

Trends in Enterprise Mobile

Recent studies on Mobile Adoption, App Trends, Innovation and Security reveal a maturing, expanding, and changing enterprise mobile environment that includes -

- A. Users are spending more time on video and demanding more personalized experiences - if they're comfortable sharing their data with brands
- B. IT security professionals understand that between social engineering-based threats and the IoT, mobile security is very critical to expanding business capabilities in mobile
- C. The " *convenience of Mobile* " and the " *power of Apps* " is becoming increasingly important to expanding organization relevance, revenue and brand value
- D. New Mobile Services / Apps are a great metric of how well enterprises are getting better at business innovation and monetizing new capabilities

Extending on this - AI, Analytics, IoT, VT, Chatbots, etc. are also marching forward and being included in new Mobile initiatives to increase solution appeal, value and reach.



Further, with consumer adoption of AI-driven Personal Assistant Apps now emerging, surveys indicate people are becoming comfortable with tools using cognitive intelligence to interface with brand Chatbots.

To extend business capabilities in Mobile, the following are important considerations -

1. For every 8 minutes users spend on smartphones, 7 of those minutes are spent in Apps ([Smaato](#))
2. Users now spend approximately 5 hours per day on their mobile devices ([Flurry](#))
3. Nearly 75 % of US adults use smartphones ([eMarketer](#))
4. 56 % of consumers believe brands should use data for smarter personalization ([Mindshare World](#))

5. Global smartphone owners ages 16–24 have now reached the “mobile tipping point,” spending as much time on mobile as all other devices combined ([GlobalWebIndex](#))
6. Mobile video ad spending has grown 142 % in Q2 2017 - making video the fastest-growing ad format (Smaato)
7. Worldwide Mobile App Store and App Advertising spend will grow at a 20 % CAGR - to exceed \$340 billion in 2021 ([App Annie](#))
8. 60 % of consumers ages 25–34 find it easier to chat with brands through Messenger Apps, while 27 % have used Chatbots to talk to brands in selected markets (Mindshare World)
9. Though consumer adoption of AI-powered Personal Assistant Apps is early,” super-users are logging 1.5 hours per month on this category of mobile ([Verto](#))
10. 94 % of IT professionals expect Mobile Security attacks to become more frequent, while 79 % report increased difficulty securing devices ([Dimensional Research](#))
11. Over the past 2 years, the number of vulnerability scans directed at IoT devices has increased 458 % ([AT&T](#))
12. Organizations that embrace Unified Monitoring through Mobile Management can anticipate 25 % faster repair times and 20 % less downtime ([Information Age](#))

What does this mean ?

The [smartphone takeover](#) is officially complete. Though it remains to be seen how [mobile technology](#) will evolve it's clear Mobility, and Apps in particular, have become an intrinsic part of consumers' lives - at work and at home. Because of this, organizations are increasingly utilizing Mobile with their [strategies for digital transformation](#) .

Today's mobile users want convenient, personalized App experiences at home and in the enterprise. Organizations that are successful at Business Innovation with new applications and services that meet or exceed User expectations stand to benefit enormously. And with Mobile Monitoring and Security capabilities to assist in managing risk - there are significant opportunities to increase relevance and revenue in the strategically important Mobile market.

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