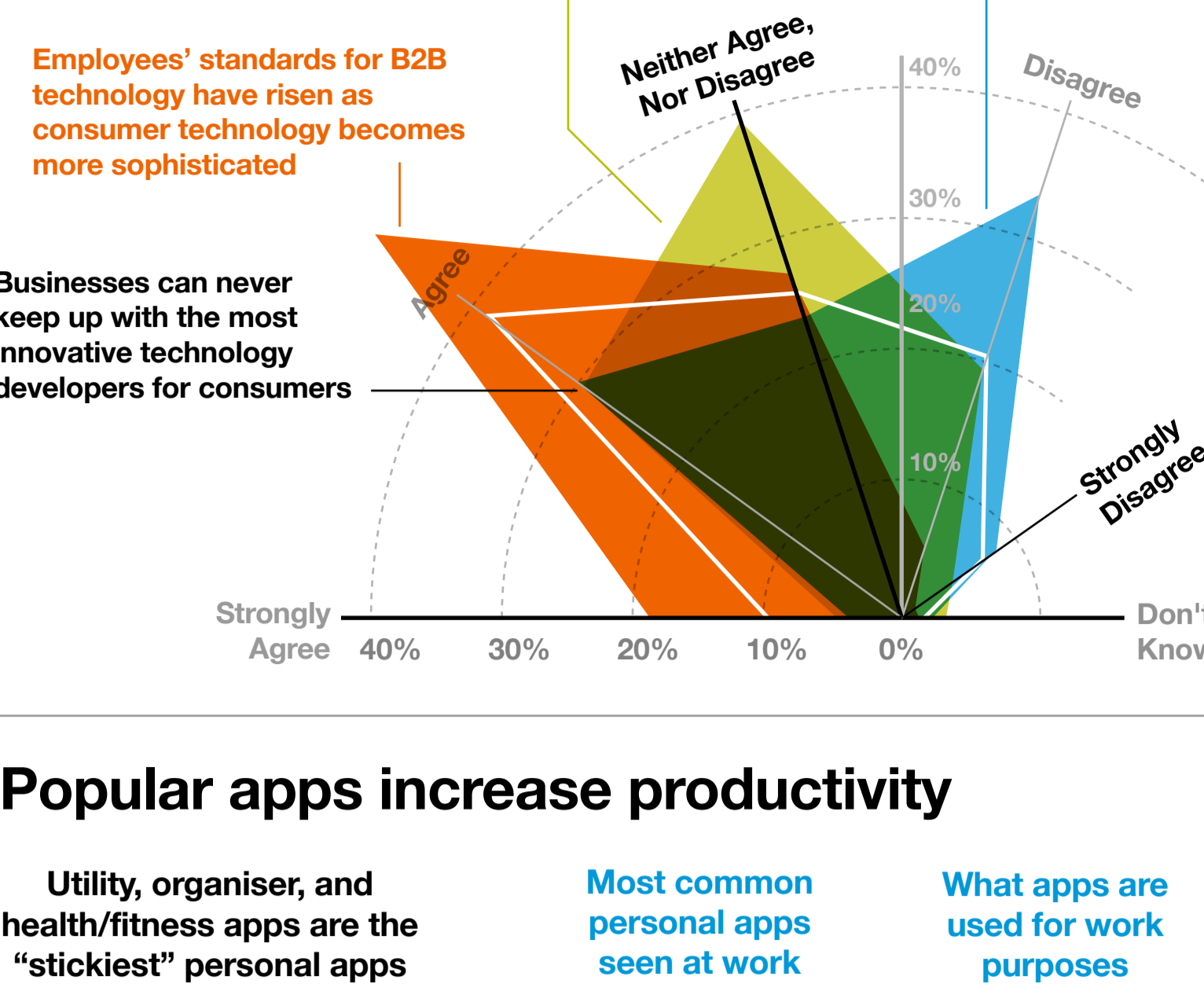


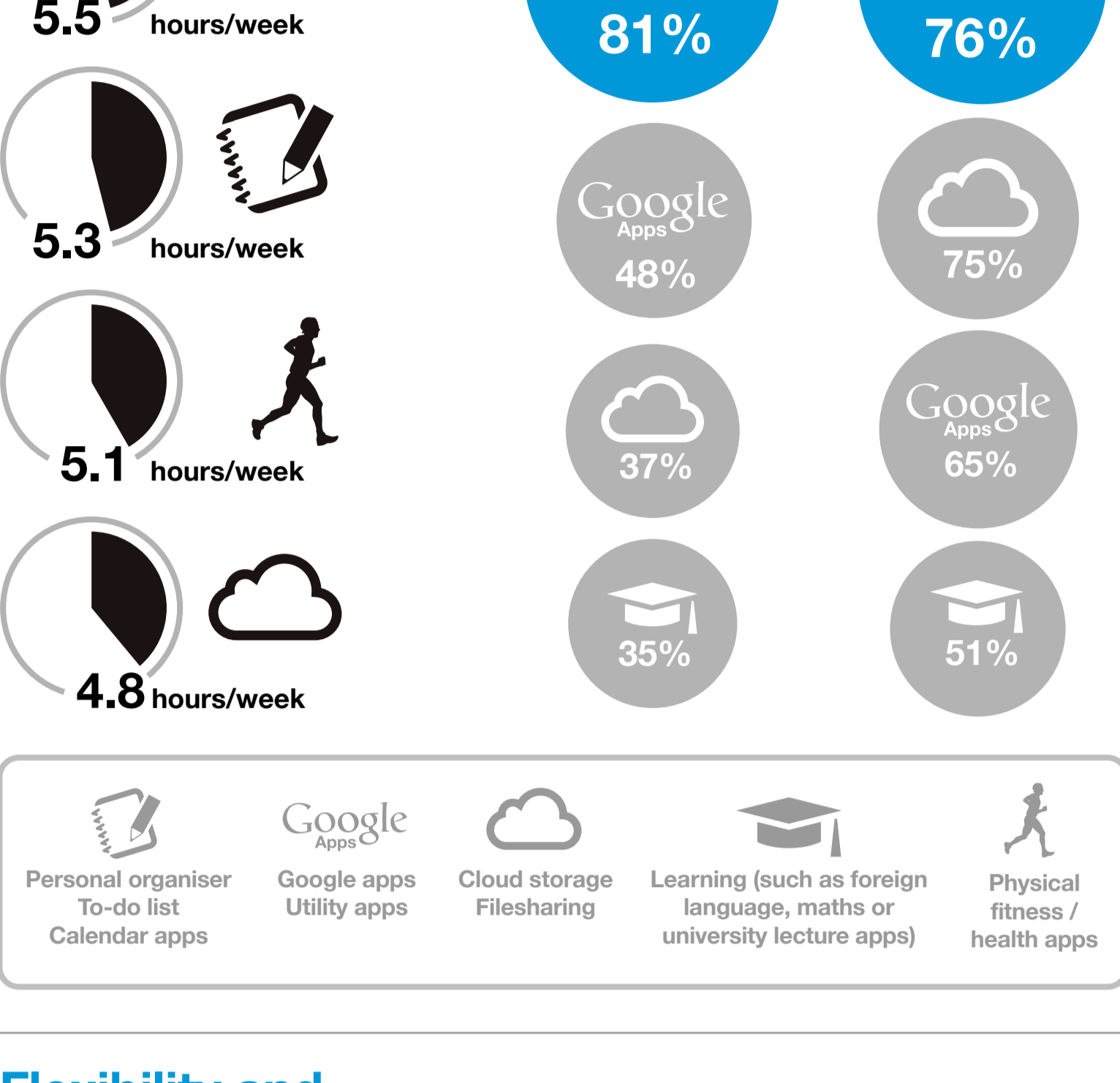
Smart, mobile and productive – See