Conversations regarding mobility now include the impact of key trends such as the importance of data and analytics capabilities, the need to drive quicker business transformation and securing the data, applications and device based on the profile of the user and their role.
In conjunction with Samsung, Tech Research Asia (TRA) surveyed 456 Australian organisations, in order to understand where they saw value, what worked, what didn’t and what the future held for their company in regards to mobility.

Top 5 trends

1. **Enterprise Mobility is no longer about the device - It’s about business processes and customer engagement**

   Mobility has matured and in many cases is less about the mobile device and more about what is achieved through it in terms of business data, processes and applications.

2. **The importance of mobile applications is huge**

   By 2019 there is likely to be a strong surge in the number of business mobile applications used by organisations.

3. **Big data sneaks its way into the mobility conversation too**

   Mid to large-sized organisations are keen to determine what advantages can be gained from combining mobility, big data and analytics. We expect to see mobility platforms scale to better cope with large volumes of data and integrate with back-end systems more seamlessly, creating an almost ‘mobile analytics in a box’ capability.

4. **Even as it changes, security remains a constant**

   Companies must now secure cloud-based applications and data as well giving consideration to employee role-based security. Changes to Australian legislation enhancing customer data protections and compliance requirements are causing a shift from securing and managing the mobile device to securing and managing the applications and customer data.

5. **Mobility now encompasses IOT (+M2M+Wearables)**

   Organisations are contemplating a significant amount of activity in this space in the coming months. 1 in 5 companies have a strategy in place and are already deploying solutions, 1 in 4 companies have an ‘ad-hoc approach’ and 8% are deploying proof of concepts.
Top findings from the TRA survey

57% of companies have a mobility strategy already

31% Average increase in Employee Satisfaction*

29% will develop one within 12 months

25% Average increase in contribution to profit margin*

76% state mobility is relevant to their Customer Engagement & Experience programme

21% Average increase in Employee Productivity*

73% state mobility is relevant to their Digital Transformation programme

*These figures show the levels of increased employee satisfaction, contribution to profit margin and employee productivity, as applicable, of the surveyed companies that reported positive outcomes from moving to mobile technology.
Top beliefs about mobility

Enabling companies to work more efficiently and being critical to their strategy, are positive beliefs and the statements companies agree the most with. However, device security is a major concern.

Samsung & Tech Research Asia Enterprise Mobility Survey Research Australia, Dec 2015, n=456.

Top benefits and problems

Results reported wide-ranging and beneficial outcomes:

- Increased employee productivity
- Re-energized customer service
- Greater ability to increase business revenue streams
- Higher employee satisfaction
Employee enablement, customer engagement and billing & payments are considered the most important benefits. However, developing solutions for customer engagement, moving to BYOD (Bring Your Own Device) and business applications brought the most problems.

What brought the most benefits and the most problems?

Positive and negative factors influencing the assessment:

<table>
<thead>
<tr>
<th>Positive Factors</th>
<th>%</th>
<th>Negative Factors</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved customer service</td>
<td>25%</td>
<td>Too costly</td>
<td>16%</td>
</tr>
<tr>
<td>Supported innovation initiatives</td>
<td>25%</td>
<td>Problems with application integration</td>
<td>14%</td>
</tr>
<tr>
<td>Improved risk posture</td>
<td>14%</td>
<td>No productivity improvements</td>
<td>14%</td>
</tr>
<tr>
<td>Lifted employee productivity</td>
<td>11%</td>
<td>Weakened risk posture</td>
<td>13%</td>
</tr>
<tr>
<td>Improved employee satisfaction</td>
<td>9%</td>
<td>No clear strategy before starting</td>
<td>13%</td>
</tr>
<tr>
<td>Reduced operational costs</td>
<td>8%</td>
<td>Problems with device integration</td>
<td>12%</td>
</tr>
<tr>
<td>Positive contribution to profit margin</td>
<td>5%</td>
<td>Proliferation of consumer devices</td>
<td>11%</td>
</tr>
<tr>
<td>Improved Sales</td>
<td>4%</td>
<td>Ineffectual mobile security</td>
<td>8%</td>
</tr>
</tbody>
</table>
How mature is Enterprise Mobility in the Australian Market?

Australian companies are moving from a ‘device phase’ to a more mature consideration of mobility for their business needs.

Key mobile technologies and relative maturity of various industry sectors that are adopting mobile solutions:

For a detailed look at the importance of mobility for improving your company’s employee and customer engagement and increasing your revenue, download our white paper:

samsung.com.au/business