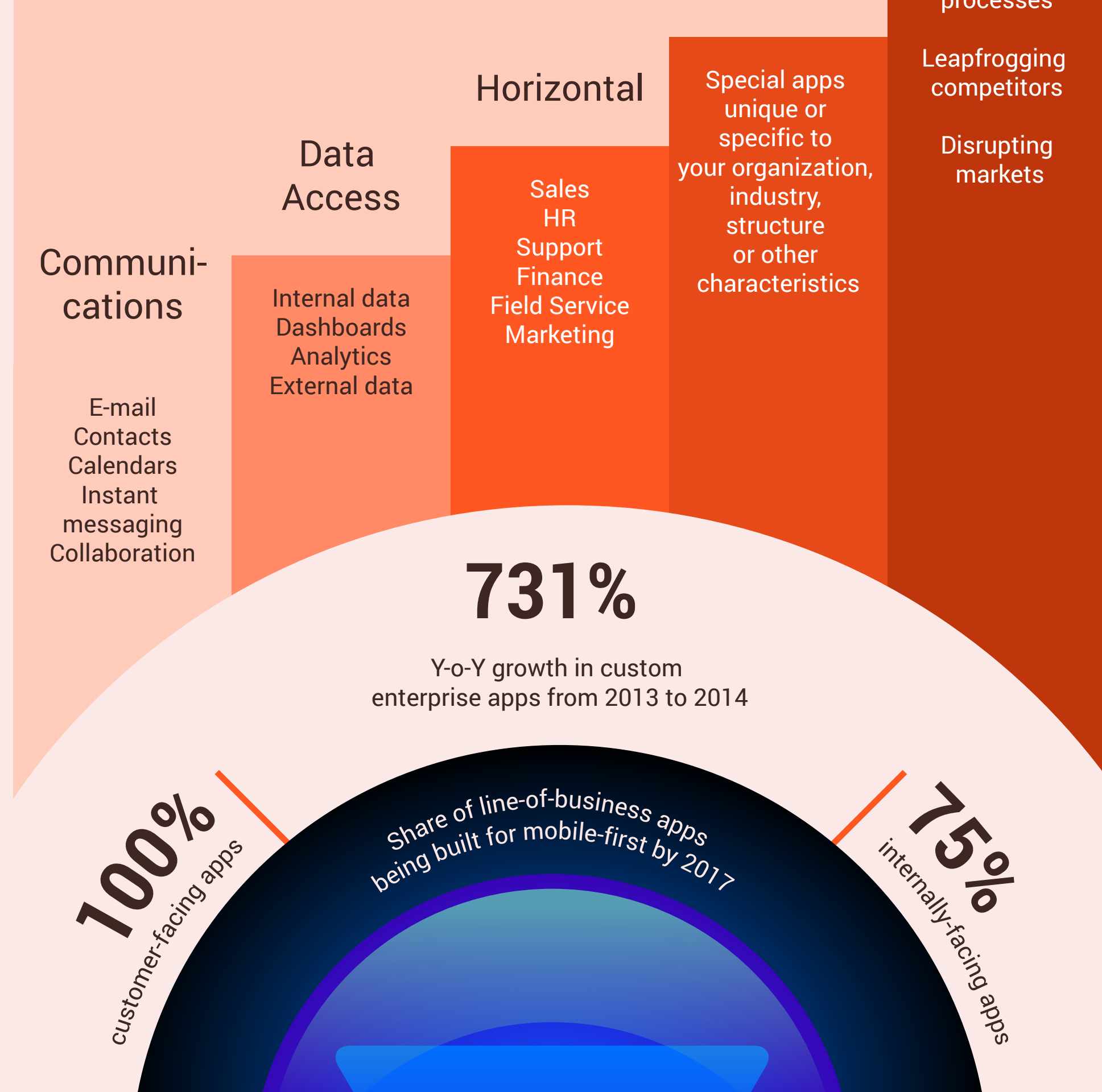


# THE YEAR OF MOBILE IN YOUR BUSINESS

Tip: In 2015 make sure you can run most of your business processes on mobile

## Stages of business apps going mobile



**731%**  
Yo-Y growth in custom enterprise apps from 2013 to 2014

Share of line-of-business apps being built for mobile-first by 2017

**100%**  
customer-facing apps

**75%**  
internally-facing apps

**IDC FUTURESCAPE PREDICTIONS**

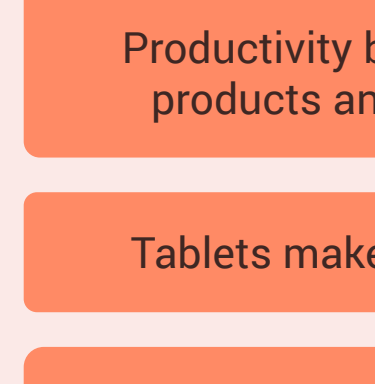
**2x** Enterprise mobile app adoption will double in 2015

