

Enterprise Mobility Trends 2013-14

Ramesh Adiga

AVP and Head, Global delivery, Enterprise Mobility Unit

Infosys

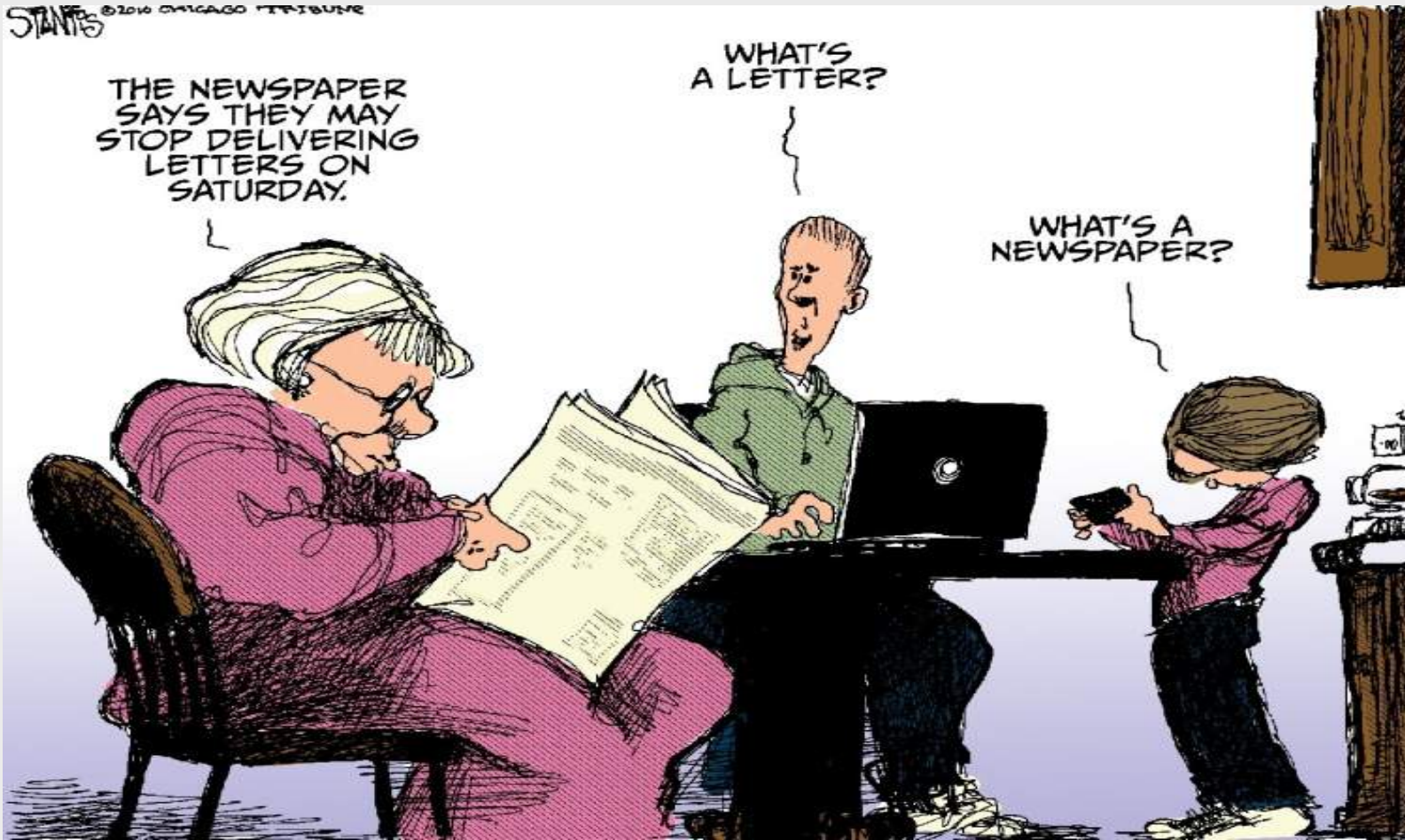
STANFIS

©2010 CHICAGO TRIBUNE

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

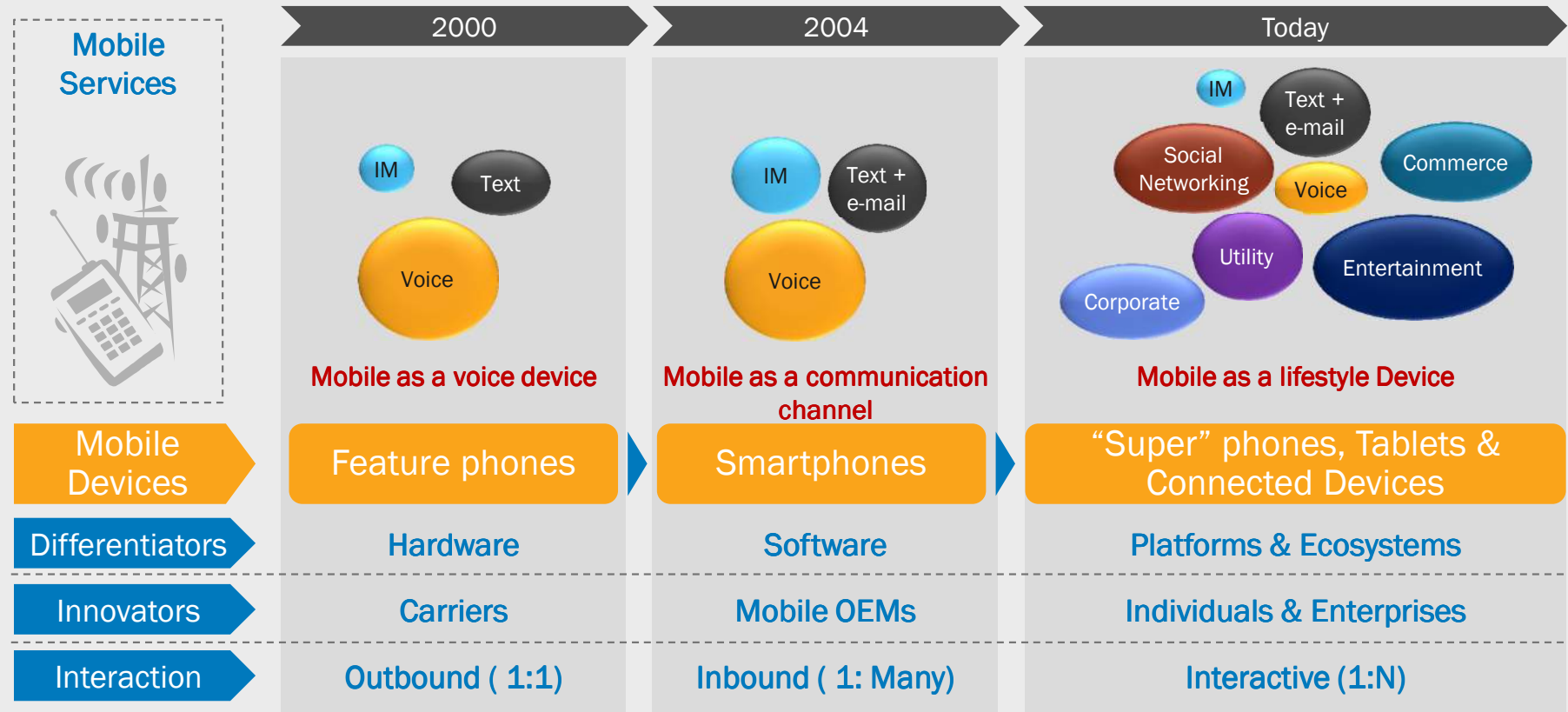


Pervasive

4.0 B : 1.0 B

Active Mobile Connections: Active PCs

EXPONENTIAL EVOLUTION OF THE SUPER DEVICES



MOBILITY AT WORK & PLAY - THE DIGITAL AVATAR

- **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



MOBILITY IS PIVOTAL – TO SENSE, INFLUENCE & FULFILL DEMAND

- 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...