how mobile apps are changing the way businesses work

Consumerisation in the mobile workplace

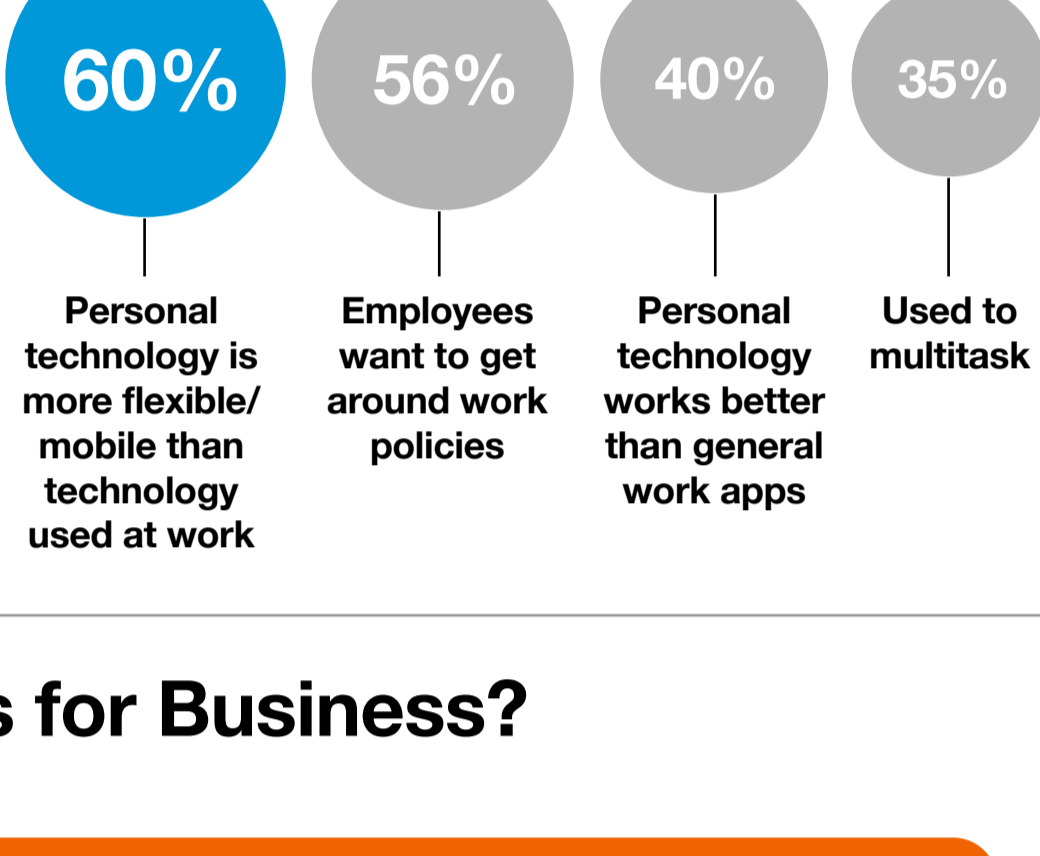