**25%** or more of software budgets going to mobile by 2017

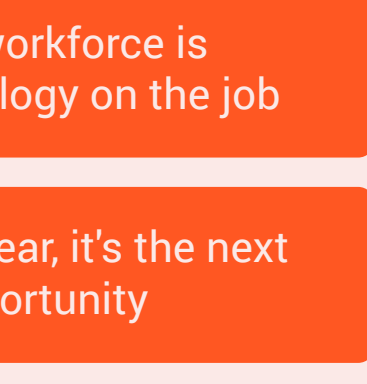
Enterprise apps optimized for mobility will quadruple by 2016

## Weekdone, the mobile team collaboration app, predicts:

- Design of mobile-oriented work processes and workflows to grow
- Mobile analytics and quantified employee data one of killer apps
- More native mobile-first or mobile-only apps, not just web skins



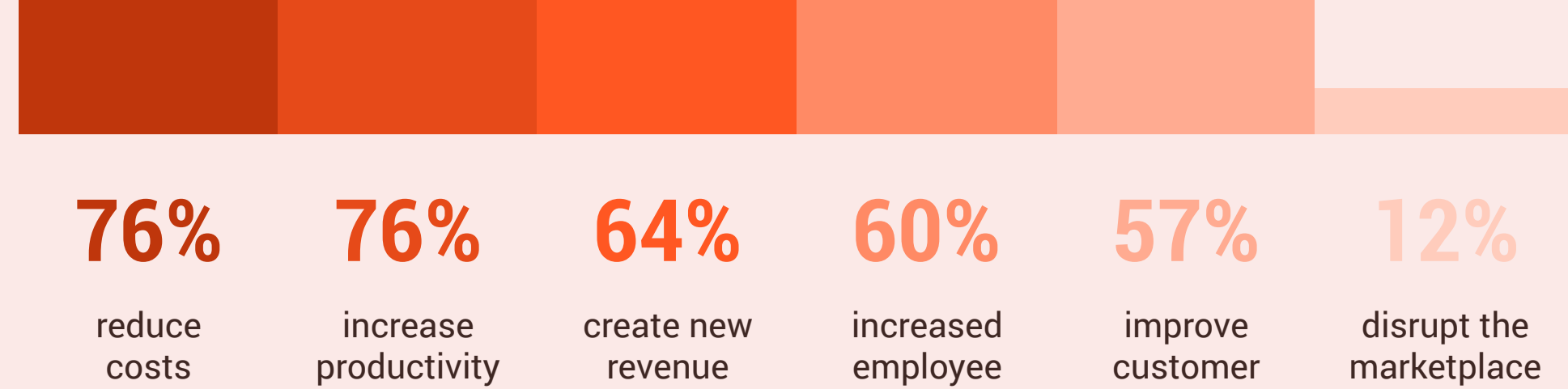
Steven Sinofsky, Andreessen Horowitz:



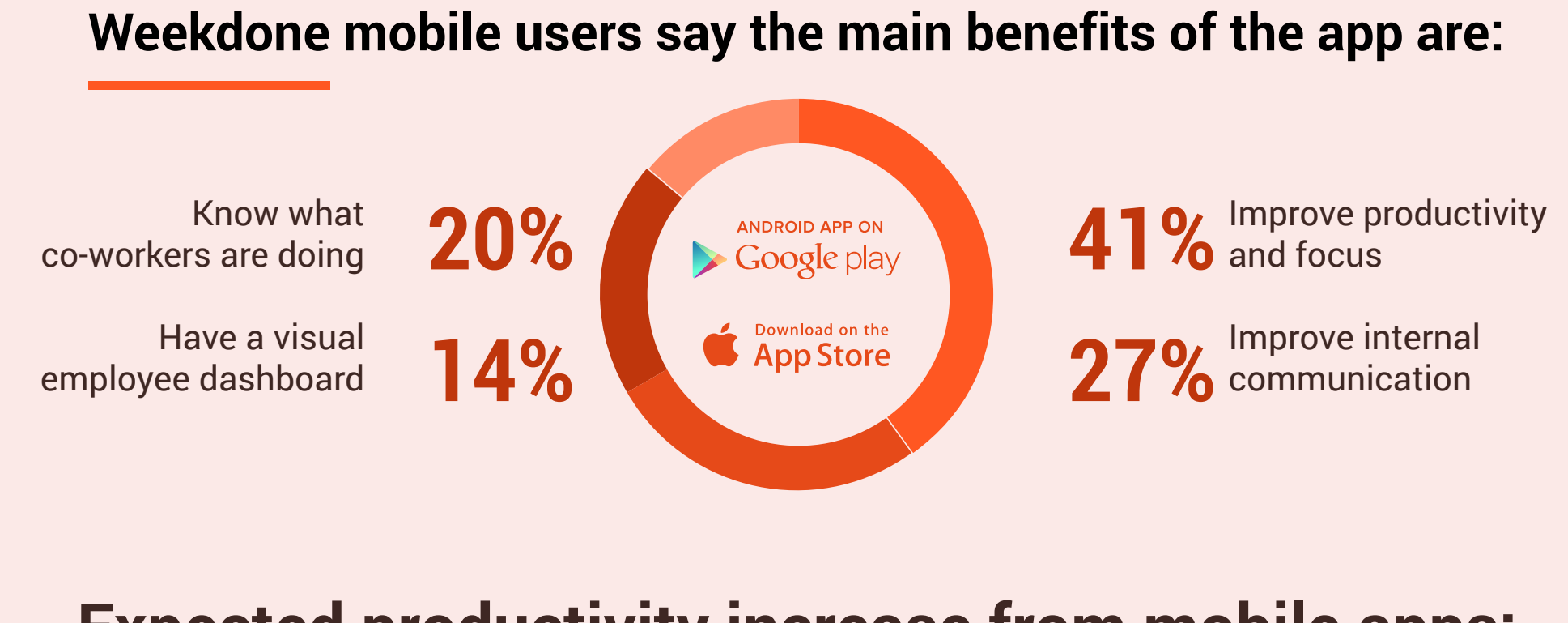
Kevin Spain, Emergence Capital:

- Work will happen first on mobile platforms
- 2.5 billion non-desk workers need specifically tailored apps
- Productivity breaks from legacy work products and workflows to mobile
- 80% of the global workforce is underserved by technology on the job
- Tablets make a "surprise comeback"