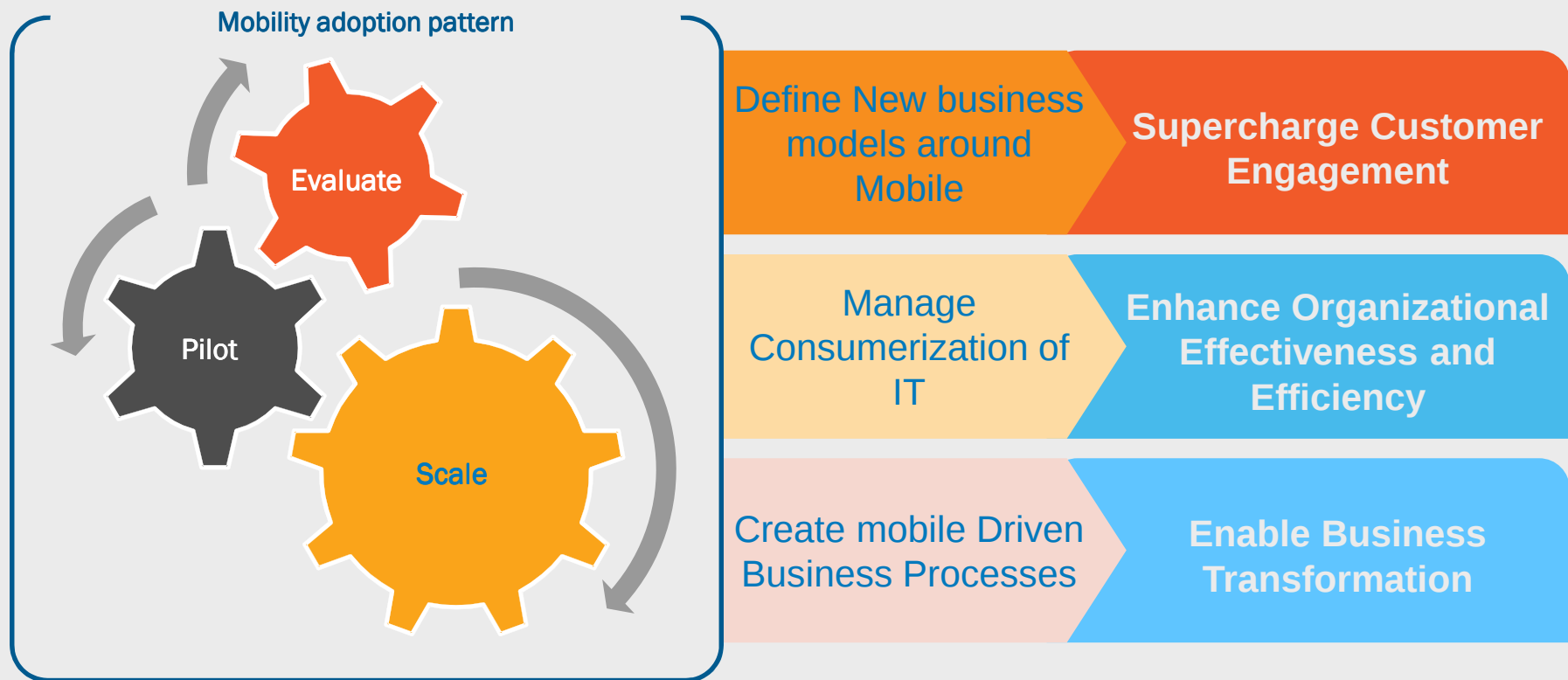


MOBILITY – ENABLING TOMORROW’S SMARTER ORGANIZATION

- 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...



