

A central graphic of a white smartphone is surrounded by various white, 3D-style icons on a grey background. The icons include a person, a bar chart, a headset, a calendar, a document, a smartphone, a house, a location pin, a Wi-Fi symbol, a download arrow, a power button, a gear, a speech bubble, and a mobile phone. The entire graphic is set against a large, light grey, curved shape that resembles a stylized 'C' or a swoosh.

*How to Leverage  
Enterprise Mobility*

## **Enterprise Mobility is all about keeping employees connected, whether at the office or working remotely, by integrating their mobile phones into the corporate network.**

With the employees' mobile phones fully integrated as working extensions of the company communication system, they are empowered to stay connected and work more effectively wherever they are, resulting in reduced mobile calling costs and guaranteeing mobile policy compliance.

Enterprise Mobility is the foundation for effective unified communications (UC), be-

cause without mobility, UC can never live up to its collaborative potential. It starts with the idea that all the efficiencies that employees enjoy through their office PBX or call handling platform can follow them on their mobile phone.

With so many employees mobile today, it is critical that UC be extended efficiently and seamlessly to mobile phones to maintain collaboration. That is where Enterprise Mobility comes in. It is the enabler, the glue that binds mobile phones to the enterprise communications network. It eliminates the disadvantages that mobile workers often face when trying to stay fully connected and productive while away from the office.

There is no disputing the trend toward mobility from a business and end user perspective. But what is the best way to implement Enterprise Mobility?



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Most options revolve around an app or client solution, but those lack the full control and compliance the enterprise requires. A better approach is a native dialer solution in which the enterprise controls the policy and dictates how the phone is used.

## **Putting Enterprise Mobility to Work**

Virtually every employee already has a mobile phone and are already using them to conduct business, whether the employer provides the phone or not. To harness the power of Enterprise Mobility, an organization needs to integrate those mobile phones with the existing enterprise network, giving full control to the IT department.

Some organizations may want only to extend features of the existing enterprise network to mobile phones. For others, that may be a first step toward evolving the company PBX to new, mobile-oriented platforms. But in any

case, Enterprise Mobility can deliver compliance, efficiency, and cost advantages.

Let's look at a few of those cost advantages:

**Least cost routing.** Enterprise networks, particularly for those companies with multiple sites and an international presence, enable employees to place international calls through that network rather than to dial through the public wireless network. A call that "rides" on the enterprise network is virtually a free call, if you com-



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pare it with the still-high cost of an international call placed from a mobile phone. Enterprise Mobility – by extending the enterprise network to the mobile phone – leverages the corporate dialing plan and routes the mobile-originated call through the enterprise network for lower international rates.

**Desk phone elimination.** Enterprise Mobility lets an organization make mobile phones the primary communications devices. Once all the features of the enterprise network are available on the mobile phone, many companies see desk phones as redundant.

By not buying new desk phones for new employees, they save on capital expenses. They can also remove existing desk phones and sell them as used equipment, recouping some of their original investment and eliminating ongoing maintenance costs.

**PBX elimination.** Typically, multi-site companies have PBXs in each location. With Enterprise Mobility and a mobile first strategy, they can operate their entire network from a single PBX at a central location, extending all features to mobile employees at each location. That reduces capital expenses when new sites are opened, and without a PBX at

each site, it significantly reduces the cost of continuing maintenance.

**Enterprise Mobility can deliver compliance efficiency, and cost advantages.**

## **Putting IT in Control**

With the explosion in business mobile phone usage, IT departments have been confronted with a serious loss of control.



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It is most noticeable in bring-your-own-device environments, with employees using their own phones and connecting with the corporate network. But even in company-provided-phone environments, issues arise regarding what employees access and what apps they use.

Enterprise Mobility can put the IT department back in control, via dual identities on the employee's phone. One of those identities is a "work" identity, and the other is personal. The work identity ties the phone to a specific business number so that customers, vendors, and co-workers always identify that number with the company, which owns the number.

The IT department controls the work identity, enforcing policies during the times the phone is typically used for business. After hours, the phone takes on the employee's personal

identity, so he or she can use it as they wish. Yet IT can still assure that the phone takes on the business identity based on incoming or outgoing numbers, since business calls are common during otherwise personal, off-duty times.

## **Enterprise Mobility Features**

Enterprises are looking to add mobility to their businesses and leverage all the capabilities that it offers to enhance communications. One of these capabilities is business messaging, also



**With Enterprise Mobility, employee text messages always carry a business line identity and are associated with the company.**

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known as texting or SMS messaging. Enterprise Mobility vastly improves messaging management. With it, a company can make sure that its employee text messages always carry a business line identity so they are associated with the company.

Messages can be integrated into the company's overall communications system for preservation, especially if that is needed for regulatory compliance or to align with company policies.

Enterprise Mobility enables presence awareness, a key factor in UC. Co-workers and others who need to know a mobile employee's status – available, in a meeting, on a plane, etc. – can remain aware of that status for collaborative communication efforts.

Dual identity is at the heart of Enterprise Mobility, allowing employees to carry one

mobile device that can accept and make calls with two distinct numbers – one tied to the business line and the other a personal number. The Enterprise controls how and when the business line is used, giving IT the ability to enforce mobile policy. All communication – both voice and text – can be tracked and logged by the enterprise, while the employee has complete control over the personal identity.

Enterprise Mobility is what makes UC truly unified, thanks to the integration of the mobile phone with the enterprise communications system.

It doesn't matter if the employee is away from the office or working remotely, because the UC functionality is available on the mobile phone.



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## **Tango Networks' Enterprise Mobility**

Tango Networks' Enterprise Mobility solution connects any mobile phone to any enterprise network, via any wireless service provider. In a business environment where workforces are increasingly mobilized, it offers a unique level of mobile integration with clear benefits for the enterprise and its end users. And it does it in a federated approach that keeps the corporate and carrier networks distinct, yet optimally integrated for mobile communication efficiency.

Enterprise Mobility enhances corporate mobile policies and cost control, thanks to the integrated dual identity capabilities that Tango Networks pioneered and does better than anyone else.

Tango Networks' federated architecture connects the enterprise's fixed network to the

wireless carrier's network. Through this architecture the enterprise can offer mobility services apart from the cloud. The enterprise owns the business line and can control the use of it through its corporate policy engine.

Organizations can also assure regulatory compliance through the mobile call recording and the policy control capabilities of Tango Networks' Enterprise Mobility.

For end users, Tango Networks delivers an Enter-

**The federated approach of Tango Networks' Enterprise Mobility optimizes the integration of the enterprise and the carrier network.**



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prise Mobility solution that makes their mobile phones easy to use, with simple, consistent phone dialing methods and the ability to customize the phone to the individual's work style.

Their mobile phones are enriched by the availability of the advanced calling features they rely on at the office. In addition, the efficient single number and single voicemail operation, and dual identity capabilities, eliminate the need to have a separate mobile phone for personal use.

Regardless of the PBX or UC platform that an organization uses, Tango Networks'

Enterprise Mobility can be implemented quickly and cost-effectively and can be tailored to the specific needs of the company.

From small firms to multinational enterprises, Tango Networks Enterprise Mobility offers a network-based solution that gives the enterprise full control over the mobile phone through its corporate policy engine.

With this control, enterprises can execute mobile services the way they want, and when they want, with a solution that is superior to apps and mobile clients.