- At \$40 per worker per year, it's the next \$100 billion opportunity
- Today's enterprise productivity ninja is someone who can get answers on their tablet while on a conference call from an off-site
- We will start seeing more enterprise mobile use cases in 2015 that generate real revenue.

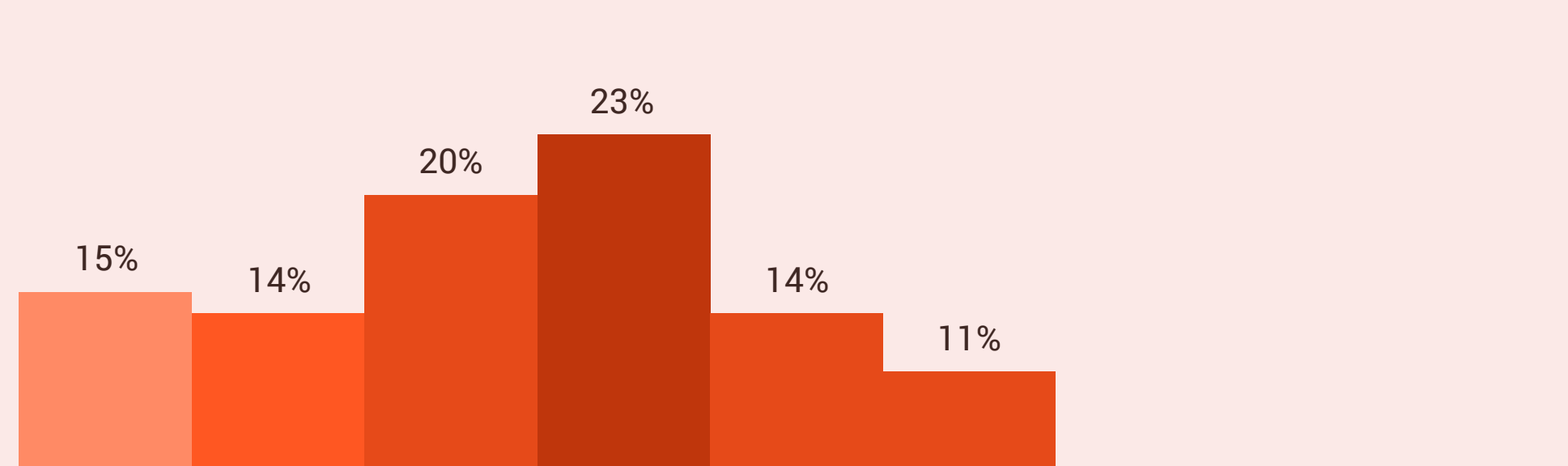
## Importance of mobile strategy to CIO's:



