

A Path To Mobile Success For Medium-sized Businesses

Learn the benefits of a mobile strategy and how to take the next steps

THE POWER OF MOBILE

With 5.9 billion mobile-cellular subscriptions, global mobile penetration reaches 87%, and 79% in the developing world.



4.82 billion
Basic Cell
Phone Users



1.08 billion
Smartphone
Users

Benefits of mobile apps in a medium-sized business

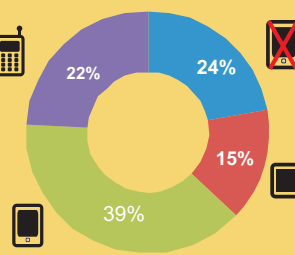
Mobile apps for employees

- 59% Improve employee productivity
- 58% Provide better access to people and information
- 57% Enable employees to work anytime, anywhere

Mobile apps for customers, partners, suppliers

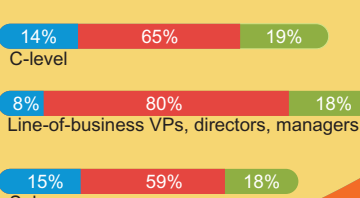
- 51% Help speed response time
- 41% Help us grow revenue
- 41% Enable customer self-service

76% of medium-sized enterprises equip employees with mobile devices



Tablets are gaining momentum

Basic cell phone
Smartphone
Tablets



Mobile usage in medium-sized enterprises today

Mobile collaboration apps for employees are the first step

88% Company e-mail

86% Calendar

84% Contacts



USE 39% PLAN 25%
Customer relationship management



USE 35% PLAN 20%
Social media marketing



USE 29% PLAN 25%
Time management

Then consider mobile apps for business processes

Year 2014

Mobile internet will surpass desktop internet usage

Followed by mobile apps to engage customers, partners and suppliers



USE 47% PLAN 17%
Social media sharing

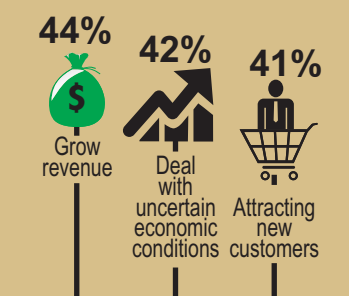


USE 46% PLAN 23%
Schedule appointments and reservations



USE 42% PLAN 22%
Buy products and services

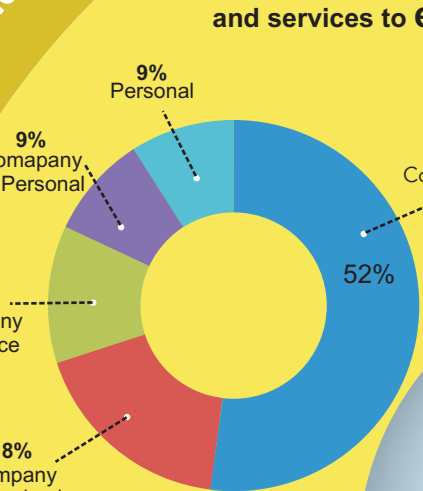
Top goals for medium-sized businesses



Business goals direct mobile strategy

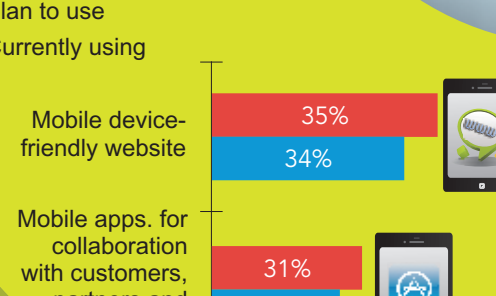
Consider trade-off of device control vs. flexibility

How medium-sized enterprises provide mobile devices and services to employees



What do your customers expect now and in the future?

Plan to use
Currently using



Approach to providing mobile access to external parties

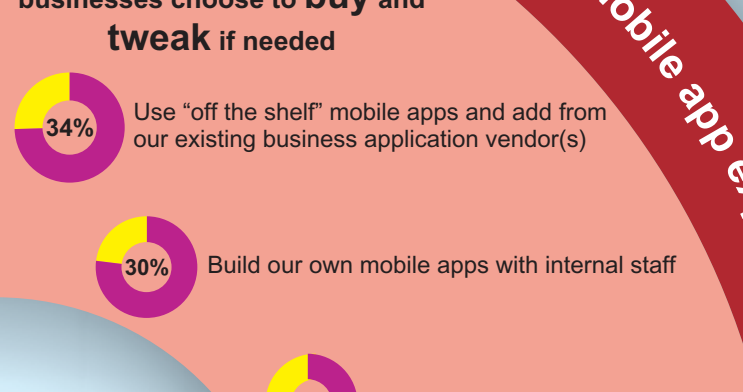


Mobile Payments

\$240 billion in 2011, over \$1 trillion by 2015

How to invest in mobile app expertise

Majority of medium-sized businesses choose to buy and tweak if needed



Mobile Management

Large percentage of medium-sized businesses are planning to add mobile management



USE 41% PLAN 27%
Mobile Device Management



USE 29% PLAN 32%
Mobile Applications Management



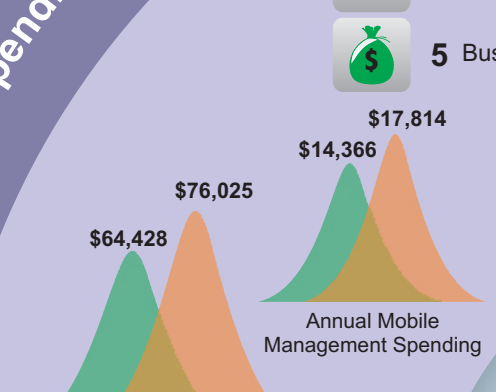
USE 36% PLAN 35%
Mobile Security Management

Determine your mobile management strategy

Mobile spending is on the rise

How many mobile apps do medium-sized businesses use regularly?

8 Productivity apps
5 Business apps



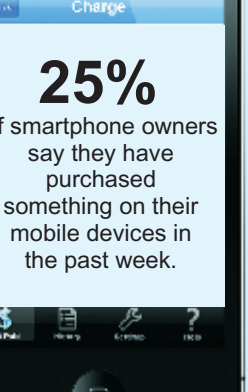
It's not a question of IF you'll go mobile, only WHEN

Start planning NOW!

- Develop a mobility strategy
- Address short-term challenges within a framework for long-term success
- Partner with vendors that can help you plan for success and avoid pitfalls
- Create an integrated and flexible approach

Make your next mobile move

Update and Manage Mobile Solutions



25% of smartphone owners say they have purchased something on their mobile devices in the past week.