.

9. Are mobile devices more difficult to support than desktop devices?



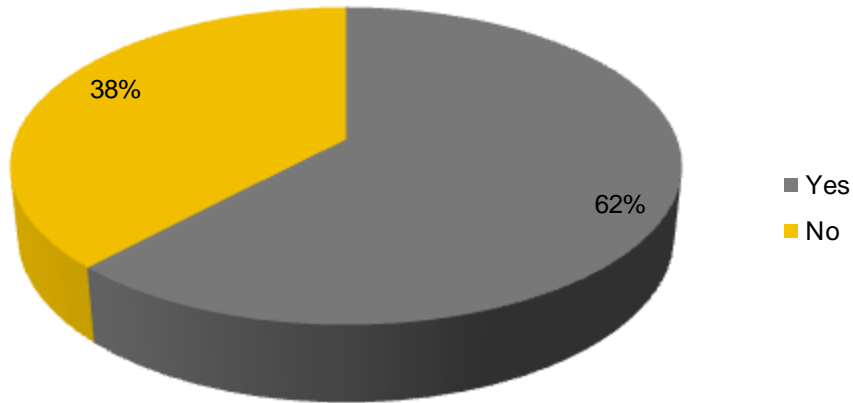
The result validates many of the previous suppositions about mobile devices – namely that they are more difficult to support and come in many different configurations and specifications. The fact that they are more difficult to support means that there will be a substantial training need to fill the knowledge void and in turn improve the quality and level of support. This is also an important consideration for service desks that are planning their mobile device support strategy and underlines the importance of auditing your team to discover if any of them have any specialist knowledge about mobile devices that can be used to improve support. Without this training it is likely that service levels will be impacted as the service desk will struggle to implement fixes without the appropriate knowledge.

10. Has there been an increase in the number of people working remotely?



Closely following the trend of the increase in the number of mobile devices has been the rise in the number of remote workers. With the advances in mobile technology, workers are now able to work from virtually anywhere in the world and at any location that has an internet connection and thus it is not surprising that more people are working remotely. Coupled with this is the ability to conduct meetings virtually and the availability of cloud software, both of which have meant that workers no longer need to be in the office. Transport costs and flexible working hours have precipitated a rapid rise in the number of remote workers and we can expect this trend to continue. All of remote working is underpinned by technology which means that the demands placed on the service desk are likely to continue to increase.

11. Do you feel that mobile devices are a security risk?



Some comments from our respondents:

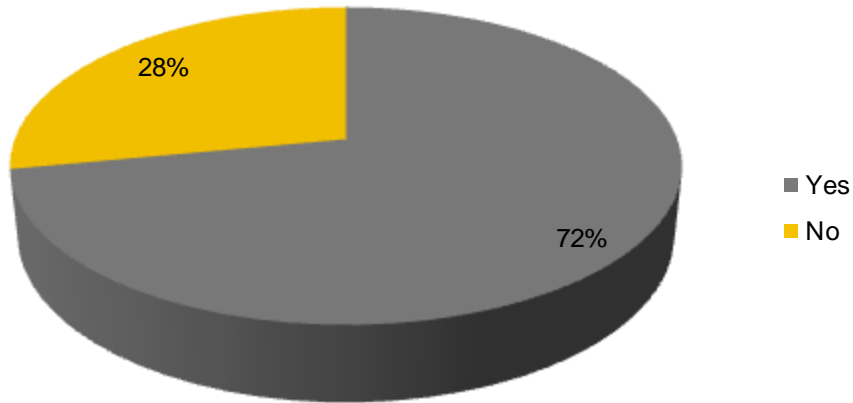
“Mobile devices are personal equipment that the user has to be familiar with. Most users who are familiar with their devices are in a better position to protect their data on the phone.”

“[Mobile devices] are an inevitable and useful part of the IT infrastructure; security is one area where we are lagging however - in the same way we (the industry) were caught out by laptop and usb drive security.”

