Enterpise Mobility Trends
2013-14

Ramesh Adiga
AVP and Head, Global delivery, Enterprise Mobility Unit
Infosys
THE NEWSPAPER SAYS THEY MAY STOP DELIVERING LETTERS ON SATURDAY.

WHAT'S A LETTER?

WHAT'S A NEWSPAPER?
UNPRECEDENTED REACH, ADOPTION AND IMPACT

Viral
200 million mobile playbacks a day on YouTube

Global
90% of the world population now has access to a mobile network

Convenient
Mobile app usage (81 min/day) exceeds Internet consumption 74 min/day

Fun
125 years of Angry Birds played everyday

Trusted
$650 billion mobile money transactions by 2015

Local
50% of all local searches are performed on the mobile

Personal
45% of users check their mobile devices first thing in the morning

Social
2.7 hours spent per day socializing on the mobile

Productive
Enterprise Mobile converts 60 min of worker downtime into productive time per day

Engaging
Mobile users twice as active on Facebook as non-mobile users

Pervasive
4.0 B : 1.0 B Active Mobile Connections: Active PCs

InfoSys
Building Tomorrow’s Enterprise
EXPONENTIAL EVOLUTION OF THE SUPER DEVICES

**Mobile Services**

**Mobile Devices**
- Feature phones (2000)
  - Hardware
  - Carriers
  - Outbound (1:1)
- Smartphones (2004)
  - Software
  - Mobile OEMs
  - Inbound (1:Many)
- “Super” phones, Tablets & Connected Devices (Today)
  - Platforms & Ecosystems
  - Individuals & Enterprises
  - Interactive (1:N)

**Differentiators**
- Voice
- IM
- Text

**Innovators**
- Voice
- IM
- Text + e-mail

**Interaction**
- Voice
- IM
- Social Networking
- Text + e-mail

Building Tomorrow’s Enterprise
• **Content** (voice, data, video, public, private, published, collaborated) will intensify richness

• **Context** (current location, behavior aware) will evolve into a multi-dimensional view of the consumer

• We are creating our **Digital Avatar** – capturing the story of our life in another world
Building Tomorrow’s Enterprise is about **generating net new demand**

It is about **sensing, influencing** and **fulfilling** demand in a never before manner.

Mobile is **ubiquitous** in sensing, **social** in influencing & **pervasive** in fulfillment

Get ready for the next wave in enterprise mobility...
• Emergence of a borderless, hyper connected, super aware enterprise

• Yet only 15% of Fortune 500 organizations have a concrete mobility strategy
Companies Need To Plan Building Tomorrow’s Mobile Enterprise...

- Define New business models around Mobile
- Supercharge Customer Engagement
- Manage Consumerization of IT
- Enhance Organizational Effectiveness and Efficiency
- Create mobile Driven Business Processes
- Enable Business Transformation

Mobility adoption pattern

- Evaluate
- Pilot
- Scale
BUILDING MOBILE ENTERPRISE – A HOLISTIC APPROACH

• **Business**
  Use mobility as a strategic business differentiator

• **Technology**
  Analyze organizational needs & find the right fit

• **User-based approach**
  Co-create with users & nurture two-way interactions

• **Governance**
  Individual needs & organizational policy – strike the right balance

• **“Mobility” Organization**
  Drive mobility as a strategic organizational initiative
A peek into mobile adaption areas across key industry segment

Retail, CPG and logistics

- Inventory and Logistics
  - Fleet Management
  - Distribution
  - Inventory tracking
- Commerce
  - Mobile Brochure
  - Payments
  - Mobile Coupon
- In-Store Experience
  - Guided sales
  - Mobile POS
  - Mobile Wallet

Banking, Finance and Insurance

- Payments
  - Mobile Wallet
  - Mobile NFC Payments
  - Mobile PoS
- Loyalty
  - Mobile Commerce
  - Mobile Coupons and offers
- Sales
  - Field Sales Assist
  - Mobi-Lern
- Servicing
  - Mobile Self-care
  - Mobile Banking
  - Mobile Remote Deposit Capture
A peek into mobile adaptation areas across key industry segments

**Energy and utilities**
- Asset Tracking
  - Equipment Tracking
  - Resource Monitor
- Field Services
  - Field Service Assist
  - Smart meter
  - MobiLern
- Workforce Productivity
  - Dashboards and BI
  - Incident Management

**Manufacturing**
- Shop floor solutions
  - Equipment Tracking
  - Inventory Management
  - Quality Control
- Customer Service
  - Field Service Assist
  - Parts Catalog
- Workforce Productivity
  - Dashboards and BI
  - Mobile Learning
  - Mobile Workflows
Enterprise mobility –

- Global Enterprise Mobility Business Outlook
  - Forrester believes total market for Enterprise Mobility services to be ~32 billion by 2018 with total spend of 340B USD (Devices, data plans and Applications)
  - Forrester predicts the Mobile payment market to reach $90B by 2017
  - Investments in Business and technology innovations would continue
  - Mobility IT spends are still discretionary
    - However, Mobility budget allocations are increasing in the range of 10-30% YOY.
- Key focus areas of Enterprise Mobility for in the near future
  - Consumer centric: Self-care, Marketing
  - Business: Commerce, Payments, POS
  - Business Process: CRM, Field force, Asset Management
  - Enterprise IT: Employee care, Collaboration, Work flow, & dashboard
  - Partner eco-system: Supply chain, distribution