2014 Small and Medium Mobile Business Solutions Study

3 detailed presentations for the following employee size segments providing insights listed below for each of these segments:

- *Very Small Business (VSB: 1-19 employees),*
- *Small Business (SB: 1-99 employees),*
- *Medium Business (MB: 100, 1,000 employees)*

Table of Contents

- 2013 Small and Medium Business Mobile Solutions Study Focus and Methodology
- SMBs Defined
- Definitions
- Screening Criteria to Complete Full Survey
- Employee Size and Industry Distribution

Business Background

- Annual Revenue Distribution and Forecasted Change in Revenue
- Top Business Challenges
- How Successful Are Mobile Solution in Addressing Key Business Challenges
- Primary Responsibility for IT Management
- Mobile Policy and Coordination
- Mobile Plan and Budgeting
- Mobility Related Attitudes
- Will Mobile Apps Replace or Compliment Traditional Business Apps
- Is Their Mobile Investment Paying Off or Do They Need Help
- Are 2 in 1s and Chromebooks Considered to be Mobile Devices
- Mobile Devices Provided/Supported
- Mobile Devices Provided/Supported (by Employee Size)
- Mobile Device Upgrade Cycle
- Effect of Mobile Devices on Use of PCs/Laptops
- Impact of Mobile on Use of PC/laptop
- Effect of Mobile Devices on IT Areas
- Impact of Mobile on IT Areas
- Benefits of Using Mobile Solutions
- Obstacles in Using Mobile Solutions
- Mobile Decision Making Roles

- Adoption of BYOD
- Employee Use of Mobile Devices and Expense Coverage
- Role-based Usage of Mobile Solutions

Mobile Apps for Internal Users (Employees)

- Use of/Plans for <u>Employee</u> (Internal) Mobile Productivity and Collaboration Apps
- Use of/Plans for <u>Employee</u> (Internal) Mobile Business Apps

Mobile Solutions for External Users (Customers, Partners, Suppliers, etc.)

- Company's Mobile/Digital Presence
- Business Functions Available/Planned Via a Mobile-Friendly Web Site and/or Mobile Apps
- Mobile App or Mobile Friendly Website
- Benefits and Obstacles of External Apps/Mobile Website

Mobile Apps Selection Criteria and Information Sources

- Mobile Apps Selection Criteria
- Information Sources For Mobile Solutions
- Sourcing of Mobile Apps
- Security Related Challenges

Management of Mobility Solutions

- Adoption of Mobile Management Solutions
- Reasons For Not Investing in Mobile Management
- Mobile Security Management Features
- Mobile Apps Management Features
- Deployment and Management of Mobile Management

Budgets for Mobile Solutions

- Technology Spending and Forecasted Change
- Spending on Mobile Devices and Solutions
- Forecasted Change in Mobile Spending

Segmentation Highlights - By Industry

- Use of/Plans for <u>Employee</u> (Internal) Mobile Business Apps
- Business Functions Available/Planned Via a Mobile-Friendly Web Site and/or Mobile Apps

Segmentation Highlights by Progressive and Conservative Categories

- Impact of Mobile on Traditional Business Applications
- Mobile Attitudes - BYOD

- Mobile Attitudes – Impact of Mobile Apps
- Mobile Attitudes – Business Impact
- Impact of Mobile on IT Areas
- **Use of/Plans for <u>Employee</u> (Internal) Mobile Business Apps**
- **Business Functions Available/Planned Via a Mobile-Friendly Web Site and/or Mobile Apps**

Demographics

- **Number of Locations and Telecommuters**
- **Industry Distribution**
- **Primary Customers and Role of Respondent**
- **Years in Business and Age of Respondent**