

BREAKOUT VIEWPOINT: **Empowering Productivity** **From Anywhere**

From POS to payments to mobile barcodes, the Productivity From Anywhere breakout sessions focused on technology-based solutions that enhance your customer's ability to be productive no matter where they are.

One theme was consistent: the door is wide open for creating more seamless experiences across devices and locations. For example, in today's retail environment, checking out from anywhere is possible if the necessary infrastructure is in place.

The backbone of these "from anywhere" strategies are mobile solutions, which serve as the bridge between the physical and virtual. In these sessions, we talked about how advances in mobility are empowering the retail segment, remote workforces, and much more.

A NEW AGE OF MOBILITY INNOVATION

The adoption of 5G and other key trends such as connectivity, sustainability, and more are powering the core of digital disruption. "Connectivity-For-All" was a term that was frequently used.

5G use cases continue to spread. Conversations focused on how 5G offers significantly faster speeds and lower latency than previous generations of mobile networks. Businesses continue to demand easy access to cloud-based applications, the ability to transfer large files, and support for real-time video and data streaming, and they want it delivered efficiently on a network that is more reliable than previous generations.

Thus far, 5G is delivering on this promise.

5G also received high marks for allowing your customers to adjust their network capacities and capabilities easily, aligned with changing needs.

Panelists discussed the impact of augmented and virtual reality applications on the 5G network. This has ushered in a new era of impossible services and opportunities for previous generations. They also discussed how this has triggered new ways to connect and control machines for remote workers.

THE CONNECTED WORKER

One of our panelists noted that 75 percent of companies offer workplace flexibility. However, enabling this connected workforce presents a few challenges related to productivity, security, and optimization. The growing number of 5G endpoints alleviates these challenges by allowing ubiquitous "always on" coverage, greater connectivity reliability, and a better end-user experience with lower latency.

These experts also offered insights into how you can further enable your customer's hybrid workforce. You have a significant business opportunity if these customers still take a decentralized IT approach. A centralized approach that ties desktop, server, storage, backup, licensing, collaboration/voice, and security through cloud IT has tremendous appeal. It can be fully managed, secure, and compliant, offering a more predictable cost model.

TRENDS IN RURAL CONNECTIVITY

Mobile broadband networks, such as 4G LTE and 5G, can provide high-speed internet access to rural areas not served by traditional fixed-line broadband networks. Mobile broadband networks are also more flexible and scalable than fixed-line networks, making them a good option for businesses that need to be able to move their internet connection around or that need to be able to scale their bandwidth up or down quickly.

Farmers and ranchers use mobile devices to access real-time data about weather conditions, crop prices, and livestock markets. They also use mobile devices to control farm equipment and automate tasks. Access to this information through connected IoT devices in real-time can help them schedule specific strategic activities related to the environment, potentially reducing the loss of crops and livestock.

Healthcare providers in rural areas use mobile devices to provide telemedicine services to patients, manage electronic health records, and connect with other healthcare professionals. In addition, they will offload IoT infrastructure to reduce the strain on the main network using 5G as a primary since those devices use less data overall.

Retailers in rural areas are using mobile devices to accept payments, to manage inventory, and to connect with customers online. This is helpful in areas that see many internet dropouts due to severe weather or areas where cables are not buried, and they need that failover more often.

TECHNOLOGY ORCHESTRATION PROGRAM

Panelists discussed how organizations are being pressured by leadership to integrate AI into their operations. These organizations don't know how to do it with their systems. This is where the TOP supplier partners can provide significant value, and our panelists explained how this new program provides you with access to expertise regarding these opportunities. The panelists encouraged attendees to bring them into specific opportunities early for evaluation.

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