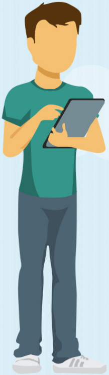
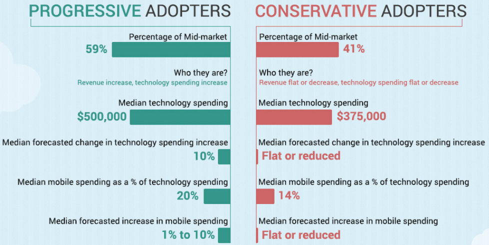
MID-MARKET
MOBILE SOLUTION ADOPTION

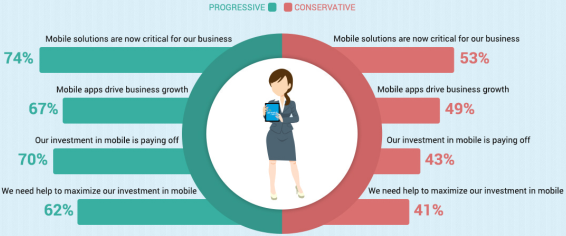
The phenomenal rise of mobile applications development and adoption creates both new opportunities and challenges for businesses. Is your business ready to reap the benefits of mobile solutions, or are you in danger of falling behind? Now, more than ever, mid-market enterprises need to develop a mobile business strategy to determine who to mobilize, what apps to use, and how to deploy and manage mobile solutions. The SMB Group recently conducted extensive research to understand the who, what, where and why of how mid-market enterprises are using mobile solutions in their businesses. This infographic distills some of the key findings from this research, and will help you to benchmark how your company stacks up compared to your business peers in the mobility space. The research shows that there are two distinct segments of mobile solution users – Progressive adopters and Conservative adopters. Which segment does your company emulate?




PROGRESSIVE ADOPTERS
CONSERVATIVE ADOPTERS
Percentage of Mid-market
59%
Percentage of Mid-market
41%
Who they are?
Revenue increase, technology spending increase
Who they are?
Revenue flat or decrease, technology spending flat or decrease
Median technology spending
$500,000
Median technology spending
$375,000
Median forecasted change in technology spending increase
10%
Median forecasted change in technology spending increase
Flat or reduced
Median mobile spending as a % of technology spending
20%
Median mobile spending as a % of technology spending
14%
Median forecasted increase in mobile spending
1% to 10%
Median forecasted increase in mobile spending
Flat or reduced

ATTITUDES TOWARDS MOBILE SOLUTIONS

What are the differences in attitudes between Progressive and Conservative adopters on how mobile solutions impact their businesses?



USE OF MOBILE BUSINESS APPS

airwatch by vmware

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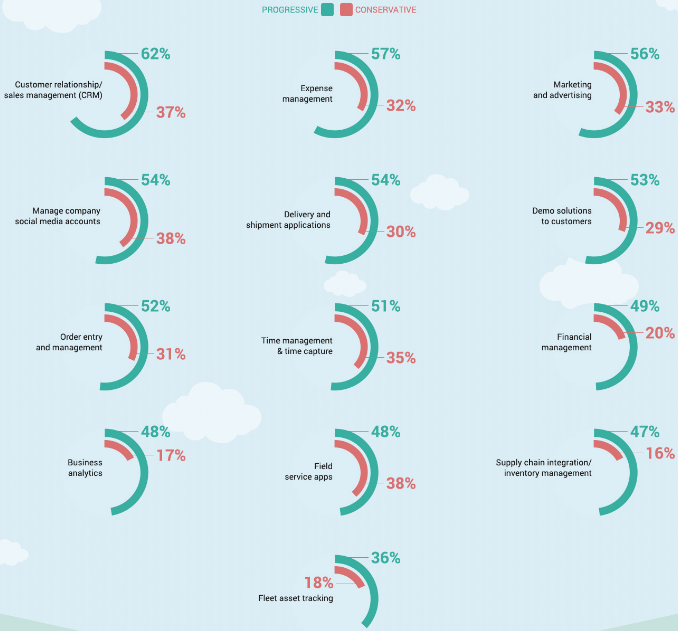
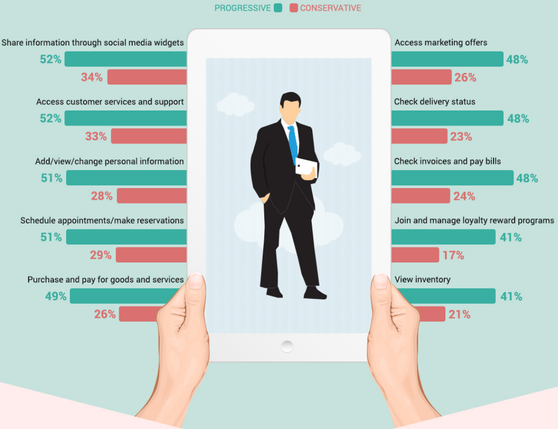
Top mobile business apps that are used by employees to support internal business processes.