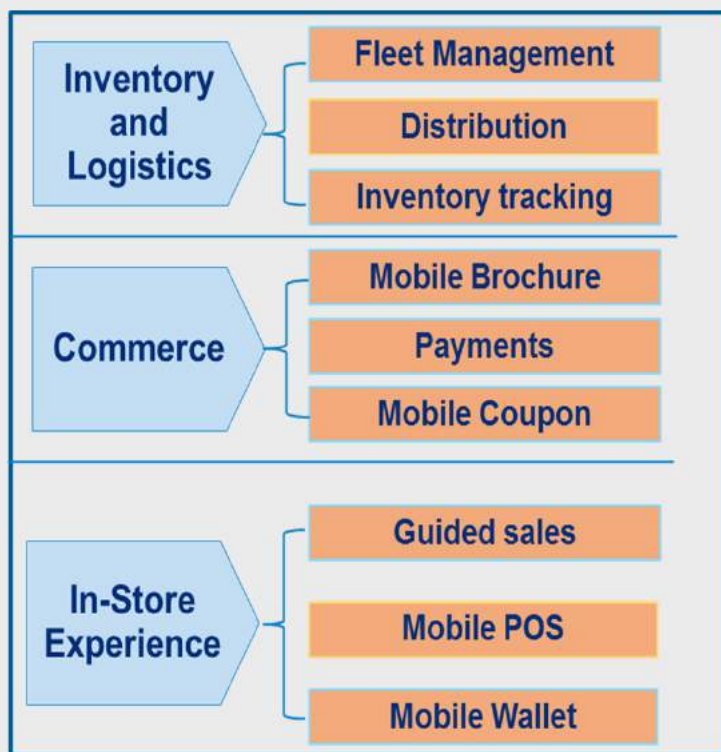
BUILDING MOBILE ENTERPRISE – A HOLISTIC APPROACH

