

Freedom and Flexibility in a World Gone Mobile

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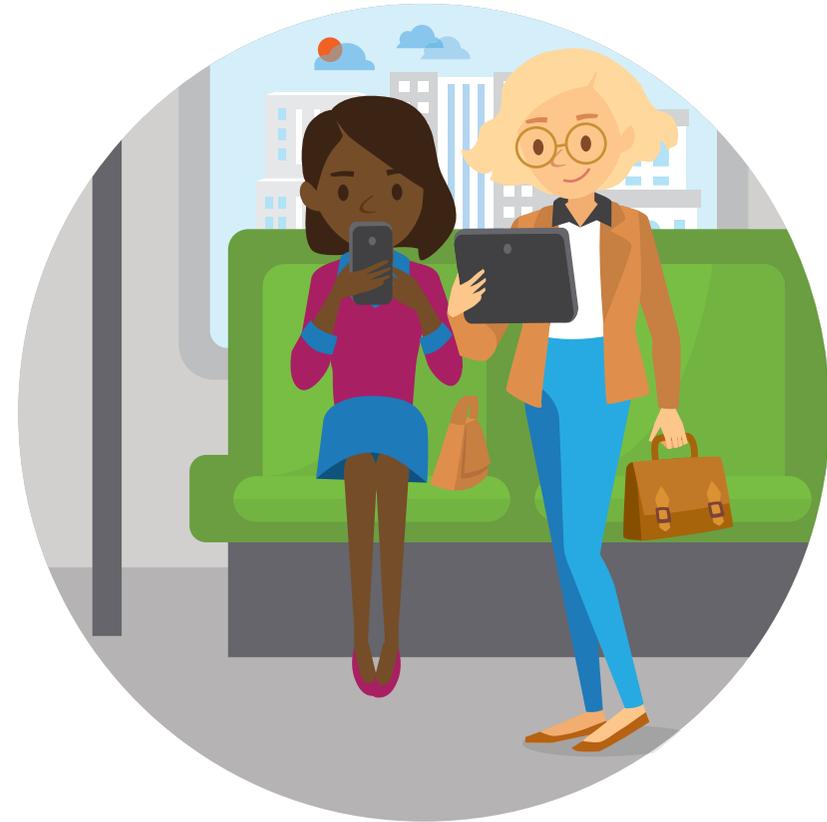
WE'RE IN A MOBILE WORLD

Welcome to the mobile world, where everyone can collaborate on just about anything from anywhere.

In just a few years, we've learned to rely on our phones for everything from banking to email to watching cat videos.

Most importantly, it's a safe bet your employees are using mobile devices for work-related activities as well – whether your IT department is prepared for it or not. The proliferation of internet devices makes it simply too easy for employees to check emails en route to the office or give a project that final once over from their couch at home.

Smart businesses are already taking advantage of this trend, and reaping the benefits of productivity and employee satisfaction. **Is yours?**



THE BUSINESS BENEFITS

The Bottom Line

When your company sets up convenient, secure processes to let employees work and collaborate from anywhere at any time, your business has a lot to gain.



★ The Bottom Line

It's easy to overlook the cost of everyday workplace expenses like heating or air conditioning, electricity to power computers, office supplies, internet and more, but those costs add up in a big way.

If your employees worked from outside the office even just half the time, the typical business saves **\$11,000 per person, per year.**



★ Customer Service

According to a survey, **55 percent of responding businesses** believe that if employees are able to collaborate from anywhere, they can more easily meet customer service demands.

When your employees can field emails from the road, collaborate with clients from a coffee shop, and share proposals regardless of working hours – you're driving customer satisfaction which can only boost your bottom line.



THE BUSINESS BENEFITS

The Competitive & Creative Advantage

The freedom to collaborate also gives your business the edge to compete and innovate.



★ Competitive Advantage

A business with flexible, mobile options can boast better team communication and a more collaborative, competitive company. In fact, around **63 percent of businesses** believe mobility is a major factor, if not the single greatest, in developing a competitive edge. As if additional revenue and better customer service weren't enough, mobility also adds a level of professionalism. With a slick tablet, cutting-edge smartphone and the ability to quickly and easily collaborate on files, you're sure to impress clients and potential new hires.



