



# How we created one-stop set-up for mobile services – bringing major savings

Case Study: My Device Portal for Nokia smartphones

Developed and proven effective within Nokia

**NOKIA**  
Connecting People

## Company:

Nokia

## Primary business:

Connecting people through mobile telecom solutions

## Professional overview:

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries

## Number of employees:

60,000

## Flagship office:

Helsinki, Finland

## Website:

[www.nokia.com](http://www.nokia.com)

## Business challenge

- Deploying and managing mobile applications throughout a global company can require a serious investment in IT time – but does it have to? We set out to find an easy, one-stop, fast-uptake solution that could largely take care of itself

## Solutions

- Developing new My Device Portal that incorporates:
  - Intuitive self-service portal
  - Comprehensive Enterprise Device Management (EDM) backend solution

## Business results

- Immediate cost savings, as administration is both simplified and largely performed by individual users – leading to minimal IT support costs
- Simple, fast deployment with high uptake rates of employees using My Device Portal during a rolling introduction programme
- Fast, trouble-free uptake of appropriate apps enabled and actively used through the portal
- Positive effect on employee morale, with feedback confirming that employees found the new portal made their job easier
- Source data collected through My Device Portal provides valuable insights for the IT and HR service teams
- Improved administration and customer care made possible through streamlined feedback from target groups of smartphone and applications users
- Fully secure solution meeting business IT needs

“Nokia’s My Device Portal makes it extremely easy for me to take a new smartphone into use and connect it to company services. All I need do is to enter the portal and register the device. After a couple of clicks, my smartphone is ready to go.”

– Aki Ahonen, Lead Developer

## A new, amazingly simple way to manage mobility and reduce IT costs enterprise-wide - using My Device Portal

Nokia employees are recognised as being among the world's most advanced smartphone users. So to perform at their best, they need to work with the full range of appropriate and regularly updated mobility applications.

Until we developed the **My Device Portal**, however, users found it hard to access the mobility services Nokia IT hosted - such as Mail for Exchange, Microsoft Communicator Mobile, Office and Home Wireless LAN settings, Company Phonebook and intranet access. Typically, users had to search through our intranet to find the relevant applications and information. Then, with no automated solutions, installation could be complicated. Meanwhile, gathering feedback on usage was difficult – and IT had no central database about smartphone and application usage.

Fortunately, all these problems were overcome with just one integrated solution: **My Device Portal**. This revolutionary portal has given users everything they needed to control their smartphone - **on one screen**. This includes:

- One place to manage settings and applications for each user's smartphone
- An easy, automated way to keep applications and settings up-to-date
- Fast, one-stop access to all content related to each user's work.

My Device Portal works alongside the **Enterprise Device Management (EDM)** backend solution, hosted by Nokia IT. Both software elements were developed for Nokia by Smith Micro.

We launched the new portal in early 2010, since when it has operated with complete reliability. As a result, it is now a true one-stop shop for all employee mobile applications and settings.

### Quick and intuitive uptake

The onscreen portal offers easy, cost-efficient installation of all mobile applications onto smartphones. Employees simply register their phones once, the first time they open My Device Portal on their computers. This stores all their applications and content, which is updated every time they synchronise their smartphone or other mobile device. The portal also lets users search and download new applications and content.

Users have also been able to keep their application settings fully up to date using the diagnostics feature, which automatically posts an update or removes messages on the portal screen. Everything is controlled from the portal. This is what it looks like:



Each user gets a simple, clear menu to choose and activate applications

"Before My Device Portal, mobility services were pretty fragmented, often hard to find, and time-consuming to install. Now, just a few clicks keeps my smartphone totally up to date."

- *Michaela Cronstedt, Corporate Communications*

### Enterprise advantages and immediate, major cost savings

While giving clear and immediate benefits to smartphone users - at all levels in the company - My Device Portal has also brought major benefits to IT and enterprise teams. For example, it automatically collects usage information (such as registered users and registered devices, with device details), downloading the data into an intranet-hosted HTML file. This can be used by IT and HR service teams, who can structure the data to collect feedback from specified user groups.

"My Device Portal has enabled more effective administration, application deployment, and customer care, letting us collect feedback from targeted group of smartphone or applications users."

- *Lauri Ylä-Rotiala, IT Product Manager*

Alongside strategic advantages, there have also been immediate benefits to the bottom line. Because it's so easy for users to operate, both employees and IT support save time on a daily basis – which delivers a considerable productivity bonus over time. In fact, Nokia IT has estimated that this is worth at least €1 million to the business each year. So, while making everyone's job easier, and boosting productivity and morale, the portal has also provided visible cost efficiencies right from set-up.

### More information

Read more about Nokia business solutions, at [www.nokia.com/business](http://www.nokia.com/business)

Read more about Smith Micro, at [www.smithmicro.com](http://www.smithmicro.com)

Smith Micro's enterprise platform offers IT departments a single management interface providing visibility, command and control over their mobile devices, mobile expenses, and applications. It gives companies the power to enforce specific mobile policies, reduce operational time needed to update device configurations, and gain greater visibility and control over the growing costs of global connectivity.

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