One of the major considerations surrounding mobile devices what impact they have on security – the responses above demonstrate that security is a concern. With desktops they are easier to ‘lock down’ and restrict access to certain programs or networks. With mobile devices it is much more difficult to control content and there is a much higher risk that they will be stolen along with the confidential data and passwords that are stored on them. Also, mobile devices can connect to any network through wifi and thus have a much broader scope for being hacked into or becoming infected with malware or viruses. Asset management has come a long way to cataloguing hardware so that the service desk knows exactly where each asset is and how it is being used which has alleviated some of the security risks.

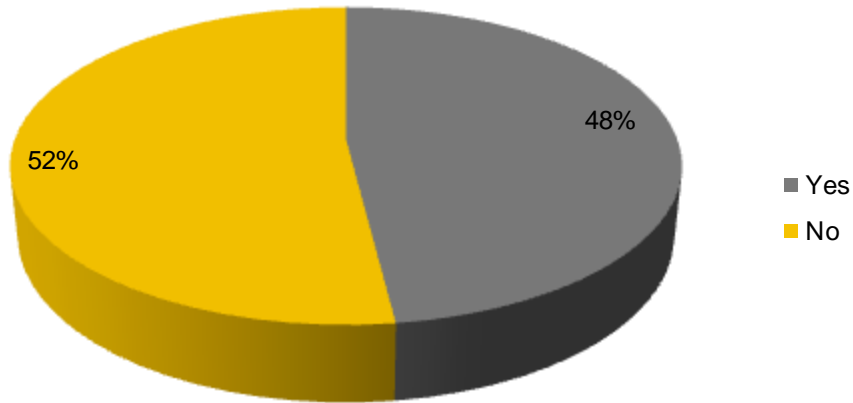
Fears about security most likely come from the lack of control that the service desk has over mobile devices and by their very nature and design it’s difficult to restrict what they connect to or the sites that they download from (or indeed in many cases the software that they have on them). Additionally, not all mobile devices will be the property of the company but users may still want to connect to the work network or their own PCs to transfer files or connect to the intranet. These all raise further problems and increase security risks, especially if specific security policies are not in place.

12. Do you have any specific security policies governing mobile devices?



It's encouraging that 72 percent of service desks have taken heed of the security risks posed by mobile devices and have adopted security policies to manage some of that risk and protect their IT infrastructure and data. It's fundamental, therefore, that proper security measures are in place that are adhered to and communicated to users; without them the service desks will face more security concerns in the future. Clearly communicating to users what is and is not permissible in regards to mobile devices will help to ensure that the security risks can be managed and that users will know if they are breaking the rules or protocol. This result also demonstrates that service desks have been proactive in their approach to mobile security.

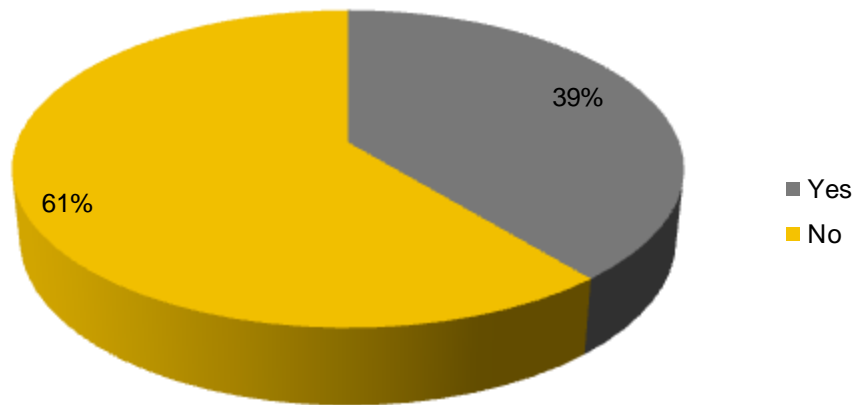
13. Do you have a specialised person or department to look after mobile devices?



There was a clear divide in this result but it's one which demonstrates the power of harnessing expertise on the service desk and utilising the knowledge of analysts. Many service desks will have people who are passionate about mobile technology and will be familiar with the devices and their usages. Understanding what knowledge these people have is a great way of improving support for these devices. The next stage is to make sure that the knowledge is recorded and then disseminated to the rest of the team to ensure that everyone can benefit from it. It makes sense to have product experts as they can continue to accumulate knowledge through dealing with a variety of problems and also undergoing training on specific products. It also makes sense from the point of view that there is someone in charge of looking after mobile devices which helps the service desk have a distinct structure and hierarchy.