## Mobile investment goals:

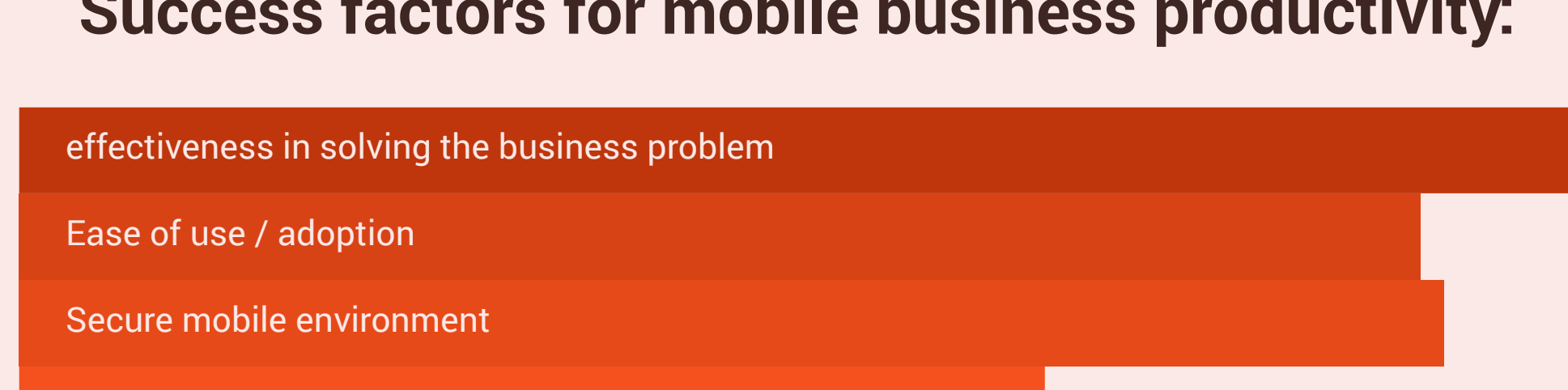


## Weekdone mobile users say the main benefits of the app are:

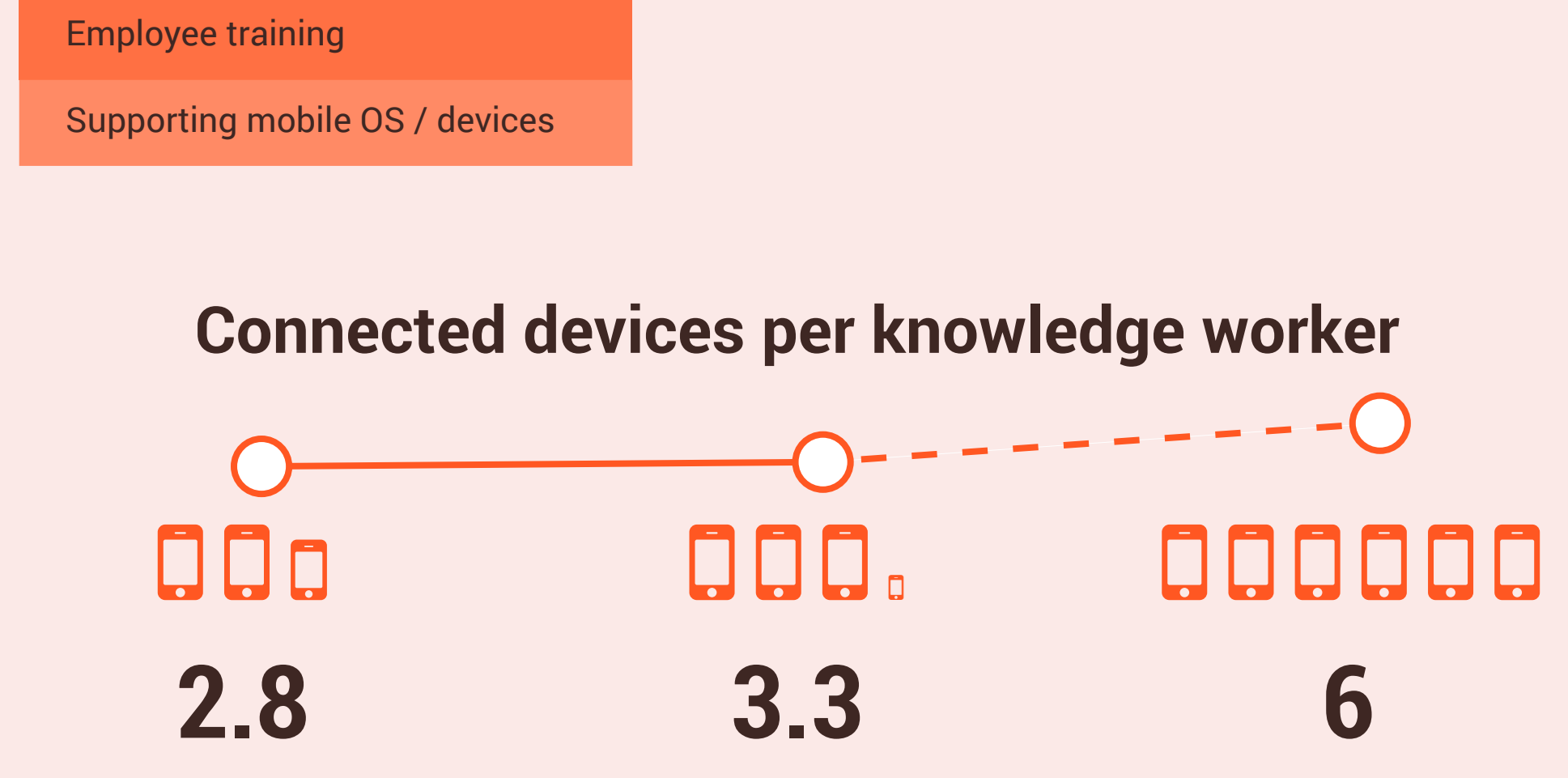


## Expected productivity increase from mobile apps:

Can you estimate the