

Are you on the right path to mobile?

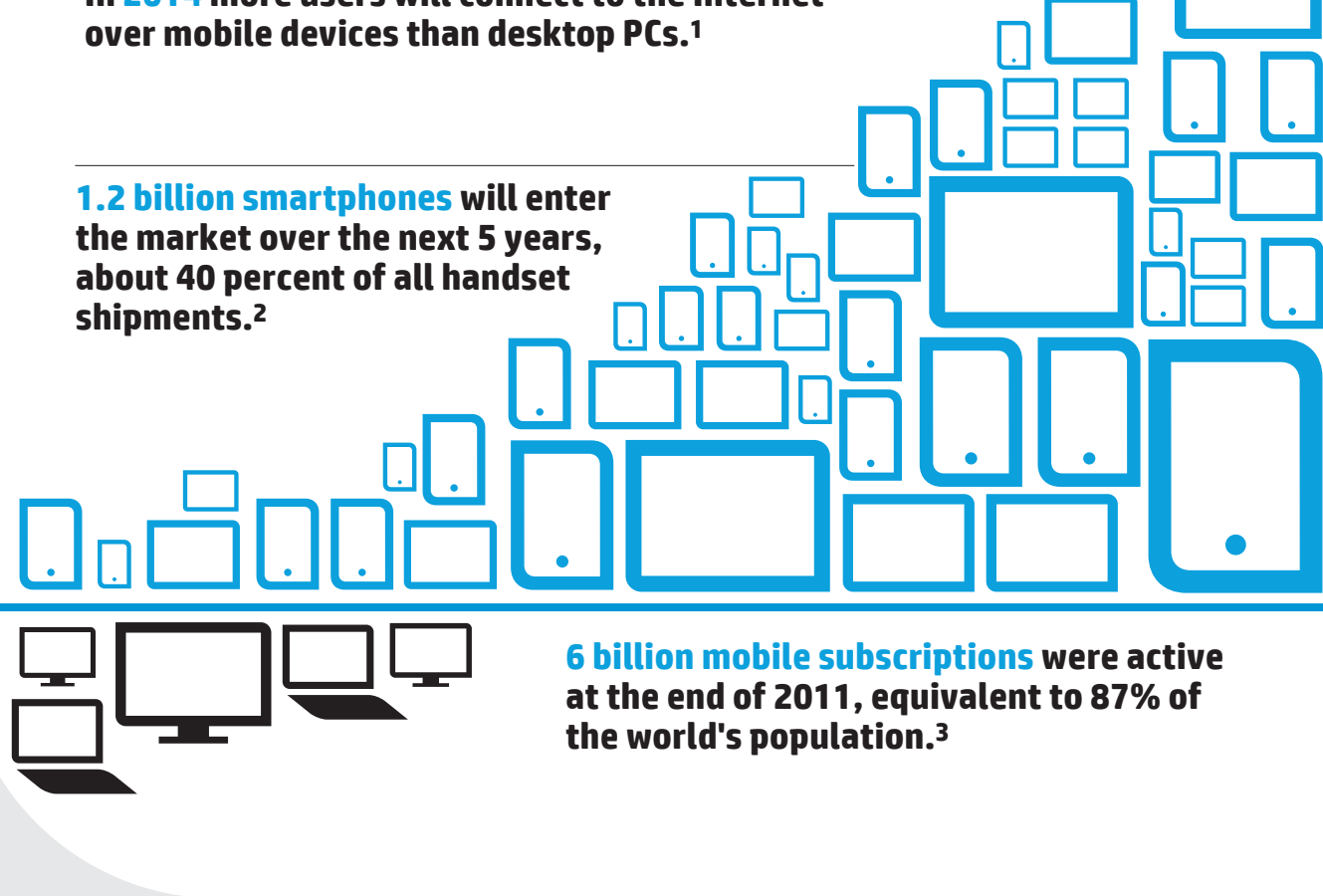
What enterprises need to know

Mobile is exploding...