For the 52 percent who do not currently have any specialisation in place it could be that they do not understand the skill-set and abilities of their service desk or that they are cautious of conferring too much power to one particular person or department. We'll look at how to audit the abilities of your service desk in the strategy guide at the end of this report.

14. Has the service desk been required to undertake any additional training in order to support mobile devices?



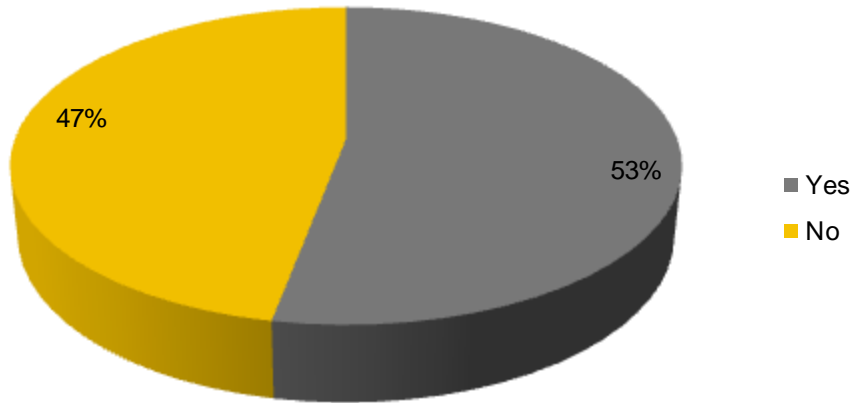
Some comments from our respondents:

“It’s all well and good providing users with these tools but they, like my team, have not received any training and they then call the Desk for assistance. Most of the knowledge we have on the Desk has come about through us researching on the Internet and from our own personal experience with these devices.”

“I think mobile working including iPhones/Blackberrys are a very important part of working on the move and being able to stay productive. The issue is it’s been dumped onto the service desk and infrastructure team without much training and as a result users are knowing more about the devices than the service desk making it harder to support. In time hopefully there could be a mobility team who are experts in the area to provide an extra level of support.”

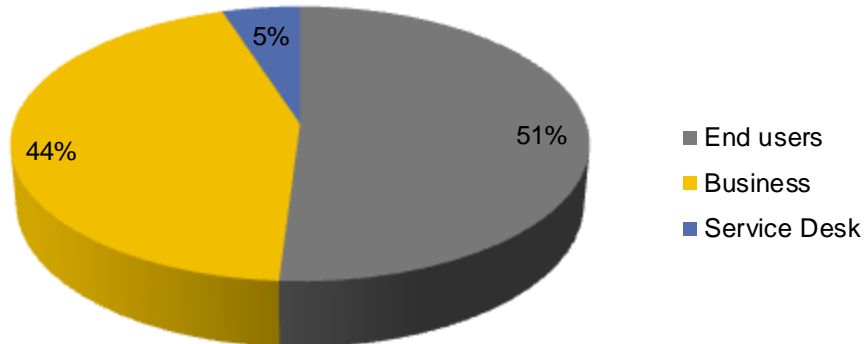
Given the diversity of mobile devices it is perhaps surprising that so many respondents stated that they did not require additional training. This result has one of two meanings: either the service desk had enough knowledge and ability that additional training was not required or that there was simply no provision for providing training for mobile devices. If it’s the former then this means that mobile devices are being supported correctly – if the latter then it suggests that service levels will suffer and support for mobile devices will not be at the same standard that it should be.

