ENTERPRISE MOBILITY

Enterprise Mobility is the use of mobile technologies to enable anytime anywhere information access to employees, customers and suppliers to bring about improvements in revenue and operational performances, employee productivity, and customer satisfaction.

WIPRO
Applying Thought

DO BUSINESS BETTER
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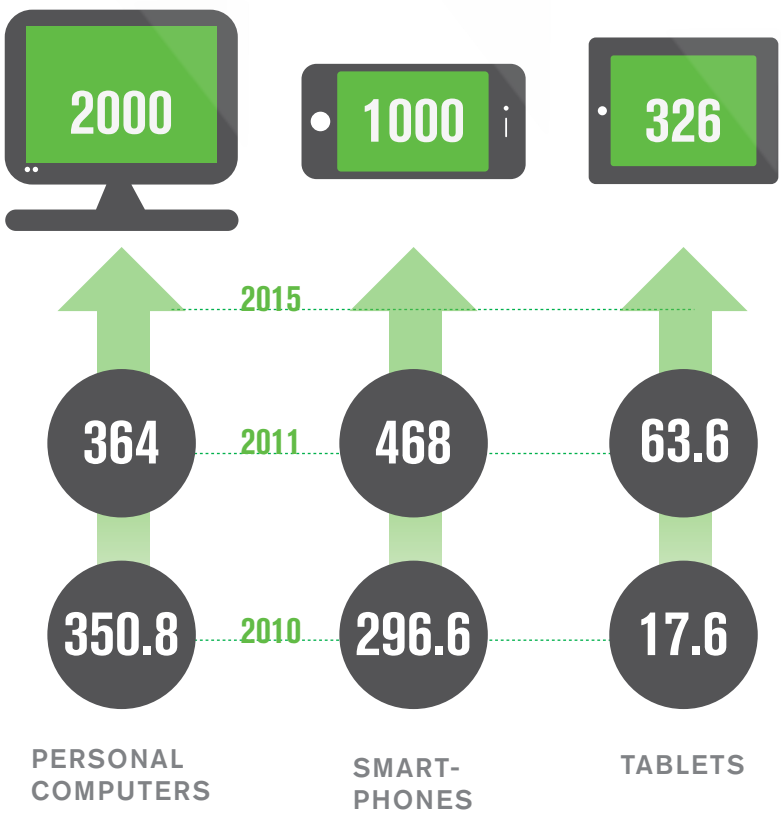
1

PROLIFERATION OF SMART PHONES & TABLETS

3 decades of progress in global digital connectivity and ubiquity



(Units: Million)

2

MOST PREFERRED O.S FOR MOBILE DEVICES

(Units: Thousands)

	2010		2015
67,225		Android	539,318
12,378		Microsoft	215,998
46,598		iOS	189,924
47,452		RIM	122,864

3

ENTERPRISE MOBILITY DEPLOYMENT IN INDUSTRIES

52% FINANCIAL SERVICES

50% HOSPITALITY

46% MEDIA AND ENTERTAINMENT

40% IT/ ITES

40% INFRASTRUC-TURE

4

ACCESS TO MOBILE WEB AND 3G

85% new devices support mobile web

1.2BN mobile users have web access on their devices.

45% of the world population has access to 3G

159 countries support 3G

5

EMERGING TECHNOLOGIES: NFC/ AR

$ 20 BN	2015	$ 119 BN
Mobile Ad Revenue		Mobile Commerce

6

INHIBITORS

Three key challenges deter companies from deploying enterprise mobility solutions.

