

Pathways to a Successful Mobile Business Strategy

The phenomenal rise of mobile applications development and adoption creates both new opportunities and challenges for businesses. Is your business ready to reap the benefits of mobile solutions, or are you in danger of falling behind? Now, more than ever, SMEs need to develop a mobile business strategy to determine who to mobilize, what apps to use, and how to deploy and manage mobile solutions.

The SMB Group recently conducted extensive research to understand the who, what, where and why of how, SMEs are using mobile solutions in their businesses. This infographic distills some of the key findings from this research, and will help you to:

- Benchmark how your company stacks up compared to your business peers in the mobility space.
- Gain perspective on both the benefits and challenges that medium businesses face when implementing mobile solutions—both for internal employees, and for external users such as customers, partners and suppliers.
- Provide you with a starting point and lay out the steps you'll need to take to maximize the value your business gets from mobile solutions.

Want to learn more? Click on the “View Infographic” button to view the path to mobile success.

Small Business (1-99 Employees)
View Infographic

Medium Business (100-1,000 Employees)
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