15. Have your data protection policies changed as a result of mobile devices?



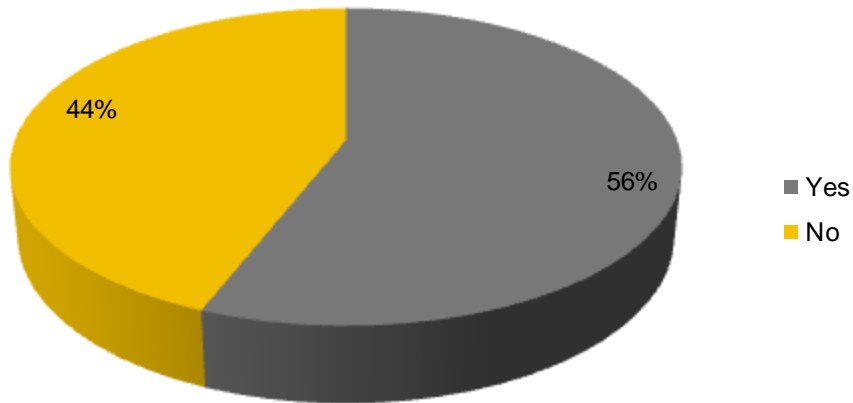
One of the major security concerns surrounding mobile devices is data protection. As noted, mobile devices are not locked down and therefore can connect to a variety of networks and can access and download lots of different data. This explains why data protection policies have had to change because they need to keep pace with the developments and usage of mobile technology. This result also indicates the depth of the changes that mobile devices have created and the considerations for those who have not yet changed their data protection policies. Being conscientious of what data and access is afforded to mobile devices (and finding ways to communicate this and enforce these policies) is key to ensuring that mobile devices do not become a security risk.

16. Where is the major drive for support for mobile devices coming from?



We would like to think of service desks as being proactive and always exploring new avenues and channels that will enable their users to be more productive and efficient. The results show that only in 5 percent of cases is the service desk actually being proactive and pushing the drive towards mobile devices. The much greater push is coming primarily from users, closely followed by the business. The user push can be explained by the fact that they realise the benefits of mobile devices and that their work patterns and lifestyle dictate that they need mobile devices to be supported by the service desk. There is also an increase in workers who want to use their own devices in the office and expect the service desk to support their devices. There has been an increase in this area because technology has become more affordable and often outperforms those available in the office. In addition, personal devices are loaded with the user's favoured applications and configurations and can be easily taken out of the office for meetings, homeworking or business trips. The downside is that allowing users to use their own devices in the office poses a significant security risk. From the business the motivations are largely the same: they too can see that mobile devices increase productivity and are ultimately going to be of benefit to the business. This result also correlates with what we have seen elsewhere in this report – namely that the service desk is being forced to support mobile devices before they feel that they are ready. If the drive was coming from the service desk then we could assume that they already had the mechanisms in place to support mobile devices.

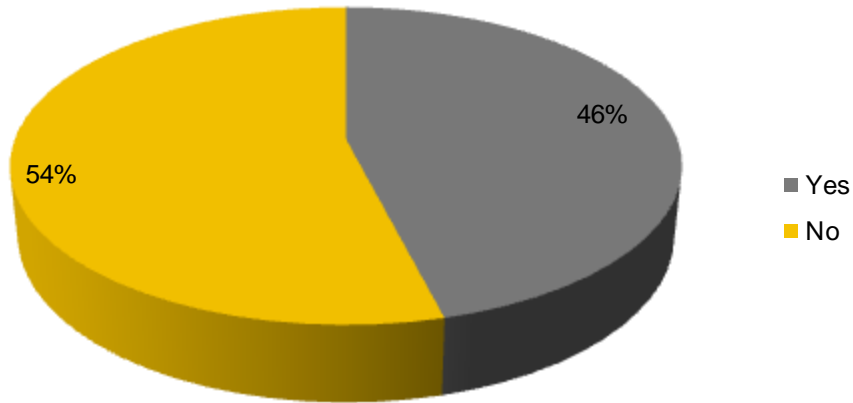
17. Do you think that users have more knowledge about certain devices than your service desk?



This result is indicative of what is happening across the industry and we should not be surprised that users (in some cases) have more knowledge than the service desk. After all, users of mobile devices are using them day-in day-out and thus are possibly much more knowledgeable about their devices than the service desk. This is especially true if the users have purchased the devices themselves (either out of their own pocket or from a company budget allocation) as they will have researched the products thoroughly and made themselves aware of their capabilities. If the service desk have been involved in the procurement process then it is likely that they will possess a greater depth of knowledge.

