

# The State of Mobility in the Enterprise

Mobility is driving innovation and is at the heart of digital transformation. Organizations need to rethink their mobility initiatives and shift from a reactive to a strategic, business-driven approach with a strong focus on the end-user experience.

Highlights from the 451 Research paper, *The Impact of Mobility in Support of Digital Transformation in the Enterprise*.

## Mobile Usage

Smartphones are changing the ways in which organizations interact with customers, employees, and partners.



9 out of 10 mobile phones in the US are smartphones



Shift in customer channel preferences



Mobile phone text to company rep increased by 12%



Mobile phone self service increased by 12%



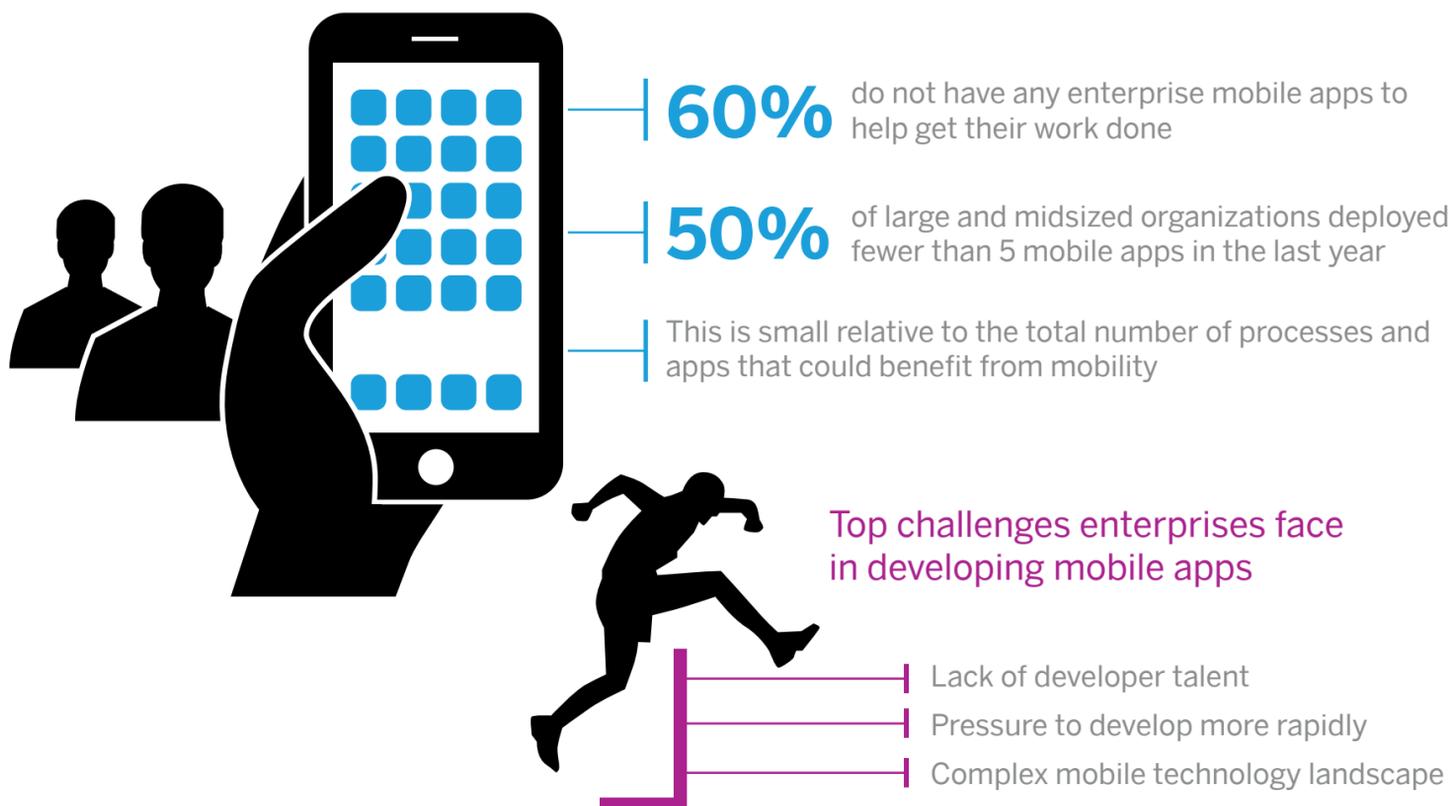
Browse web site on mobile phone increased by 12%



50% of employees use their own smartphones for business purposes, mostly for email and messaging

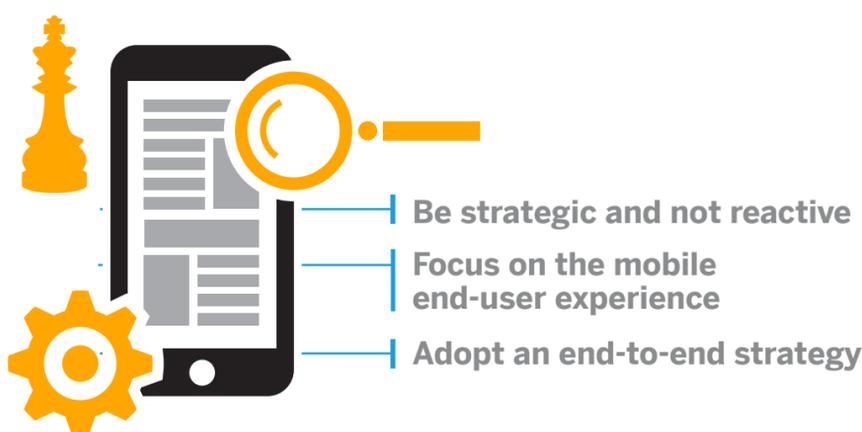
## Enterprise Apps Opportunities and Challenges

Organizations are still in the early stages of enterprise mobility and digital transformation



## Where to Begin

A strategic approach to enterprise mobility is critical and user experience is increasingly important. Mobile apps will become increasingly embedded as integral parts of mission-critical business processes.



## Mobility is the Catalyst for Digital Transformation

Market pressure is setting the stage for enterprises to leverage the growing number of smartphone users and mobilize mission-critical processes. Smartphones will become the primary channel for businesses to engage with customers, employees, and partners. This will be the catalyst to create opportunities for digital transformation.

[Click for more details and to download the full 451 Research report.](#)



Source: 451 Research, Pathfinder Report: The Impact of Mobility in Support of Digital Transformation in the Enterprise, Spring 2016



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