



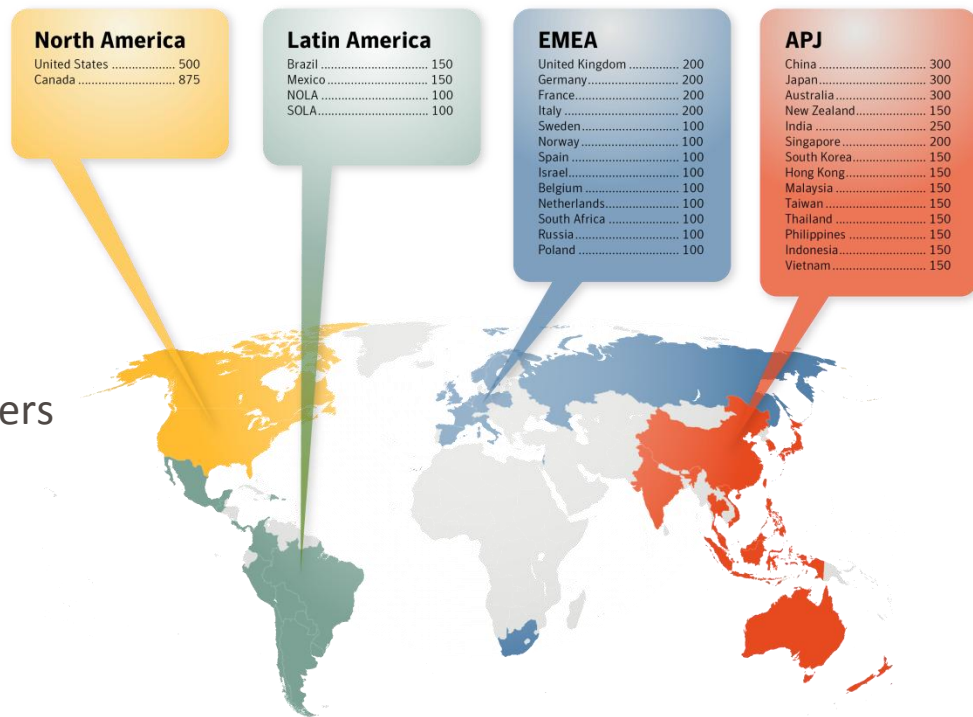
# 2012 State of Mobility Survey

Global Results



# Methodology

- Survey performed by Applied Research
- 6,275 global organizations
  - 43 countries
    - NAM 2
    - LAM 14
    - EMEA 13
    - APJ 14
  - SMBs: Individuals in charge of computers
  - Enterprises: Tactical IT, Strategic IT and C-level professionals
- Cross-industry



# Key Findings

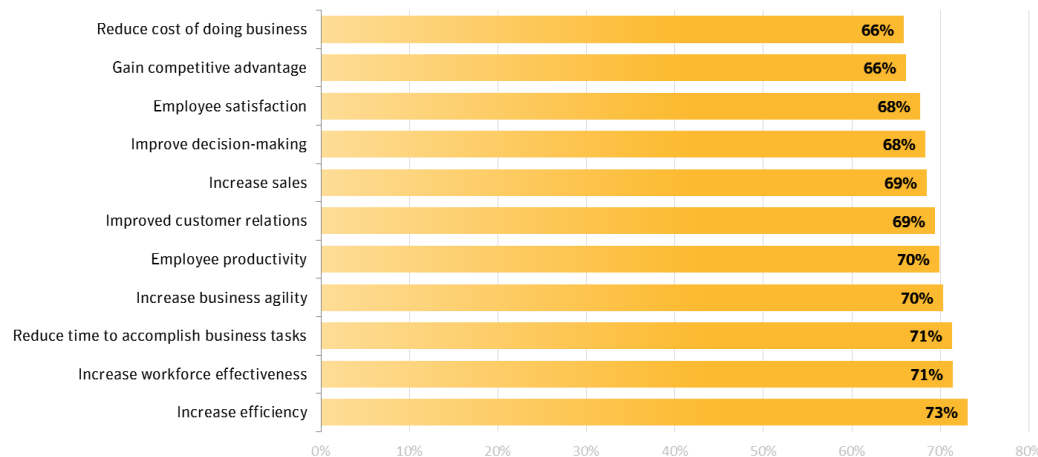
- Mobile Devices now critical business tools
- Mobile initiatives significantly impacting IT resources
- Mobility risks impacting organizations