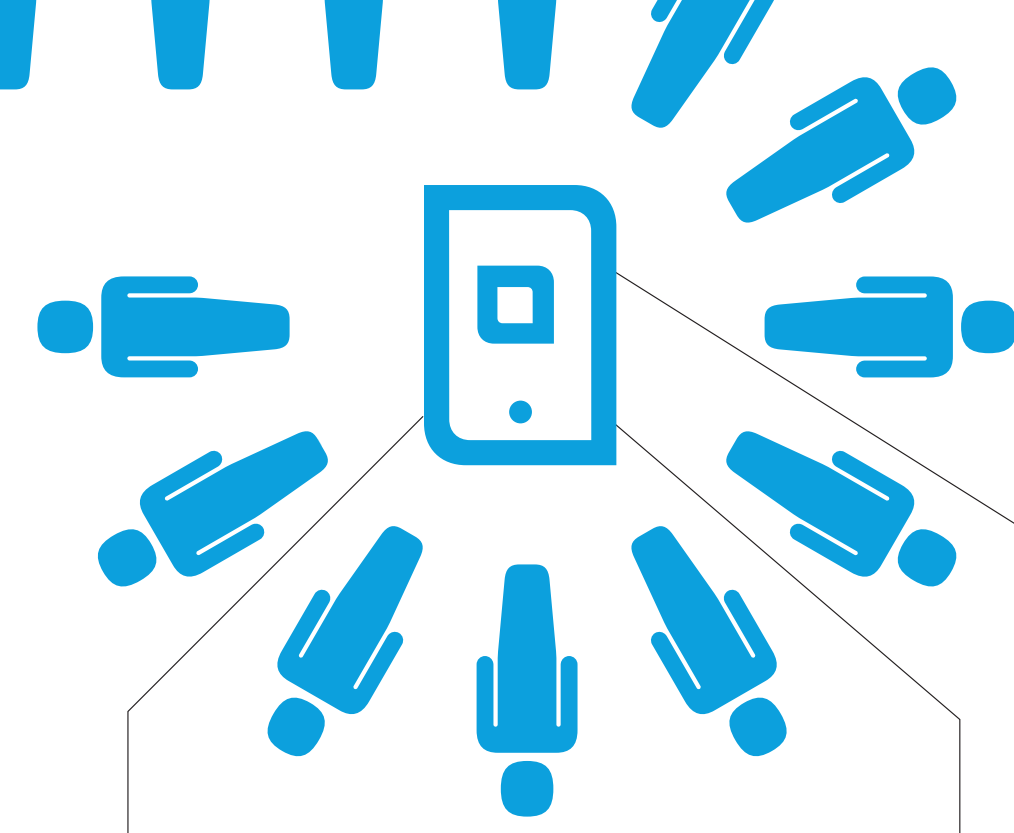
In 2014 more users will connect to the Internet over mobile devices than desktop PCs.¹

1.2 billion smartphones will enter the market over the next 5 years, about 40 percent of all handset shipments.²

6 billion mobile subscriptions were active at the end of 2011, equivalent to 87% of the world's population.³



Creating increased demand for mobile applications.



64% of mobile phone time is spent on apps.⁴

The proportion of companies increasing their budgets for mobile applications has almost doubled from 28% to 51%.⁵

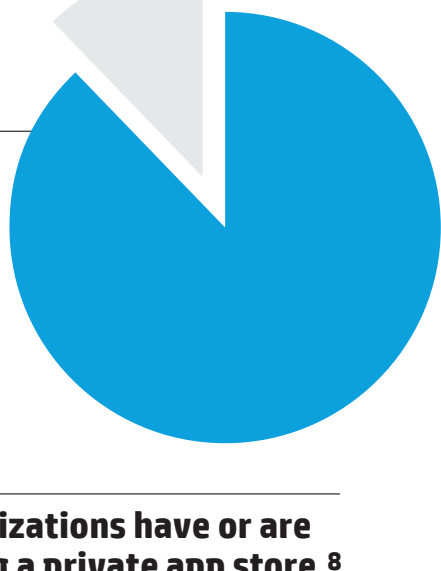
By 2015, the number of mobile app downloads is projected to reach 98 billion.⁶

These trends are impacting enterprises...