Employees are becoming more sophisticated and businesses are ready for the challenge



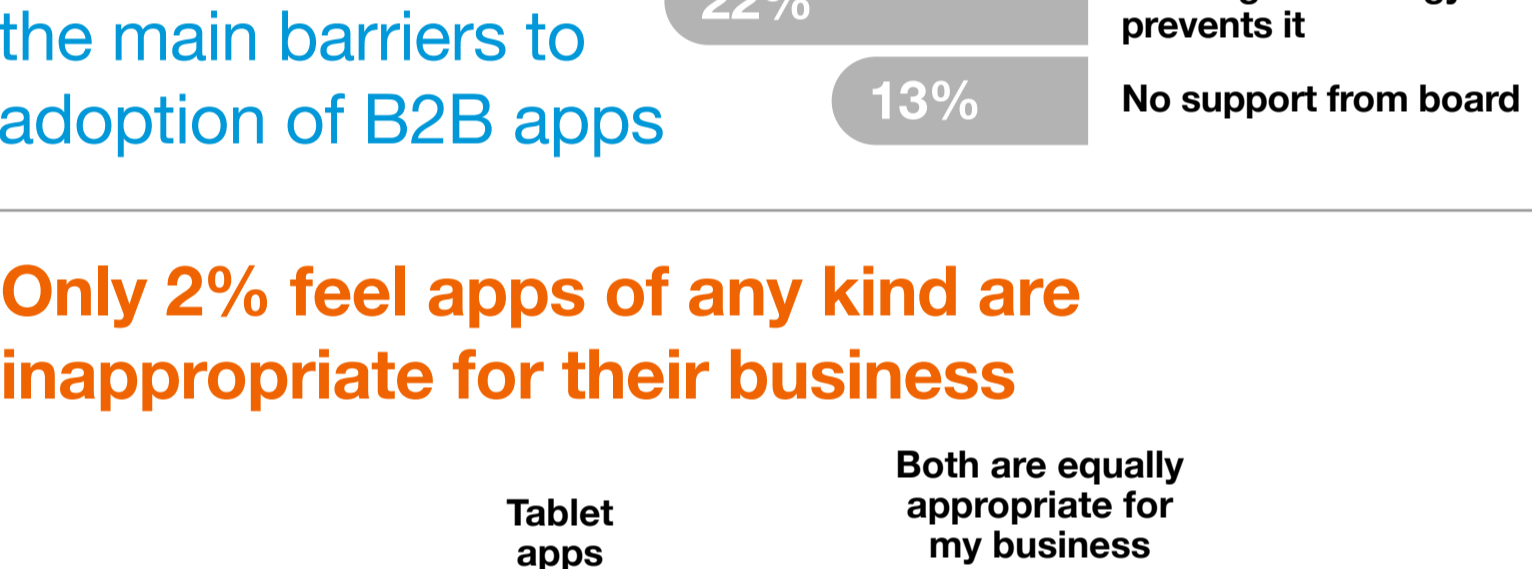
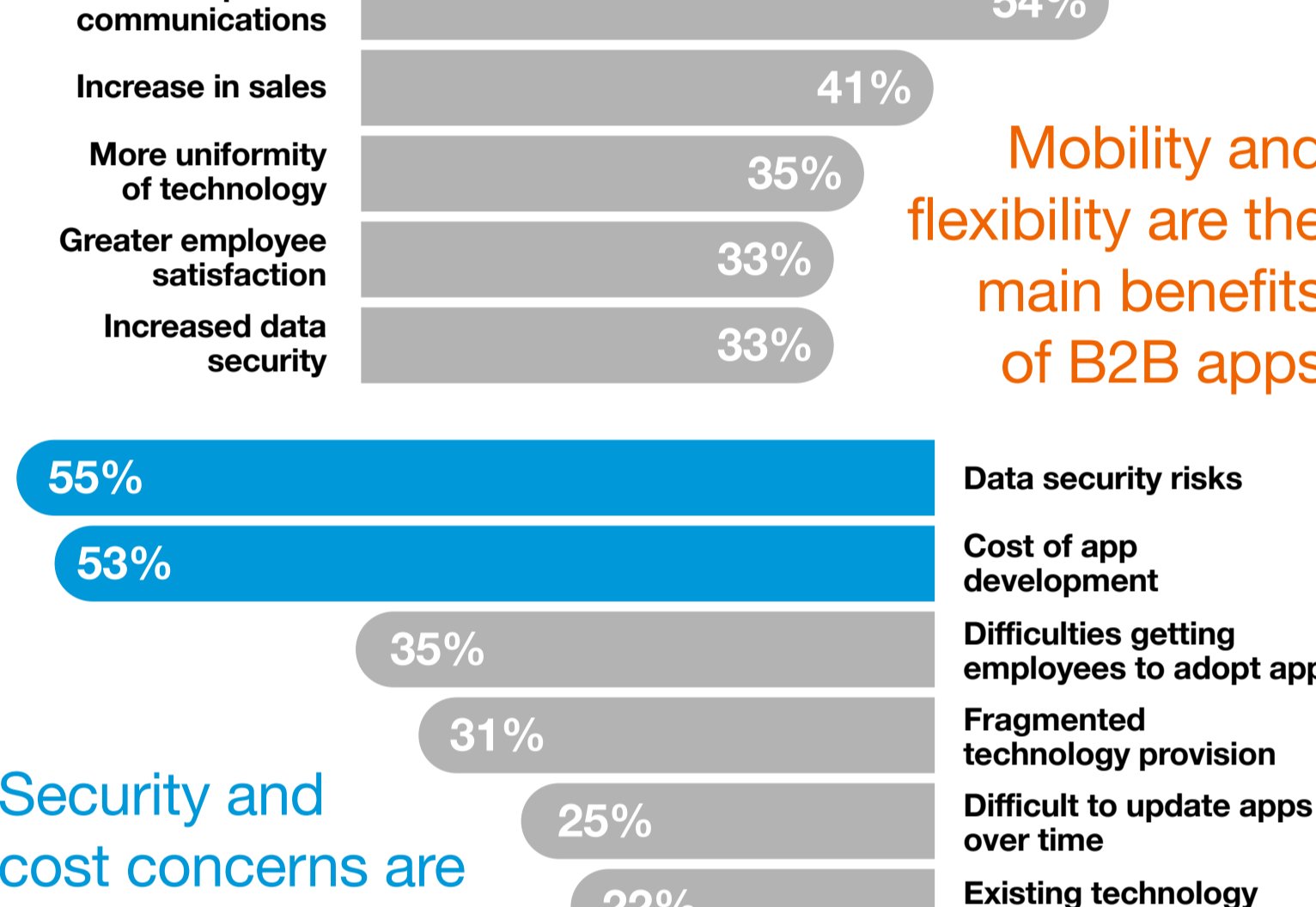
Popular apps increase productivity



