Enterprises At The Tipping Point In Mobility Adoption

Mobile devices now critical business tools

- 71% discussing custom mobile applications
- 66% discussing a corporate app store
- 59% running line-of-business applications

It's about agility

- Efficiency
- Workforce effectiveness
- Reduce time to accomplish tasks

Mobile initiatives significantly impacting IT resources

- 41% Rank mobility in their top three IT risks
- 1/2 Say mobile computing is somewhat to extremely challenging

IT Priorities:

- Security
- Backup
- Reducing cost and complexity

Top costs cited:

- Lost productivity
- Direct financial costs
- Data Loss
- Damaged brands
- Loss of customer trust

Average annual cost of mobile incidents:

- $429,000 Enterprise
- $126,000 SMB

Mobility risks impacting organizations

Recommendations

- Enable broadly for mainstream use on your terms
- Think strategically for opportunities and risks
- Manage efficiently using unified policies
- Enforce usage appropriately
- Secure comprehensively to achieve compliance

Organizations who embrace mobility, without compromising security, are most likely to improve business processes and productivity. To that end, develop a mobile strategy that defines your organizations’ mobile culture and also aligns with appropriate security risk tolerance.

Source: 2012 State of Mobility Survey

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