- **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

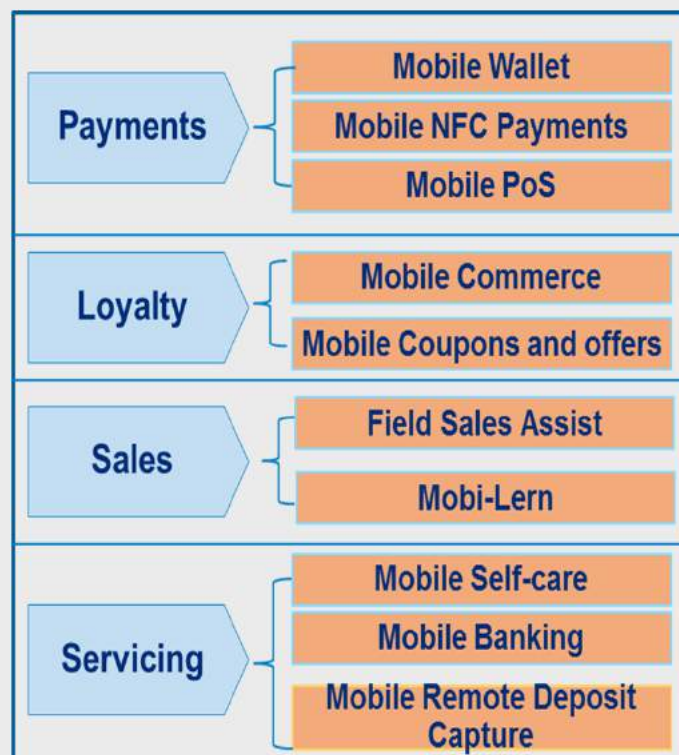


A peek into mobile adaption areas across key industry segment

Retail, CPG and logistics

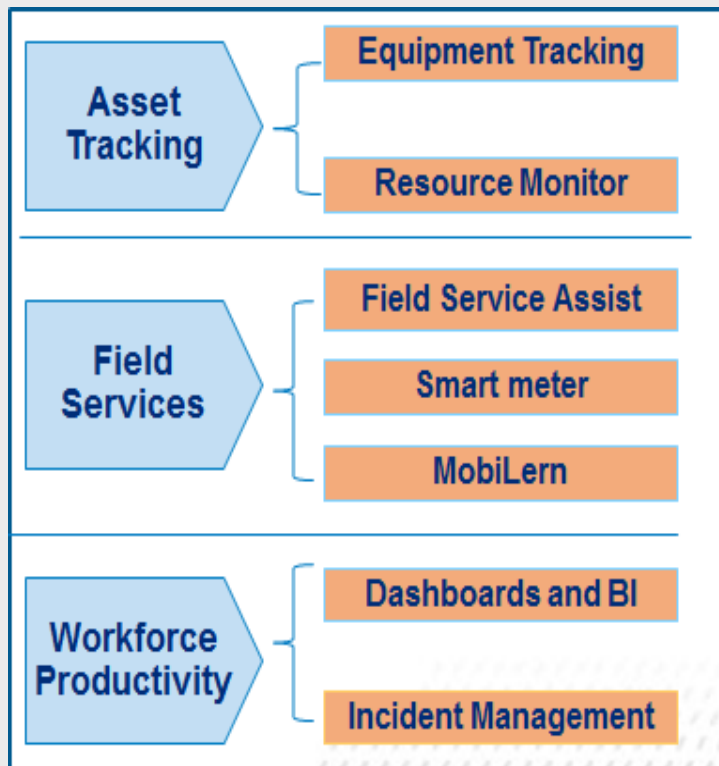


Banking, Finance and Insurance

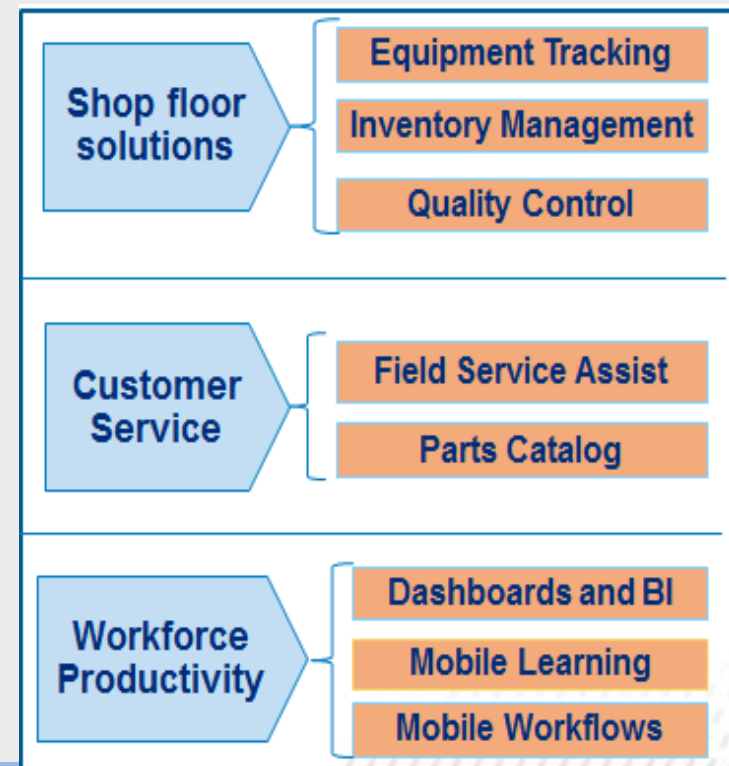


A peek into mobile adaption areas across key industry segment

Energy and utilities



Manufacturing



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



THANK YOU

www.infosys.com

The contents of this document are proprietary and confidential to Infosys Limited and may not be disclosed in whole or in part at any time, to any third party without the prior written consent of Infosys Limited.

© 2011 Infosys Limited. All rights reserved. Copyright in the whole and any part of this document belongs to Infosys Limited. This work may not be used, sold, transferred, adapted, abridged, copied or reproduced in whole or in part, in any manner or form, or in any media, without the prior written consent of Infosys Limited.

Infosys acknowledges the proprietary rights of the trademarks and product names of other companies mentioned in this document.

Amazon Kindle Image courtesy Amazon.com, Inc.
<http://www.amazon.com/Kindle-eReader-eBook-Reader-e-Reader-Special-Offers>

iPhone 4 Image courtesy Apple Inc.
<http://www.apple.com/iphone/>