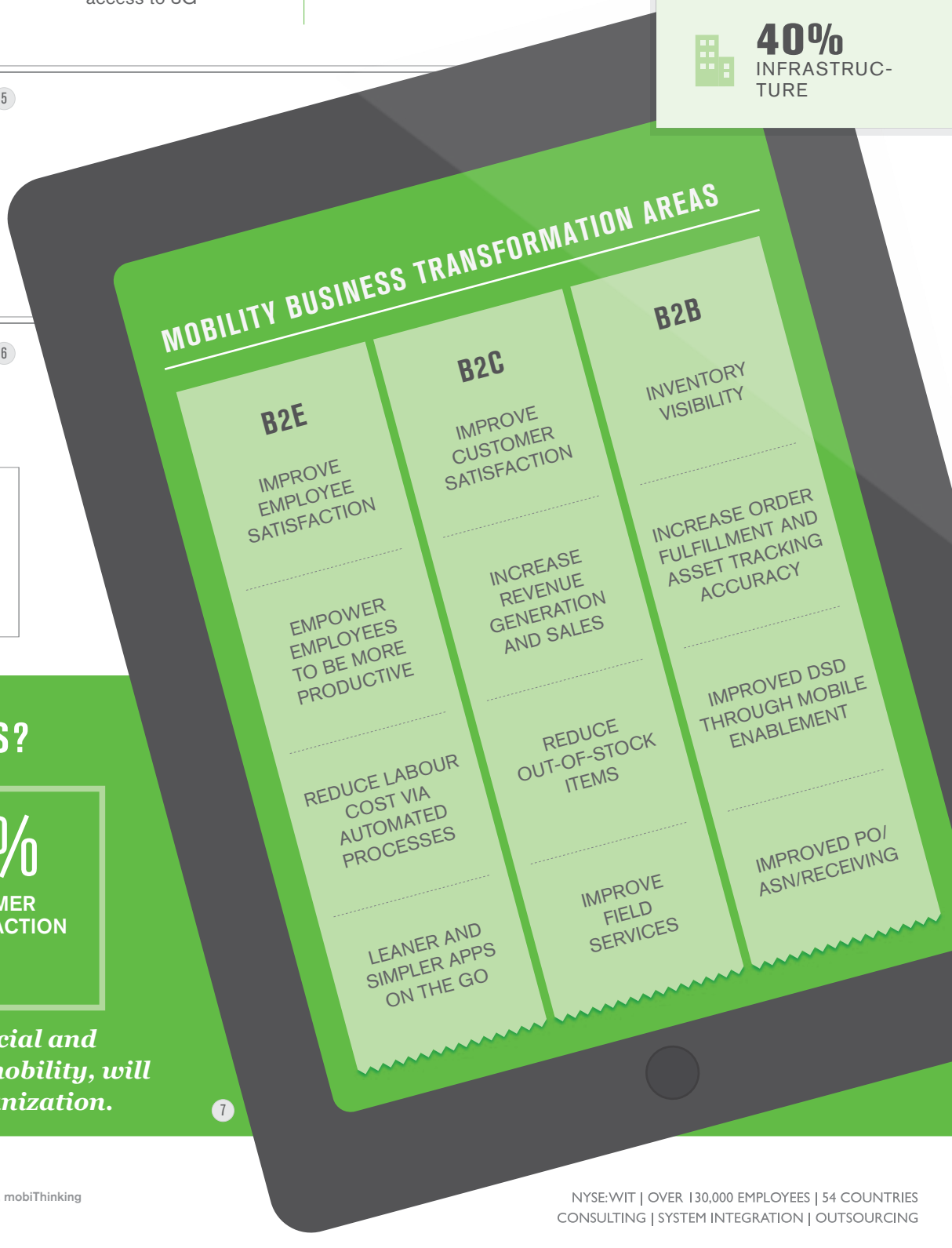
75 %	51 %	42 %	3 %
SECURITY & COMPLIANCE	LACK OF AWARENESS OF SOLUTIONS	TOO COSTLY UNCLEAR ROI	OTHER

WHY ADOPT ENTERPRISE MOBILITY SOLUTIONS?

75%	65%	48%	42%
WORKER PRODUCTIVITY	EMPLOYEE RESPONSIVENESS AND DECISION MAKING SPEED	CUSTOMER ISSUE RESOLUTION	CUSTOMER SATISFACTION

As the IT landscape evolves, companies that embrace the social and technological challenges originating from that enterprise mobility, will be better equipped to lead the growth and future of the organization.

7



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CONSULTING | SYSTEM INTEGRATION | OUTSOURCING