# Mobile Devices Now Critical Business Tools

- 71% discussing custom mobile applications
- 59% running line-of-business apps, 66% discussing corporate app stores
- It's all about business agility
  - Efficiency
  - Workforce effectiveness
  - Reduce time to accomplish tasks
- Virtually NO expectation gap

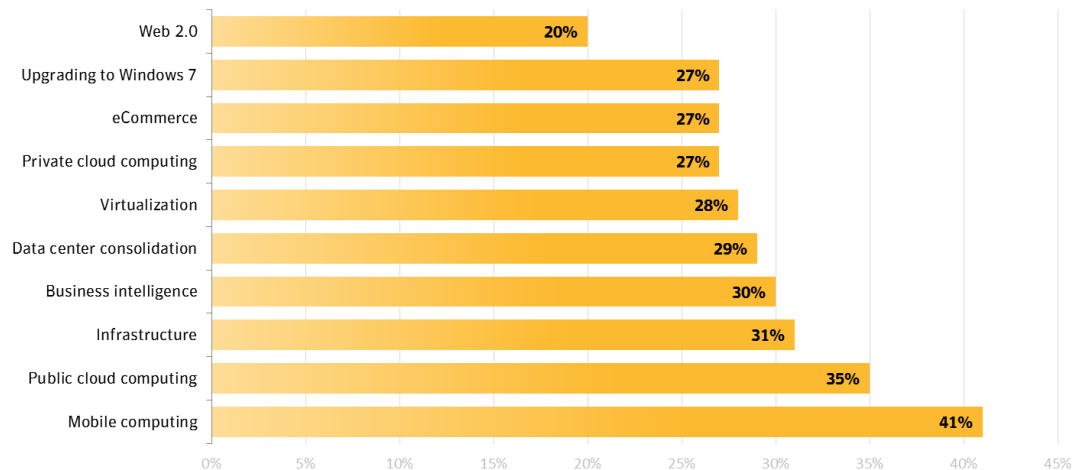
**Q25: Please indicate how important each of the following business benefits are for mobile computing: (Somewhat/Extremely important)**



# Mobile Initiatives Significantly Impacting IT Resources

- Half say mobile computing somewhat to extremely challenging
- IT priorities: Security, backup, reducing cost & complexity

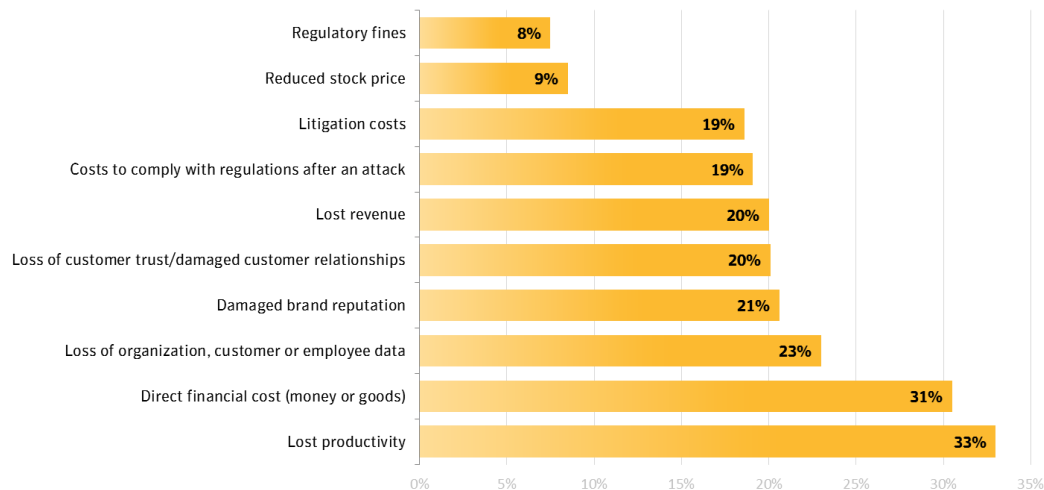
**Q32: What are the top three computing initiative risks in terms of the level of risk they introduce for your organization?  
(In the top 3)**



# Mobility Risks Impacting Organizations

- Top costs cited:
  - Lost productivity
  - Direct financial costs
  - Loss of data
  - Damaged brands
  - Loss of customer trust
- Average annual cost
  - \$429,000 for Enterprise
  - \$126,000 for SMBs

**Q30: Which losses have you incurred due to mobile computing during the past 12 months?**



# Recommendations

- Enable broadly
- Think strategically
- Manage efficiently
- Enforce appropriately
- Secure comprehensively