★ Creativity & Innovation

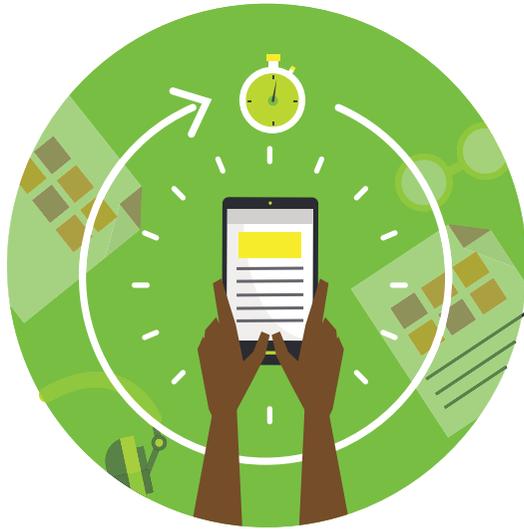
A global workforce mobility study by Economist Intelligence Unit (EIU) demonstrates that mobile leaders are **250 percent stronger** when it comes to creative innovation. For example, imagine your employee is commuting home from work by train when inspiration strikes – the perfect idea to add to your business proposal. Instead of waiting until tomorrow and risking forgetting it altogether, you can give that employee the ability to pull out their smartphone, save their idea to a secure portal, and send it to you in real-time for review.



THE BUSINESS BENEFITS

Flexibility & Freedom

A mobile business is one that's more efficient and more attractive to your employees, especially young, tech-savvy new recruits.



★ Flexibility

Businesses with the strongest mobile collaboration strategies earn approximately **320 more hours of work per employee**, annually.

With the freedom to collaborate from anywhere, employees will spend less time finding a desktop to send a work email and invest more time completing important tasks.



★ Freedom

Around **83 percent of employees** believe businesses that prioritize collaboration and sharing are most likely to be successful, according to a 2016 research study.

What does this mean for your business? Simply put, if you can provide your employees with freedom and flexibility to collaborate when and where it's most convenient, you'll have a better shot of attracting and retaining top talent.



THE EMPLOYEE BENEFITS

Efficiency & Productivity

Your business isn't the only one to benefit from mobility. Think about your employees!
It's no surprise that by giving them the freedom to work from anywhere, they become **more productive**.



86 percent

prefer to work alone for maximum efficiency, resulting in productivity jumps as high as **35 percent** among remote workers.



62 percent

said they work more quickly when they have the freedom to work on mobile devices.



46 percent

are either able to invest more time on customer relationships or become more responsive to their demands.



THE EMPLOYEE BENEFITS

Satisfaction & Balance

High employee satisfaction is the Holy Grail for human resources. Who knew the freedom to collaborate from anywhere was the ticket to a satisfied workforce? For one, remote workers are happier and feel more valued, **but that's not all.**