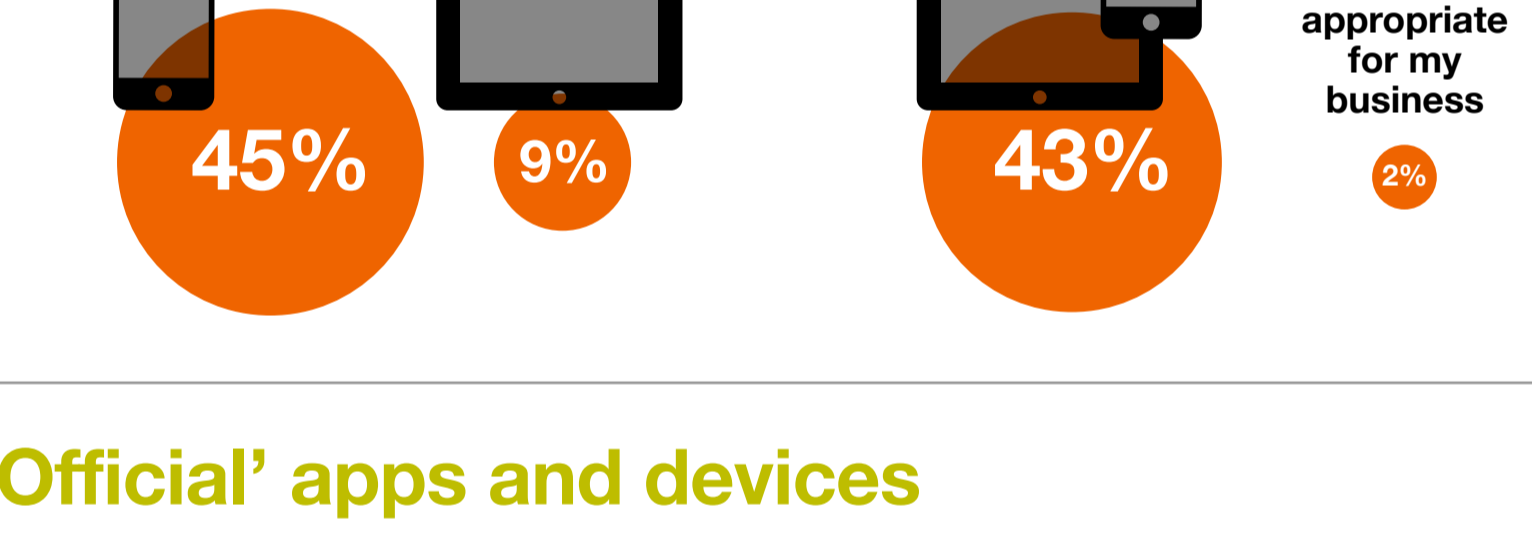
Flexibility and getting around the rules are the main attractions of personal technology at work