productivity increase you'd expect to see in your organization if all enterprise applications were mobilised?



## Success factors for mobile business productivity:



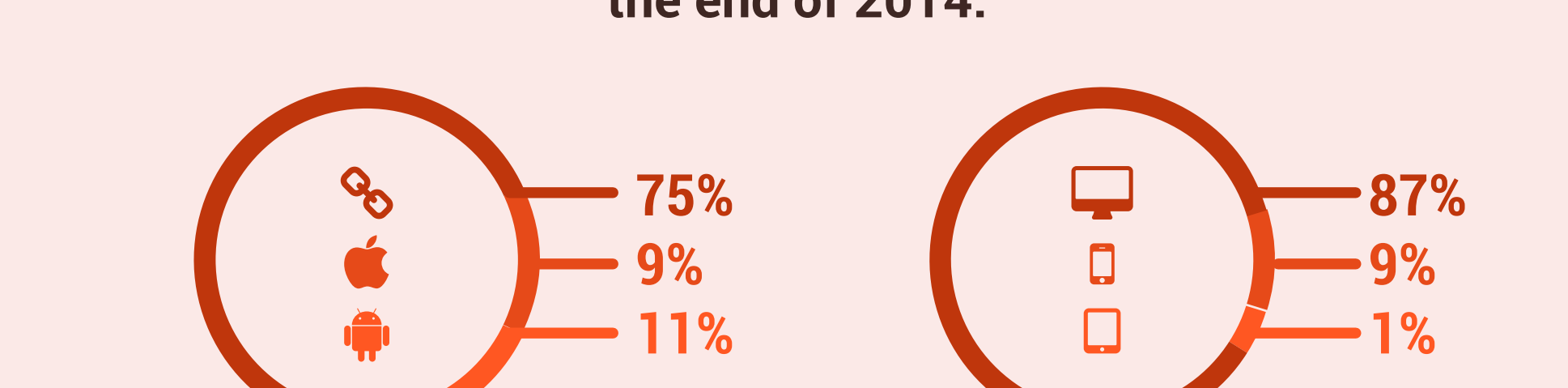
## Connected devices per knowledge worker