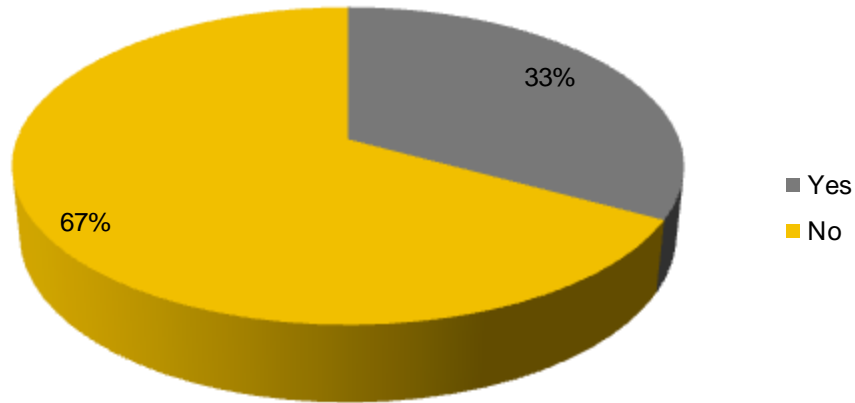
One of the key points is that knowing less than users should not be considered a failure. Technology moves so quickly (and there are so many apps and different uses for mobile devices) that keeping pace with all the developments would be nearly impossible for the service desk (especially as we have seen that there is a significant number who have not undertaken under additional training). The key is to harness user knowledge (something we'll look at in the strategy guide at the end of this report) and to make sure that it is captured and is available for use by the service desk.

18. Have mobile devices been incorporated into your Asset Management tool?



One of the great strengths of asset management is that it keeps track of every device on the network and its owner can be easily identified. Asset management was important in the days when desktops and laptops were the primary devices, but has become absolutely vital in the days of mobile devices. It's therefore encouraging to see that a high proportion of desks have incorporated mobile devices into their asset management tools. This will allow them to track exactly where each asset is and when and where it is being used. This will help to manage security risks and also to quickly identify what device the user has a problem with and any potential conflicts on the network.

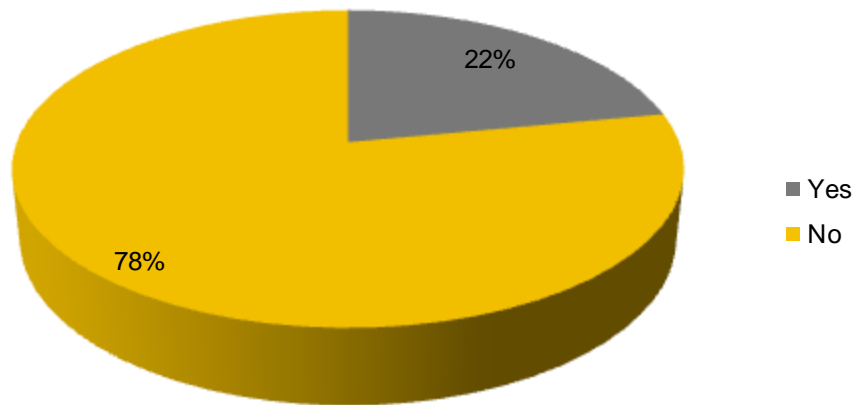
19. Do you support mobile devices that are not owned by the company?



With the growing trend of employees wanting to use their own equipment in the office, there has been a notable conflict with what devices the service desk will support and which ones they will not. It is clear from the results above that two-thirds of service desks have made the decision not to support devices that are not owned by the company. For service desks that have made this decision it should, in theory, make mobile devices easier to support as they should be of a more limited variety than users' own personal devices. However, if the service desk is not involved in the procurement process then the service desk has no influence in the decision of what they will (or would prefer) to support. They will therefore still have to support devices that they are not necessarily familiar with or are able to support correctly.