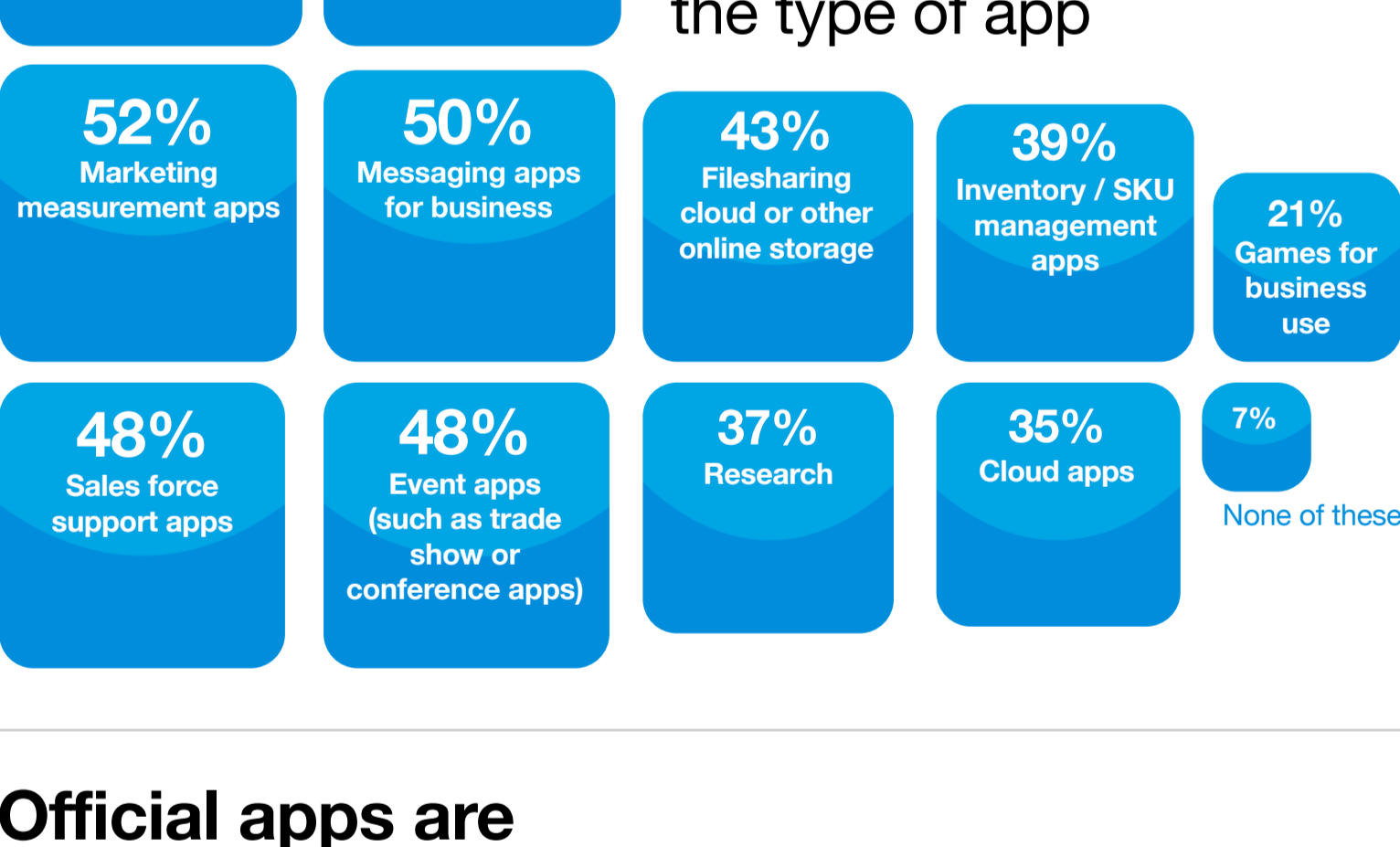
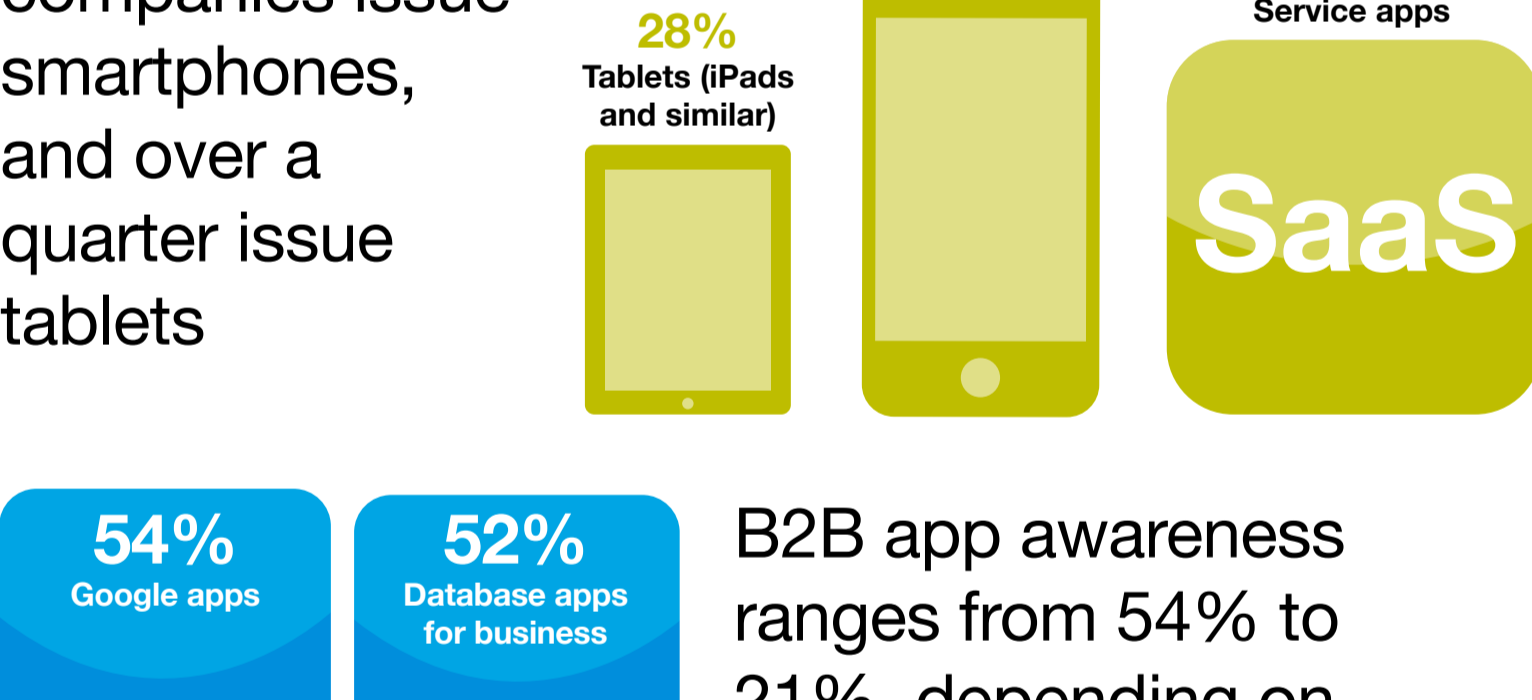
Why use apps for Business?



