

MOBILE STRATEGY

According to the Forrester consulting report, commissioned by KPMG, CIOs rate development of an enterprise mobility strategy as a key priority. But with multiple stakeholders and diverse views, **creating a holistic strategy is challenging.**

ENTERPRISE MOBILITY IS A TOP RANKING ISSUE FOR MANY CIOs



Almost **one-third** of **CIOs** have enterprise mobility strategy as one of their **top 3** priorities

56%

said an effective mobile strategy would have a large impact on IT cost savings



see mobile as delivering increased business revenue

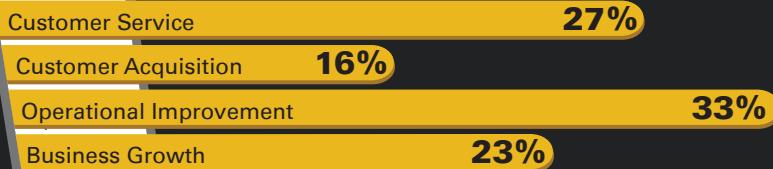
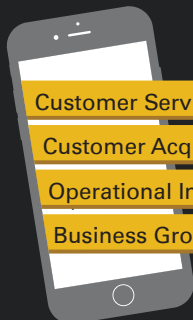
65%

WHAT IS THE UPSIDE?

CIOs see mobile as a cost efficient way of enabling staff to generate business value.

WHY IS IT IMPORTANT?

CIOs see broad benefits in delivering an Enterprise Mobility Strategy.



The greatest benefit will be reducing IT costs.

Alignment of technology to business outcomes

Increased productivity and innovation

DOES IT PAY?

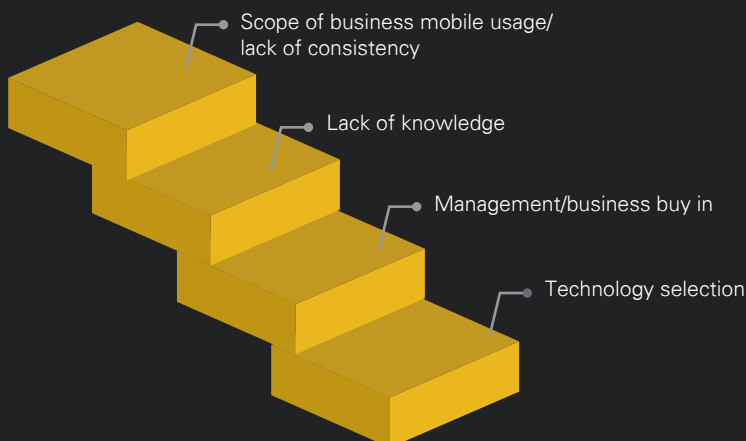
CIOs say a great enterprise mobility strategy can impact the bottom line

Positive impact on reducing IT costs

Positive impact on business revenue

WHAT ARE THE CHALLENGES?

With mobile well embedded in the business, there are too many stakeholders who want a say and have no consistency of requirements. Other challenges include:



Internal Only **26%**

61% Pure outsource

13% Internal & External

HOW IS IT DELIVERED?