If you are about to have or recently had a call on mobile and client computing strategy, you will find a selection of the notes below quite helpful. Please be sure to be logged into gartner.com with your user ID and password. If you have any questions regarding access to the linked documents, please contact your account team.
Developing a Strategy

2014 Strategic Road Map for Endpoints Using Mobility as the Key Driver
A mobility strategy should be embedded in an IT strategy, work processes and policies to align investments with business goals. IT leaders should consolidate PCs, Macs, desk phones, ruggedized devices, mobile devices and alternative endpoint device teams into a single I&O organization.
Published: 07 May 2014
Wallin, Leif-Olof | Dulaney, Ken | Kleynhans, Stephen

IT Leaders in Mobile and Endpoint Computing Should Take Strategic Action in 2014/2015
As mobile transforms into an overall endpoint-computing strategy, mobile strategy development continues to be a frequent subject for inquiries. IT leaders need to challenge the status quo by embracing endpoint-computing innovation and re-evaluating their strategies every six months.
Published: 25 Apr 2014
Wallin, Leif-Olof | Dulaney, Ken | Kleynhans, Stephen

(Archived) Toolkit: Writing a Mobile Strategy Document
This Toolkit contains a template to guide your organization’s efforts when creating a comprehensive mobile strategy document.
Published: 09 Sep 2010
Wallin, Leif-Olof

Toolkit: Creating a Road Map for Client Computing
Many organizations strive to build road maps for client-computing capabilities that describe how they will invest in (and navigate) OS migrations and architectural changes, and adopt new hardware over a multiyear period. We provide IT leaders with a template for building a client-computing road map.
Published: 28 Feb 2013
Troni, Federica

Toolkit: Board-Ready Slides to Present the Business Case for a Mobile Technology Initiative
This Toolkit provides CIOs with a template presentation for proposing a new mobile technology initiative to board directors and senior executives.
Published: 02 Aug 2012
LeHong, Hung | Willis, David A.
Best Practices for Developing a Successful Mobile Strategy
Mobility is not just a mashup of technologies, but also the next step in defining how we work and live and how organizations reach their customers. We interviewed 13 companies to learn how they successfully approached mobility. This report examines key insights and mobile strategy best practices.
Published: 07 Mar 2014
Disabato, Michael

The Mobile Center of Excellence

Put a Mobility Center of Excellence in Place to Maximize Return on Mobility
Establishing a mobility center of excellence can help organizations create a second-generation mobile enterprise strategy in which standardization, coordination and collaboration are key concepts to remove silos and improve time to benefit in midsize and large organizations.
Published: 12 Aug 2013
Wallin, Leif-Olof | Taylor, Bryan

Government Context: ‘Put a Mobility Center of Excellence in Place to Maximize Return on Mobility’
Gartner’s MCoE research shows that many organizations, after early experiments with mobile, need transitional work to establish standards and controls. Government CIOs and IT leaders must dedicate people, minimize project burdens and collaborate with interagency standardization efforts.
Published: 17 Mar 2014
Pagliano, Bryan

Midmarket Context: ‘Put a Mobility Center of Excellence in Place to Maximize Return on Mobility’
The explosive growth of mobile computing has created a new set of challenges for midsize organizations. IT leaders should consider implementing a mobile center of excellence to provide a cost-effective way to coordinate and integrate mobile initiatives.
Published: 31 Mar 2014
Taylor, Bryan

How to Build a High-Performance Mobile Center of Excellence
Enterprises are scrambling to create mobile strategies. Many are hamstrung by unrealistic expectations, vague requirements and organizational inertia. This step-by-step methodology will help enterprises overcome these challenges in order to build a high-performance mobile center of excellence.
Published: 03 Jun 2013
DeBeasi, Paul
Assessing Mobile Maturity

Mobile Maturity Model
Decades of experience with PCs have afforded few best practices for the chaotic world of mobile devices. However, as the mobile world becomes the de facto best practice for overall endpoint strategies, enterprises must assess their maturity and the next steps to enable a smooth running IT model.

Published: 30 Jun 2014
Dulaney, Ken | Smulders, Charles | Baker, Van L.

Strategy Influencers

Scenario Planning for End-User Computing: Act Now to Keep Your Users Productive Through 2018
Although many of the trends driving end-user computing today are obvious, what is less obvious is how disruptive those trends will be to IT operations. IT leaders that fail to adapt will risk losing control and becoming irrelevant in an era of mobility, BYOD and personal cloud.

Published: 21 Mar 2014
Fiering, Leslie | Kleynhans, Stephen

Top 10 Mobile Technologies and Capabilities for 2015 and 2016
We discuss 10 technologies and capabilities that will be critical to organizations wanting to unlock the full potential of mobility as part of their digital business strategy.

Published: 12 Feb 2014
Jones, Nick

Mobilization Is Forcing a Role Change for IT
Several forces related to mobilization are converging to force IT organizations to re-assess the role they provide within the enterprise. IT personnel will face significant challenges in adjusting to their new role in the organization.

Published: 27 Nov 2013
Baker, Van L.

BYOD Doesn't Have to Be All or Nothing: Match Smartphone, Tablet and PC Rollouts to Organizational Readiness and Employee Demand
BYOD is no longer hypothetical, and ignoring it is no longer an option for CIOs. However, there are varying levels of acceptance that make it possible to plan a phased adoption that matches employee demands for smartphones, tablets, and notebooks or PCs.

Published: 18 Apr 2013
Fiering, Leslie

Mobile Cost Reduction

How to Reduce the Cost of Enterprise Mobility: Hardware and Services
Mobility continues to grow in importance as a strategic technology, and as a result, concerns about mobile costs rise. This research discusses best practices CIOs can use to manage the key hardware and services costs of a mobile strategy.

Published: 20 Jun 2013
Jones, Nick | Wallin, Leif-Olof
How to Reduce the Cost of Enterprise Mobility: Software
Mobility continues to grow in importance as a strategic technology and, as a result, concerns about mobile costs rise. This research discusses best practices CIOs can use to manage the key software costs of a mobile strategy.
Published: 20 Jun 2013
Jones, Nick | Wallin, Leif-Olof

Understanding ROI and Prioritizing Mobile App Initiatives

Prioritize Mobile Application Development to Maximize Business Value
Rising demand for mobile apps makes a systematic way to prioritize delivery by business value vital for those charged with enterprise mobility enablement. A collaborative approach is ideal, bringing together and aligning stakeholder criteria to compare value, ROI, cost and competitive advantage.
Published: 01 Apr 2014
Marshall, Richard | Wong, Jason | Leow, Adrian

How to Estimate ROI for Customer-Facing Mobile Apps
Mobile apps are a vital part of a digital business. Modeling development and operational costs, infrastructure impact, savings, revenue opportunities and benefits enable mobile app value to be assessed and project investment to be prioritized.
Published: 02 Jul 2014
Marshall, Richard

How to Estimate the ROI of Mobile Apps for Employees
Although mobile apps offer significant business benefits, many IT leaders find these benefits difficult to quantify. They should apply Gartner’s framework for assessing costs and value from cost savings, additional revenue and intangible benefits, and they should build a business case for each app.
Published: 01 Jul 2014
Marshall, Richard