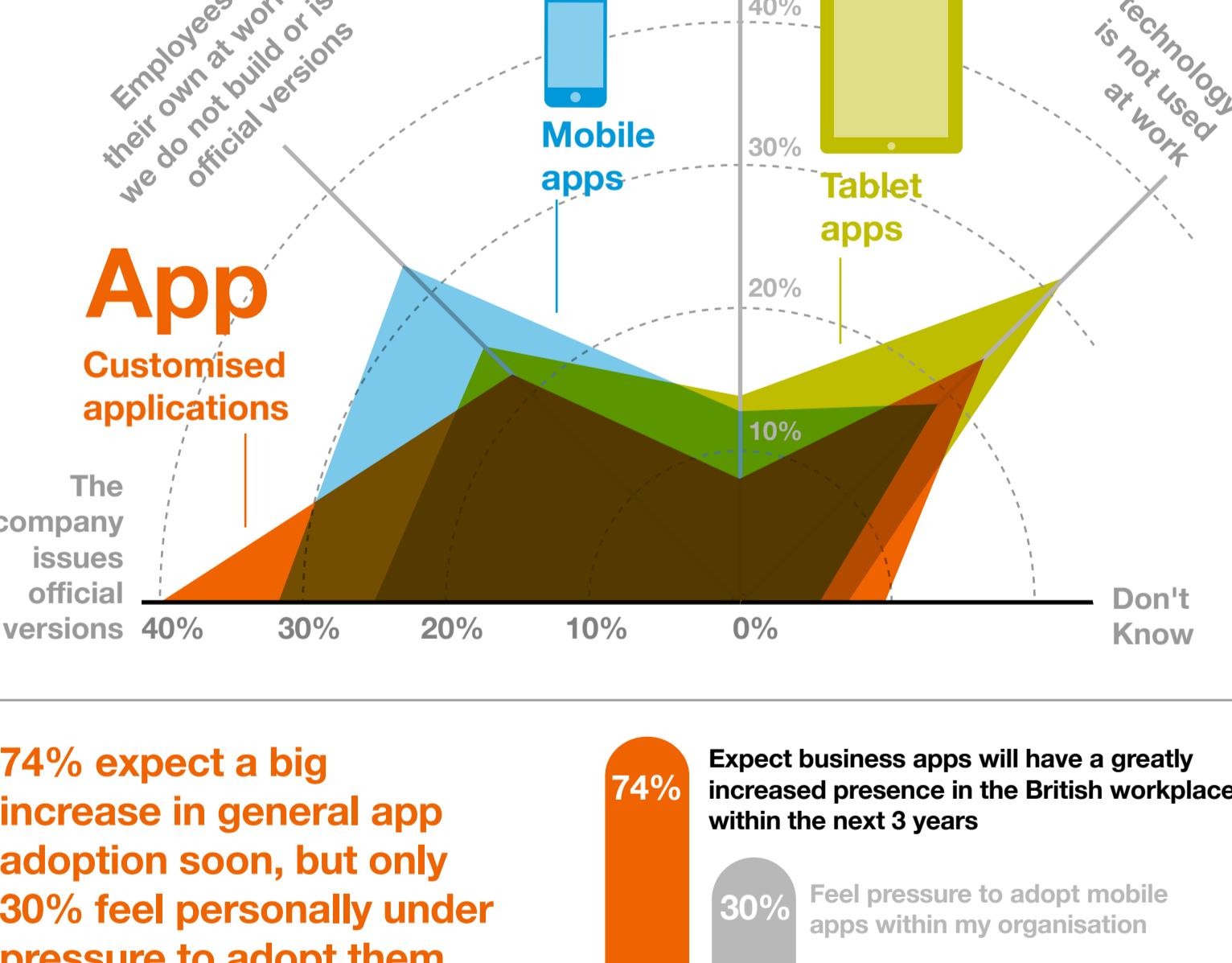
Only 2% feel apps of any kind are inappropriate for their business



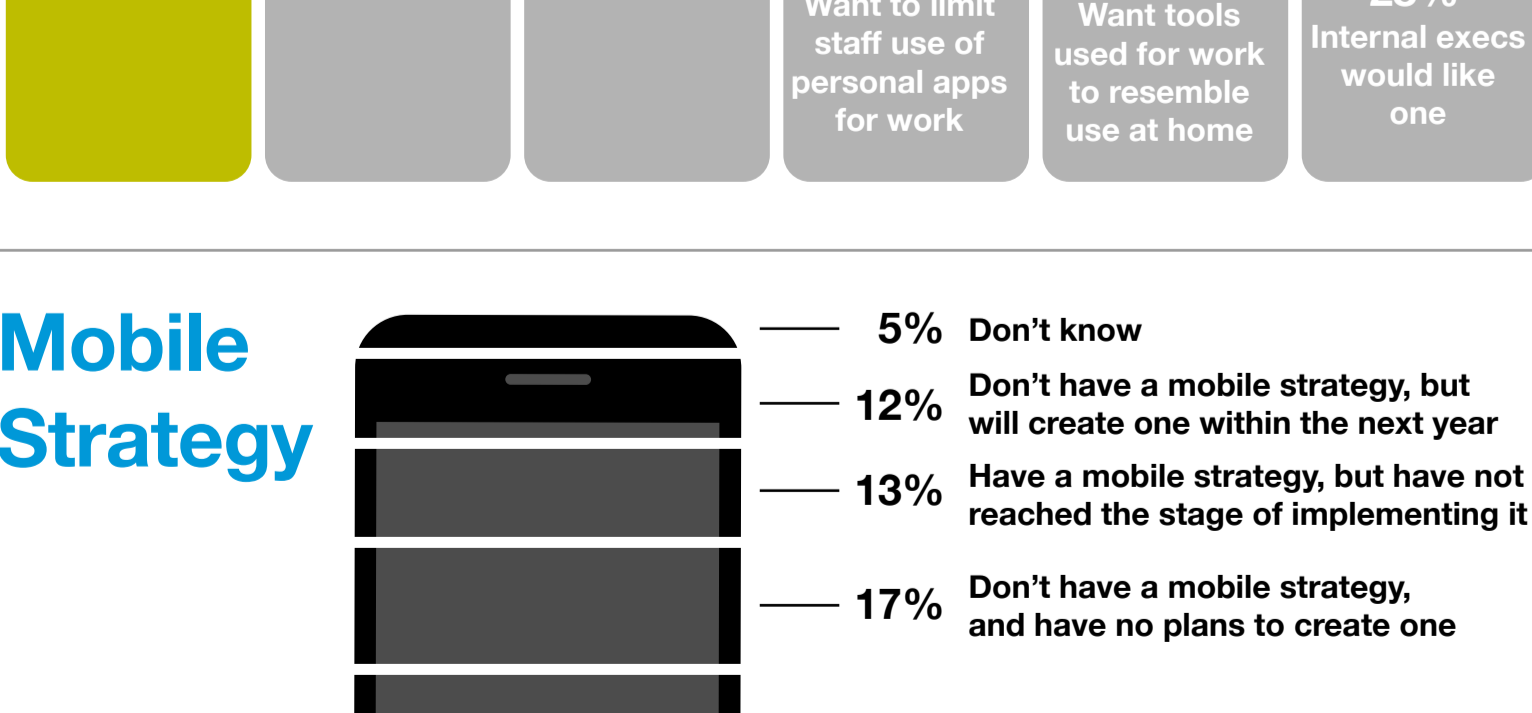
'Official' apps and devices



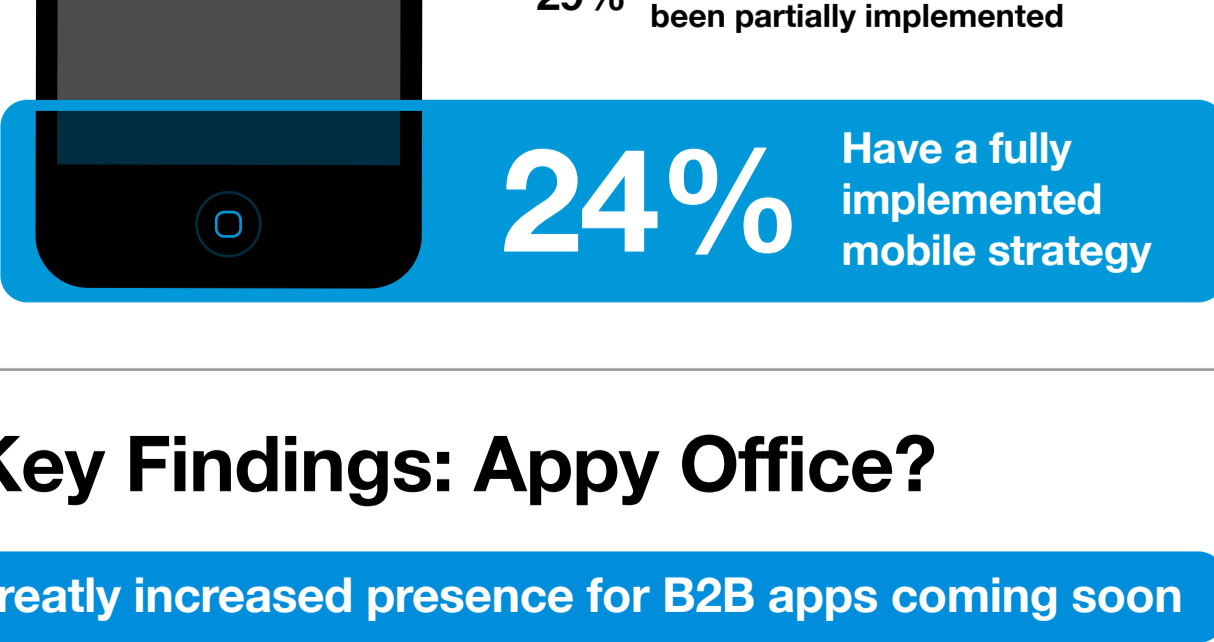
Official apps are on the rise



Staff demand is also assumed to be the most common reason for companies in general to consider app building



Mobile Strategy



Key Findings: Appy Office?

- 74% see a greatly increased presence for B2B apps coming soon
- 65% feel that employees' standards for technology have risen with consumer technology standards
- Over 50% say their companies issue smartphones, and over 25% say they issue tablets
- In companies that build apps, 65% are driven by staff demand