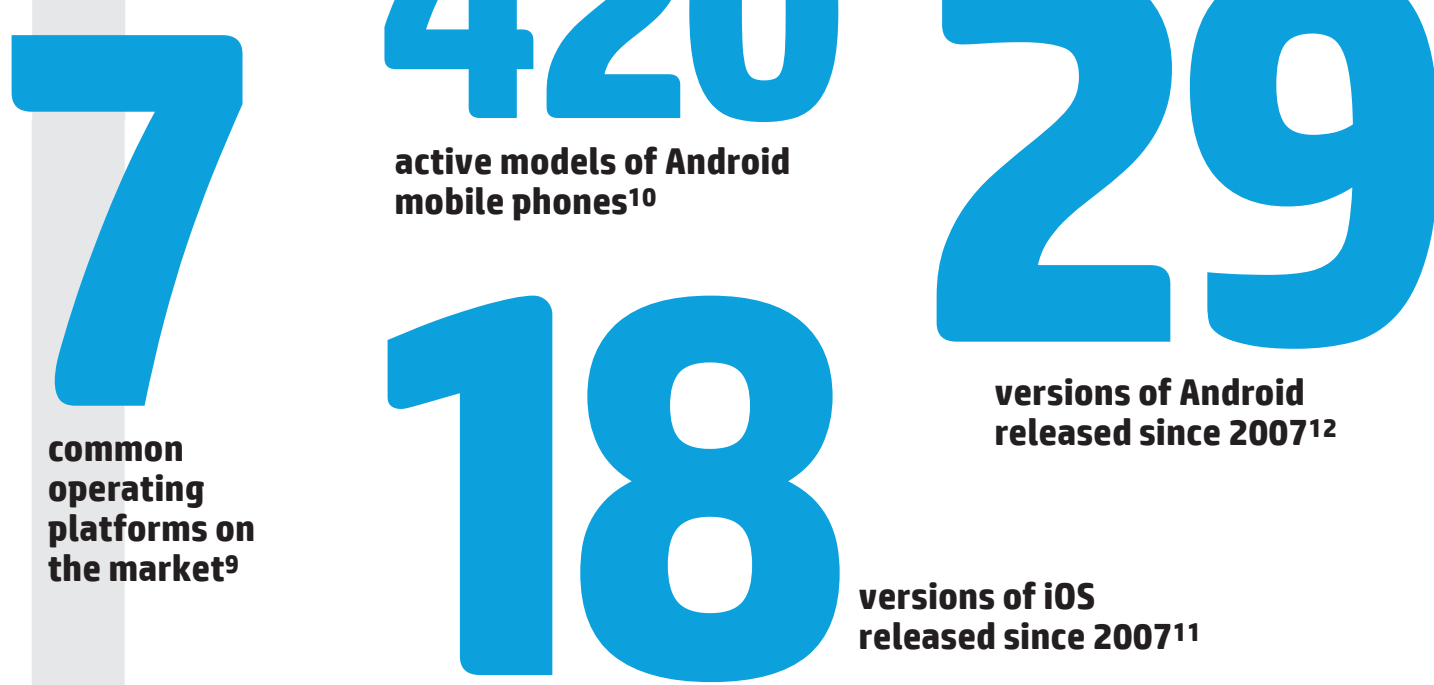
88% of employees are using their personal devices for business.⁷



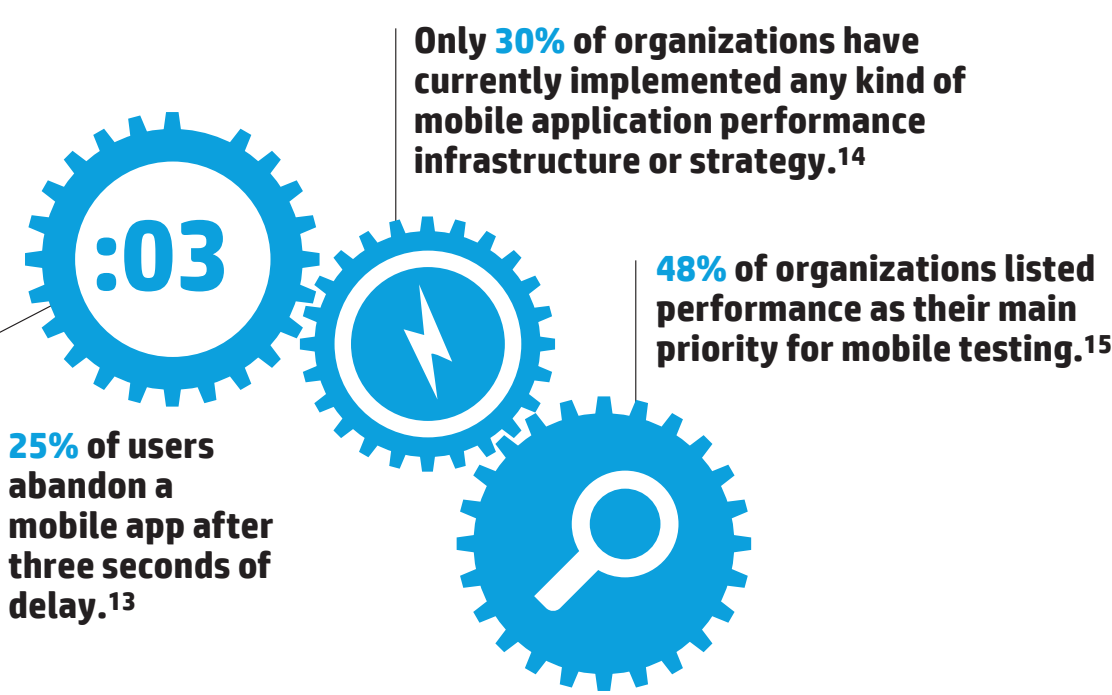
30% of organizations have or are implementing a private app store.⁸