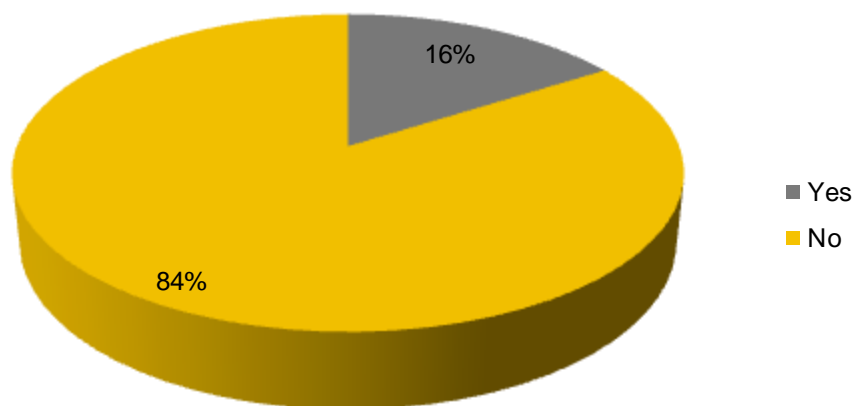
The conflict arises from the push from users to support their own devices, and what the service desk should actually support. Should they be flexible and support users in any way that they can or is it permissible for the service desk to have a fixed set of rules and defined boundaries and guidelines about what they will and will not support? Obviously, the earlier this decision is made the easier it is to manage expectations as if the service desk supports a personal device for one user then it sets a precedent that cannot be easily rescinded.

20. Is social media (Facebook, Twitter etc.) use pushing the drive towards mobile devices?



One of the big draws of mobile devices is that people can stay connected and updated wherever they are. The exponential rise in social media has driven sales of mobile devices to the extent that HTC now offers a device with a dedicated 'like' button for Facebook. Mobile devices and tablets are pitched to consumers as entertainment devices, capable of browsing the web but also acting as video players, cameras, mp3 players as well as being able to access thousands of apps – mobile devices need to be marketed differently to business users. It is shown that 22 percent believe that social networks are pushing the drive for mobile devices in the business world as social networks are forming a wider part of businesses' marketing strategies and allow users to stay connected and network with colleagues and existing and potential clients. Thus social media now shares a dual purpose – that of entertainment but also a serious business and marketing tool.

21. Would you prefer not to support mobile devices?



After all the debate about mobile devices – the difficulty in supporting them, the security risks that they pose and the lack of involvement in the procure process – it is shown that the vast majority of service desks recognise the benefits of supporting mobile devices and still want to support them. For the 84 percent who have answered ‘no’ it is shown that they have placed the benefits to the company over their own preferences.

Some comments from our respondents:

“We need these devices but we need secure operating systems and more management for the devices.”

“Mobility and agility is what drives our business, so the easier we can support it the more effective we can become.”

“The one thing that we would really like would be a service desk interface specifically designed to work with current mobile phones. We have a number of field engineers and it is surprising that they still have to access the system on desktops when at a remote site.”

“They are a massive enabler as IT should be. Telephony and IT have always being linked in some way or another. There are some excellent products out there that are very intuitive and help in many ways.”

“We are happy to support a standard corporate mobile device, with adequate backup from the supplier. We do not want to support users’ own mobile devices or allow them on our secure network.”

“One of the major issues with mobile devices is troubleshooting 3rd party connectivity issues, e.g. 3G signals, home routers and home adsl connections. The user base expects the service desk to be able to support the entire ecosystem when it is not resourced to do so.”

“I’ve said ‘no’ to supporting mobile devices only because we have not been given training and there have been no thoughts about changing the way we work/changes to the practices

or procedures that we have. It has not been thought through properly, and we've just had everything thrown at us.”

“Supporting mobile devices is an opportunity for the Analysts to keep up to date with the wishes of the customer. However, with no specific policies in place, no agreed decision on what is in/out of scope for support, no identified training and an infrastructure that was not designed to cope with mobile devices connecting to it, good will and best effort support is the most we can do for the time being.”

“As a telecoms company the support we offer many solutions to customer problems but the constant speed at which these technologies change requires continual training and development.”

