

Vodafone – Ring in The New Year

By Rob Bamforth, Principal Analyst, Quocirca Ltd

The New Year is a time to reflect about the past and plan for the future, but perhaps also to pause and consider how remote communications have changed how and where we all work.

The communications capabilities of only 20 years ago were pretty limited. There was very little use of email or voice mail, and very few mobile phones. For most people, work was a place to go, not something to do, and those travelling struggled to remain in contact outside of the office.

Contrast this with the present. Mobile communications are pervasive in both lifestyle and the working environment, and according to recent Quocirca research, remote access is increasing in almost a third of UK businesses. This changes the approach to business processes, redefining what the office actually means to the workforce.

This has a number of benefits for employees, some very clear during the winter. Dark evening and mornings add to the depression, time and cost of commuting. In addition to congestion, the risks of weather related travel disruption increase markedly. Remote or mobile access to email and the office environment offers flexibility, and can improve individual productivity and results.

Although UK businesses see productivity as the main business driver for remote working, almost three quarters cite benefits of reducing staff turnover and a positive environmental impact from remote working, and note that employees' control of their own time is the main driver leading to the productivity gains.

Beyond RoI, our research indicates that companies are looking for remote access to unlock the value of previous investments – what good is a great product supply system in the office if the salesperson can't access it when in front of a customer? – and they are also looking for it to increase their flexibility through competitive advantage and business resilience.

The past 20 years have seen technology and communication change the world and challenge established working processes. The key to success is to continue to deliver services that meet ever-increasing customer expectations customers and stay ahead of the competition; providing the flexibility to allow a workforce to respond wherever they may be is fast becoming a vital business strategy.

About Quocirca

Quocirca is one of Europe's leading independent industry analyst firms. One of its biggest assets is the core team of highly experienced analysts drawn from both the corporate and the vendor communities. This team prides itself on maintaining a bigger picture view of what's going on in the IT and communications marketplaces. This allows all of Quocirca's activities to be carried out in the context of the real world and avoids distractions with fads, fashions and the nuts and bolts of specific technologies. Quocirca's focus has always been the point of intersection at which IT meets "the business".

Quocirca Services

The insight and experience that comes from working as an industry analyst as well as a practitioner allows the Quocirca team to contribute significantly to IT Vendors, Service Providers and Corporate clients. To this end, it provides a range of consulting and advisory services. Details of these, along with some of Quocirca's latest analysis, may be obtained by visiting <http://www.quocirca.com>

Quocirca also provides bespoke primary research services through its daughter company QNB Intelligence. This involves interviewing thousands of senior decision makers on a quarterly basis.