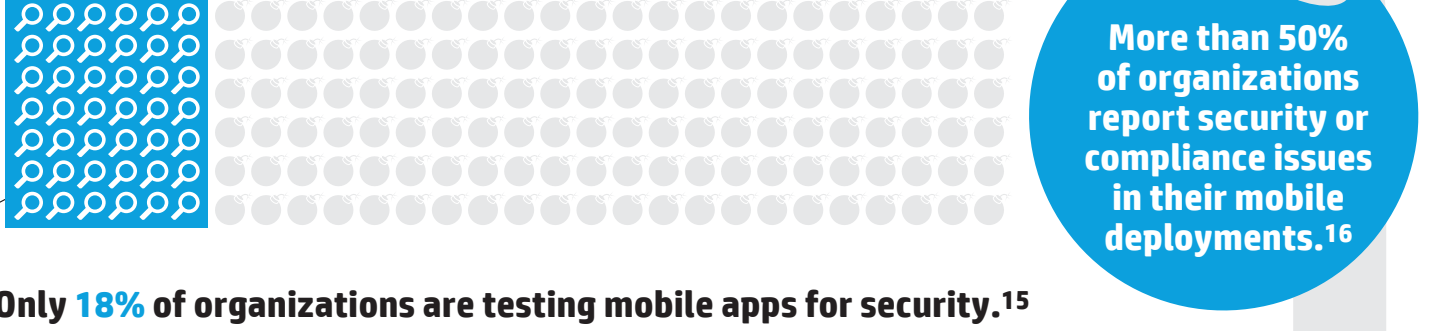
Introducing challenges to IT departments trying to develop, test, and support mobile apps.



Performance can make or break a mobile app...



And the security risk is growing...



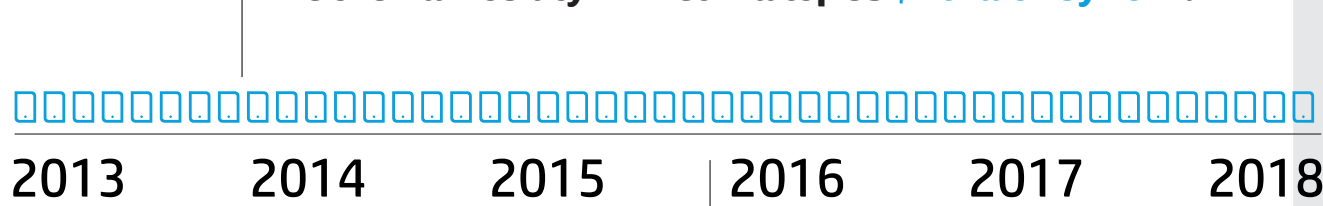
But, many organizations are unprepared for mobile testing.



2/3 of organizations say they lack the right tools to test mobile apps.¹⁵

The opportunity is huge.

The overall mobility market will top US \$1 trillion by 2014.¹⁸



In 2016, total global mobile application revenue will reach an estimated \$46 billion.¹⁹

What does this all mean?

- Develop a user-centric mobile strategy**
 - Support multiple devices
 - Integrate with your legacy systems & data
 - Monitor and manage the full mobile user experience

- Give your app dev a boost**
 - Embrace agile dev practices
 - Automate mobile testing
 - Account for mobile network conditions
 - Embed security throughout the mobile lifecycle

Are you prepared?

Read "Change your mobile application challenges into opportunities" for more guidance on how you can address these top mobile issues.

[Download now](#)

1. Mary Meeker, "Internet Trends," Apr. 2010, Morgan Stanley
 2. ABI Research
 3. The International Telecommunication Union, Nov. 2011
 4. "The Digital Revolution: A Look Through the Marketer's Lens," Apr. 2012, Nielsen
 5. Chris Marsh, "Mobility Outlook 2013," Nov. 2012, Yankee Group
 6. "The Mobile Application Market," Oct. 2011, Berg Insight
 7. "Global Survey: Dispelling Six Myths of Consumerization of IT," Jan. 2012, Avade
 8. "2012 State of Mobility Survey," Symantec
 9. "Mobile Operating System," Wikipedia
 10. Count from Android forums as of April 11, 2012
 11. "iOS version history," Wikipedia
 12. "Android version history," Wikipedia
 13. "First Class Mobile Application Performance Management," Aug. 2012, The Aberdeen Group
 14. "The Challenge of Application Performance in a Mobile Application World," Jul. 2012, The Aberdeen Group
 15. "World Quality Report, 2012-13", Capgemini and HP
 16. "Worldwide Mobile Security 2010-2014 Forecast and Analysis," Mar. 2010, IDC
 17. "World Quality Report, 2012-13", Capgemini and HP
 18. "Gartner Says Mobility will be a Trillion Dollar Business by 2014," Oct. 21, 2010, Gartner (press release)
 19. "Mobile Application Business Models," Q1 2012, ABI Research