

## Vodafone – Defining Value

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It's easy to measure what communications technology is going to cost the business – up front capital expenditure plus lifetime operational costs – but it's much harder to identify the value returned.

When clearly defined business processes are streamlined, shortened or replaced – making four widgets per day instead of three or using one form instead of two – the benefits are measurable. Administrative or knowledge worker productivity from enhancing communications is much harder to quantify. What does an extra email reply per hour do for the business? What does immediate peer contact contribute to a process? Where is the hidden value?

Recent Quocirca research shows the need for frequent communication is high – naturally internally with colleagues, but also almost 60% of respondents needing to share frequently with customers, and a third highlighted information sharing with suppliers.

Email is a vital business tool, critical or important to business communications for almost 95%, as it is the default mechanism for decision making and workflow.

The increasing mobility of workforces - across flexible offices, in public spaces and working at home – extends email pressures on resources and individuals.

For individuals with high communication needs, the ability to take control of how and when to share is vital. Mobile email adds value for the individual giving them control and effective time management – enabling them to apply their efforts productively. It also changes the view of the value of IT. From further research, around 40% of business and IT managers believe that mobile email has increased the awareness or sensitivity to overall email downtime.

Removing a service exposes the hidden value. Recent events and network outages have demonstrated the reliance on communications at both business and personal levels. Despite an ongoing industry need to improve the integration of advanced mobile communications services, the thing we all value most is continuity of service, delivered by a foundation of service levels, secure infrastructure and effective customer support.

### **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.