“It is inevitable and the use of wireless networks within the company sites is aiding in the addition of these devices. They are useful tools but cannot be supported at the level at which we can support more complex devices like laptops. iPhones and iPads, even those bought by the business, do not yet have a solid centralised solution from which to manage them. And the iTunes folders created locally on people’s machines are a nightmare!”

“We are here to support the business and our end users: if they make this more challenging then we can demonstrate that we add more value to the organisation.”

“I believe being in the customer service industry, we must stay on top with technology and if it seems awkward, inconvenient or otherwise we must choose to go beyond our own inconvenience and continue to stay focused on providing top notch service at all costs. Phones are just one more tool for the arsenal of serving our customers with 'cream-of-the-crop' service.”

Creating a Support Strategy

In light of the challenges faced by the Service Desk, there is a pressing need to create a pragmatic and coherent strategy to enable Service Desks to support mobile workers and set clear parameters about what hardware and services that they support. Defining a strategy will be a comprehensive and involved process and needs to focus on consultation with all affected groups and workers and different areas and aspects of the business.

What are the Service Desk's Capabilities?

- **What can we support?** This is a seemingly simple question, but one which will be vital in determining your Service Desk's strategy. Some key areas of focus will be hours of support; the technical and customer service skills of your Service Desk team; and product and business knowledge. You might have people on the desk who are already keen and informed users of Blackberries or iPhones: gauging the knowledge of your desk is a great way to help you decide what they are capable of.
- **What services can we offer now?** Some of the services that are requested by the business or users may already be in operation but are not being utilised or marketed effectively. This is an ideal opportunity to audit your Service Desk and see if current support systems are working effectively, and if they're not then to find out why.
- **Analyse your metrics.** Ideally, any decisions about support services will be informed by metrics to allow you to see the usage for each support service, its effectiveness, and its cost. Knowing which channels of support are most effective and how much they cost to operate will go a long way to helping your Service Desk make key decisions about existing support services and the impact on service of additional supported devices or support channels.
- **Budget.** Ultimately, many support decisions will come down to whether there is budget available or not, so it's vital that you know exactly what the Service Desk's budget is; how much additional funding is available; and what the extra cost of support would be (if any) of increasing the opening hours of the Service Desk or employing new staff. You'll also need to look at the training budget to see if there is money available for additional training courses.

What are we being asked to do?

- **Consultation.** This is the core step of the support process. It's important that the Service Desk courts and collects customer and business feedback on its current support operations and what they would like the Service Desk to offer in the future. One way of doing this would be to create a customer 'wish list' whereby all customers of the Service Desk are invited to share 1, 2 or 3 Service Desk 'wishes'. These might include support for Blackberry, increased operating hours, remote support etc. Once these wishes have been collected, the Service Desk can then conduct meetings with customers and key business areas to discuss the wishes and construct a list of top priorities. Involving the business in the consultation process demonstrates that the Service Desk is proactively seeking feedback from its customers and that it is attuned to the needs of the business.

- **Customer Satisfaction.** A large part of creating support strategies is to review current customer feedback. What have been the big areas of success and where has the Service Desk fallen down? Has the consultation process revealed any insights that complement the feedback or have new areas been identified?
- **Benchmarking.** As part of the consultation process, it might be a good idea to benchmark yourself against other Service Desks within your business area by arranging site visits. What type of service do they offer to customers? What devices do they support? What have been their challenges and how have they overcome them?

How can we achieve these goals?