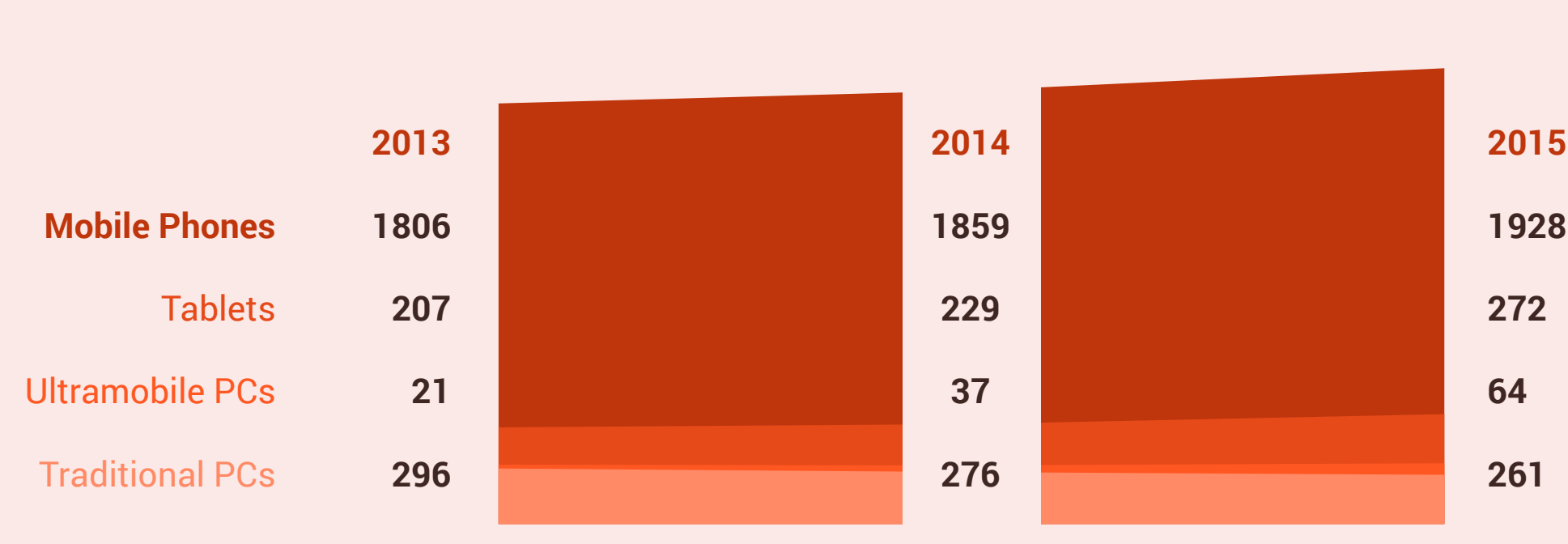
## Bring Your Own Device

**38%** of organizations expect to stop providing devices to workers by 2016

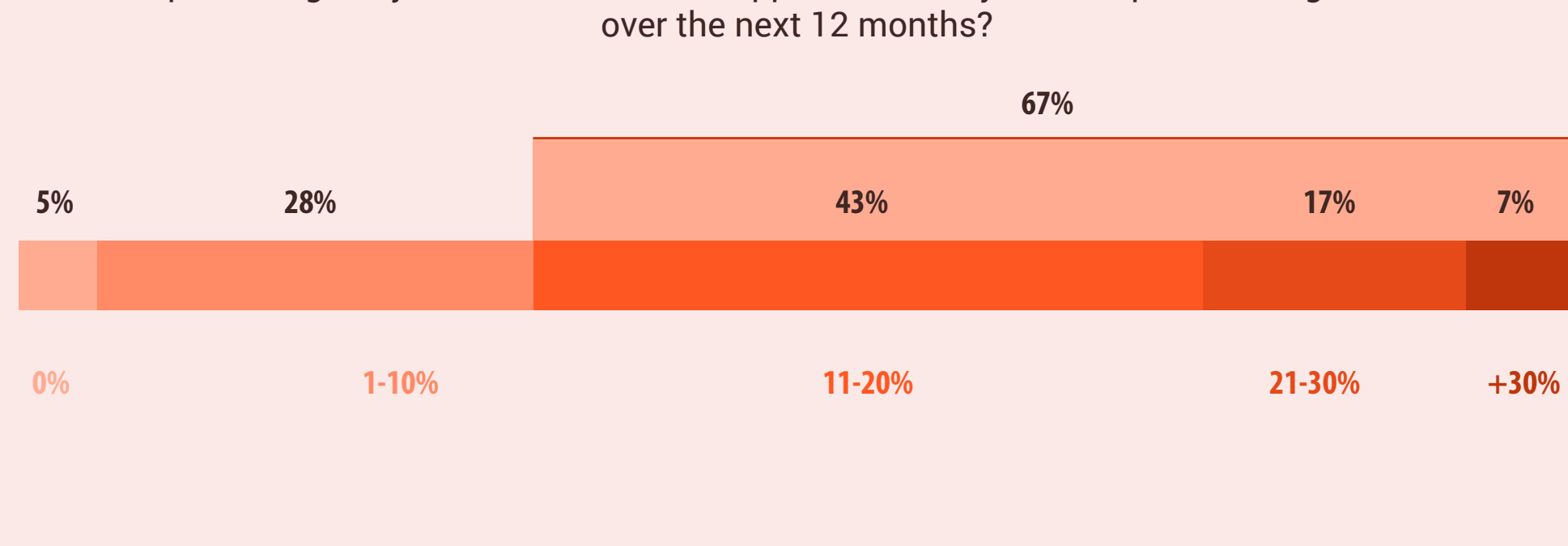
## Enterprise device activations



## Weekdone progress reporting app, used by thousands of leaders and employees from SME's to Fortune 500, usage patterns at the end of 2014:

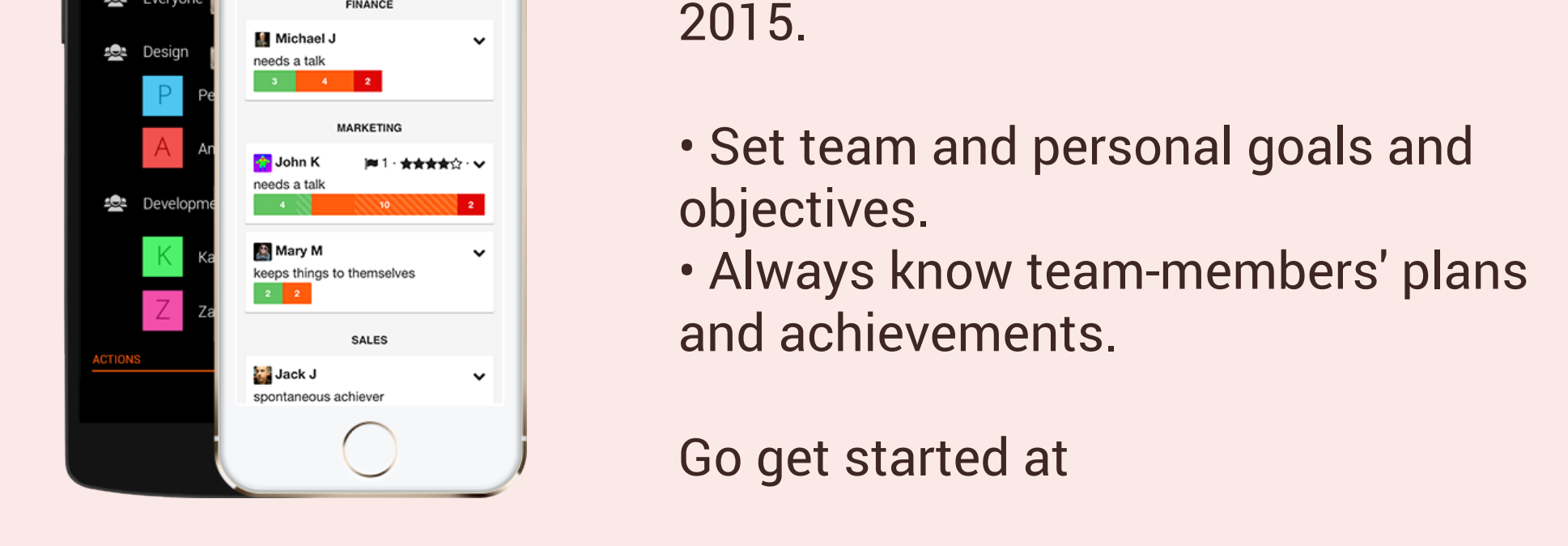


## Worldwide Device Shipments (Millions of Units)

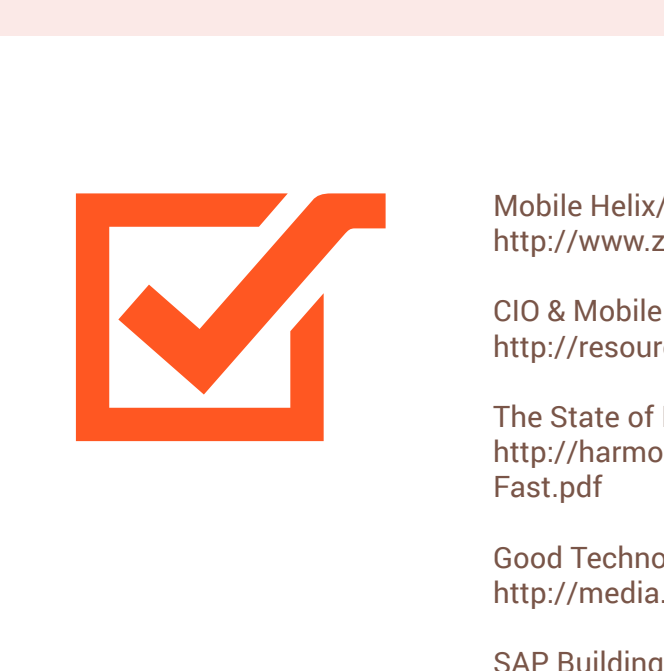


## Company data moving to cloud

What percentage of your IT infrastructure/applications do you anticipate moving to the cloud over the next 12 months?



## TAKE YOUR TEAM COMMUNICATIONS MOBILE

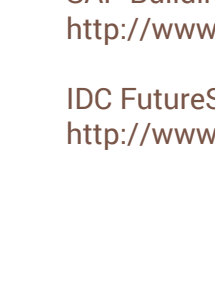


Weekdone app is a great way to reap the mobile enterprise benefits in 2015.

- Set team and personal goals and objectives.
- Always know team-members' plans and achievements.

Go get started at

<https://weekdone.com/mobile>



Mobile Helix/Vanson Bourne and Citrix Mobility reports  
<http://www.zdnet.com/article/enterprise-mobility-in-2014-app-ocalypse-now/>  
 CIO & Mobile Leader State of Enterprise Mobility Survey by Kinvey  
<http://resources.kinvey.com/docs/State+of+Enterprise+Mobility+Survey+2014+-+Kinvey.pdf>  
 The State of Mobile Enterprise Collaboration by harmon.ie  
<http://harmon.ie/sites/harmon.ie/files/State%20of%20Mobile%20Enterprise%20Collaboration%202014%20Fast.pdf>  
 Good Technology Mobility Index Report  
<http://media.www1.good.com/documents/mobility-index-report-Q3-2014.pdf>  
 SAP Building Custom Mobile Solutions for Enterprises report  
[http://www.immr.org/Viewpoints/Mobile\\_apps/Building-custom-mobile-solutions-pt2.html](http://www.immr.org/Viewpoints/Mobile_apps/Building-custom-mobile-solutions-pt2.html)  
 IDC FutureScape Mobile Enterprise App Solutions Predictions  
<http://www.idc.com/getdoc.jsp?containerId=prUS25350514>