Mid-market enterprises develop and deploy mobile apps and mobile friendly web sites to engage with customers, suppliers and partners.



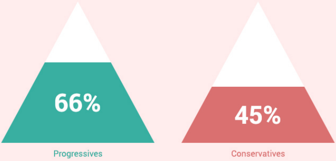
BRING YOUR OWN DEVICE (BYOD)

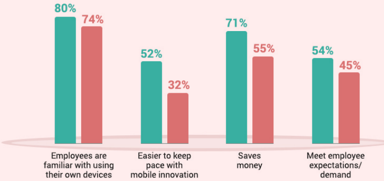
A much higher percentage of Progressive adopters have implemented a BYOD policy.
The key reason for their adoption is interest in mobile and the rapid adoption of innovative mobile solutions.

IMPLEMENTED A BYOD POLICY

KEY REASONS COMPANIES HAVE IMPLEMENTED A BYOD POLICY

PROGRESSIVE 🟩 🟥 CONSERVATIVE





MOBILE MANAGEMENT

In addition to implementing mobile apps, Progressive companies place significant emphasis on all aspects of mobile solution management - deployment, security and access of mobile apps

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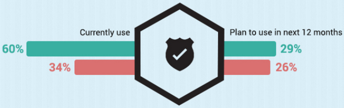
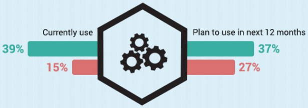
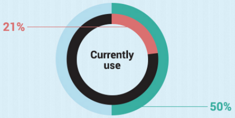
MOBILE MANAGEMENT SOLUTIONS TO MANAGE AND SECURE MOBILE DEVICES

MOBILE APP PLATFORM TO DEVELOP MOBILE APPS





MOBILE MANAGEMENT SOLUTIONS TO MANAGE AND SECURE MOBILE APPS



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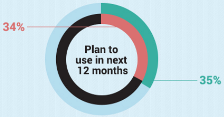
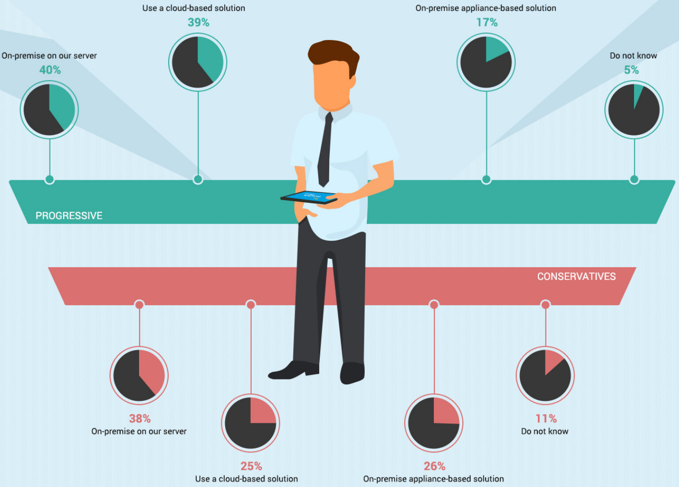
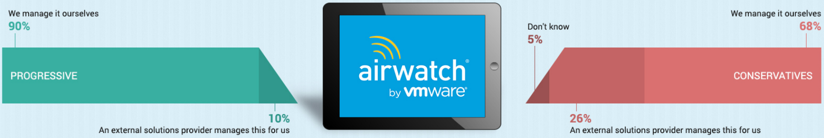


Primary way in which companies have deployed mobile management solutions



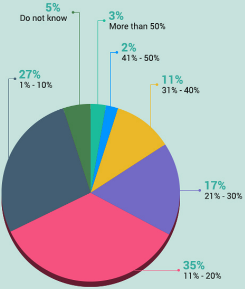
Who manages this mobile management solution?



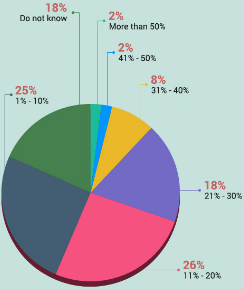
MOBILE BUDGETS

Mobile budgets as a percentage of total technology budget

Progressive companies spend a greater percentage of their company's total technology budget on mobile solutions (mobile devices, voice/data services, apps and mobile management) as they are critical for their business and drive business growth.



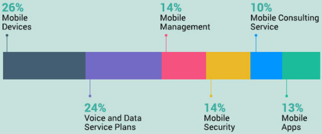
PROGRESSIVE

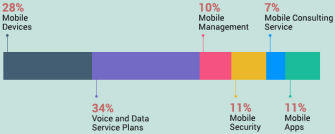


CONSERVATIVES

Allocation of mobile budget

Progressive companies also spend a higher percentage of their mobile budget on mobile apps and consulting services that drive business growth and collaborations compared to Conservative adopters that have more of a mobile communication focus. Higher adoption of BYOD is leading Progressive adopters to spend more on mobile management and security.





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