- **Review.** Once the consultation process and an audit of the Service Desk has been completed, you'll be in a strong position to decide what is and is not possible. It may be the case that none of the customer wishes can be fulfilled or that only some of them can. The key to this stage of the process is communication – if the Service Desk cannot support iPhones or the broadband connection that customers use at home, then let them know why. If it's genuinely something that you're looking to offer support for in the future then let the customers know.
- **What will we support?** The answer to this will come from what customers have identified in the consultation meetings and also what the Service Desk can currently support. There also needs to be a prioritisation process – a company-wide move to a mobile workforce with more people working out of the office might mean that offering remote support is simply non-negotiable. The decision will come down to the Service Desk's confidence and ability to offer excellent support. When the list of supported workers, hardware and devices has been established it's important that the list is disseminated throughout the organisation so that customers know what they can expect from the Service Desk.
- **Marketing.** Just offering new methods of support and devices is not enough – customers need to know what you are doing. To achieve this it's necessary to market your new list of supported hardware and devices and make sure that customers know what you are supporting.
- **What's the business impact (and value)?** Offering new channels of support and broadening the range of supported devices will have an impact not only on the Service Desk but the business as well, so it's important to assess what the outcome has been. Has support for mobile devices meant that the business is more agile and versatile? Often it will not be easy to pinpoint any immediate examples of success, but by consistently collecting customer feedback they should become apparent. If it's possible to attach a value to these improvements in support (such as improved productivity) then it will provide a very strong business case and will justify future training or spending requirements.

Conclusion

This report demonstrates that the usage of mobile devices is prevalent in the workplace, which is why it is so vital that Service Desks create the correct strategies to ensure that they stay ahead of the curve. Whatever devices you choose to support and the strategy you create, the end goal must be to keep the workforce working. This is the heart of what every Service Desk is designed to do, and the strategy must be built with this ultimate goal in mind. Understanding your customers and allowing them to gain an insight into your trials and challenges will improve the perception of your Service Desk and make your service appear more human and engaging.

Another major advance we're seeing in the IT service sphere is service catalogues. In a nutshell, service catalogues detail all the hardware that the Service Desk support. The most savvy Service Desks include the cost of support in this catalogue, which in turn means that IT users truly are customers of IT. By including the cost of support, customers are forced to make decisions: do I choose the latest and greatest smartphone even though it costs more than a last generation one? Including the cost of support creates an incredible transparency about the cost of IT and places the ball firmly in the customers' court. Customers then have to justify why they want a particular device or piece of hardware and they can be held responsible for their choices. Calculating the cost of support for each device can be difficult, but if you have a firm grip of the cost of support then it should be possible to calculate it.

The challenges that the Service Desk industry will face should be embraced as opportunities and possibilities. There are now more ways than ever to support customers and to improve the service that is delivered. Our respondents have identified that they understand the benefits of mobile technology but many of them feel that they lack the necessary training to support them effectively and are disappointed that they have not been involved in the decision making and procurement process. One key way to guard against this is to be proactive and already have a strategy in place that involves all aspects of the business. The decisions that need to be made now will place the Service Desk in a formidable position at the very heart of the organisation and will demonstrate that they are the perfect conduit between customers and the business.

LANDesk Software



LANDesk Software creates innovative technologies and products for enterprise IT management, including systems, security, IT service, and process management.

LANDesk helps customers streamline operations and maintenance tasks, automate and standardise processes, reduce errors, and transition from a reactive environment to one that's more proactive and service oriented. This enables organisations to reduce operating costs, simplify management, and increase the availability of critical IT environments 24/7 via integrated, centralised software.

LANDesk solutions also enable organisations to discover, manage, update, and protect all the deployed systems via a single, easy-to-use console that integrates systems lifecycle management and endpoint security management.

The user is able to automate patch management and deployment, control and encrypt USB and other devices to prevent data leakage, enforce endpoint security policies for mobile users, and grant network access control to protect against virus outbreaks and unauthorized access.

More information can be found at www.landesk.com

About The Service Desk Institute (SDI)



Founded in 1988 by Howard Kendall, the Service Desk Institute (SDI) is the leading authority on service desk and IT support related issues, providing specialist information and research about the technologies, tools and trends of the industry. It is Europe's only support network for IT service desk professionals, and its 800 organisation members span numerous industries.

Acting as an independent adviser, SDI captures and disseminates creative and innovative ideas for tomorrow's service desk and support operation. SDI sets the best practice standards for the IT support industry and is the conduit for delivering knowledge and career enhancing skills to the professional community, through membership, training, conferences, events and its publication SupportWorld magazine. It also offers the opportunity for international recognition of the support centre operation through its globally recognised Service Desk Certification audit programme.