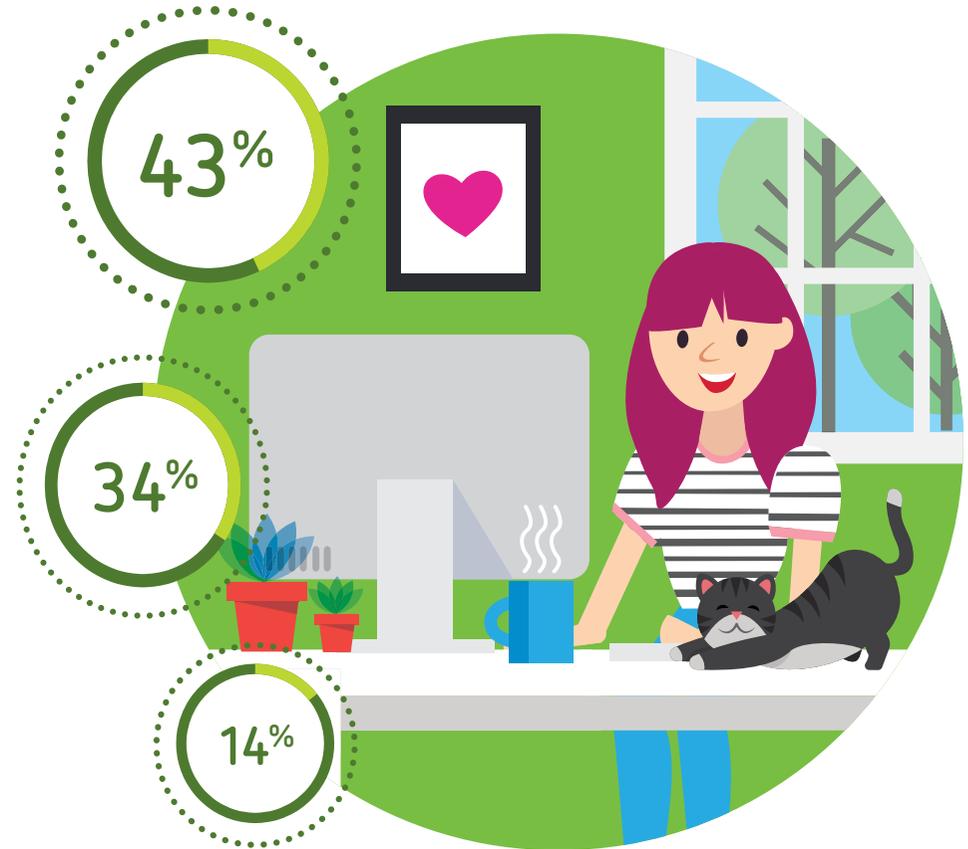
Forty-three percent of employees

cite **having a better work-life balance** after their employers empowered them to work from anywhere, and 41 percent spend less time commuting – arguably the most frustrating part of the day.

Around **34 percent of employees** have actually quit a job because of a perceived lack of flexibility.

An additional **14 percent** have considered leaving a job for the same reason, and 24 percent of respondents were actively seeking a new job that offers greater flexibility at the time of the survey.

These levels of satisfaction will directly correlate to business advantages such as better customer service, more innovation and better retention. All of these huge benefits from one easy change: allowing employees to work using the

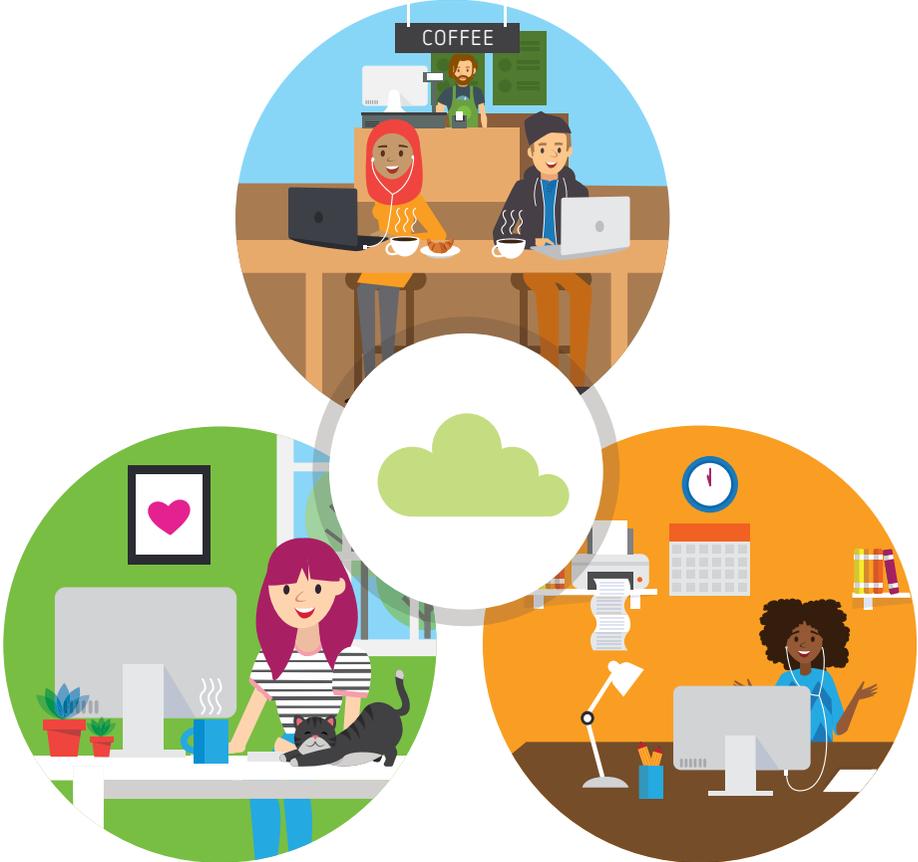


BUILDING A COMMUNITY

As we've seen, if you create the freedom to collaborate from anywhere, your business will experience the benefits of mobility – and your employees will thank you, too. **But where should you begin?**

Start your journey by focusing on building a mobile community of excellence. When your employees aren't in the same physical location, you need to work extra hard to foster a sense of community between workers who stay at home, sit in coffee shops and come into the office.

With that in mind, a smart mobile strategy should not just focus on mobile tools and technology, but also the people using them. Together, you can build a workplace community that has the freedom to collaborate from anywhere – by giving these employees a common process to share, socialize and get the job done.





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