

# 7 Enterprise Mobility Predictions

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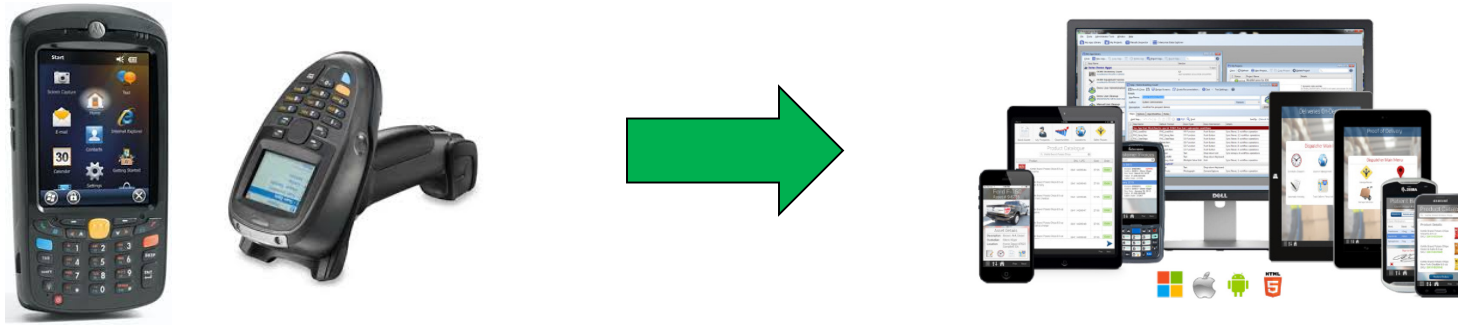
For 2017

# Some Background on Our Predictions



- Driven by 2,500+ enterprise customer & prospect conversations
- Key takeaways from analyst and industry influencer interactions
- Internal brainstorming and 20+ years of mobility experience

# Prediction: The First Wave of Mobile Adopters Return to the Table



- First-wave mobile form factors no longer drive the efficiencies they once did
- Shift from Windows Mobile/CE/Embedded to iOS, Android and Windows tablets
- Hard-coded apps replaced with agile apps, both native and cross-platform capable
- Early adopting organizations will accelerate their End of Life product planning to leverage new technologies and platforms

# Prediction: Greater Emphasis on Complete Solutions

- Companies prefer a “fully baked cake”
- Organizations want to consolidate the number & variety of systems they have manage, maintain and secure
- Reducing the variables allows them to ‘future-proof’ their technology stacks better than before



# Prediction: BYOD Gives Way to MYOC (manage your own content)

- BYOD > BYOApp > MYOC
- Organizations are looking for flexible ways to deliver content across all devices & to all stakeholders
- 360° View of data is demanded to keep pace with industry leaders
- Your content follows you to any device
- Customers want timeline detailed information



# Prediction: Device Management to Increase in Importance



- Security and approved usage breaches have brought mobility management back to the forefront
- Organizations want to enforce the who, what & why of company data, regardless of who owns the device
- Configurations, content & apps need to be enforced and managed
- User enrollment and de-enrollment is key to maintaining compliance

# Prediction: The Line of Business Takes the Lead in Setting Mobile Strategy

- Code-free mobile app development platforms break down technical barriers
  - App development accessible to any user
- The business opportunities and/or pain points will dictate the types of technologies adopted and how they're used
- LOB buyers have demonstrated a preference toward complete solutions, avoiding multiple-vendor stacks where possible



# Prediction: The Tail Wags the Dog



- Similar to our LOB Takes the Lead prediction...
- For organizations which make money in the field (services, product delivery, etc.) mobile capabilities will drive decisions about what back-end systems are chosen and utilized, not the other way around
- This has significant upstream (or downstream, depending on how you look at it) implications



# Prediction: Day 1 Hard Dollar ROI Required

- Efficiency improvements driven by the mobile strategy will result in tangible, hard-dollar cost savings and business growth
- Organizations must show how/where mobile added tangible value
- Example: Decreasing data plan expenditures via Smart Synch
- Example:
  - Collecting real-time data allows invoicing to be completed on the day of service





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