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.

Proliferation of Smart Phones & Tablets

3 decades of progress in global digital connectivity and ubiquity

<table>
<thead>
<tr>
<th>Year</th>
<th>Smart-Phones</th>
<th>Tablets</th>
<th>Personal Computers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>350.8</td>
<td>326</td>
<td>2000</td>
</tr>
<tr>
<td>2011</td>
<td>296.6</td>
<td>468</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>17.6</td>
<td>63.6</td>
<td></td>
</tr>
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Most Preferred O.S for Mobile Devices

- **Android** (2010: 67,225, 2015: 539,318)
- **Microsoft** (2010: 12,378, 2015: 215,998)
- **iOS** (2010: 46,588, 2015: 189,924)
- **RIM** (2010: 47,452, 2015: 122,864)

Access to Mobile Web and 3G

- 85% new devices support mobile web
- 45% of the world population has access to 3G
- 159 countries support 3G

Why Adopt Enterprise Mobility Solutions?

- **75%** Worker Productivity
- **65%** Employee Responsiveness and Decision Making Speed
- **48%** Customer Issue Resolution
- **42%** Customer Satisfaction

Inhibitors

- **75%** Security & Compliance
- **51%** Lack of Awareness of Solutions
- **42%** Too Costly
- **3%** Unclear ROI
- **3%** Other

Emerging Technologies: NFC/AR

- **$20 BN** Mobile Ad Revenue
- **$119 BN** Mobile Commerce

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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.

Sources:
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3. CIO Research: http://www.gartner.com/it/page.jsp?id=1622614
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