2016
EXECUTIVE ENTERPRISE
Mobility Report
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In their quest to mobilize work to improve efficiency and productivity, industry-leading organizations are striving to create apps that matter. Apps that make a profound impact on business results can’t be purchased from an app store. That’s because your business is unique and so are many of your key business processes.

In an effort to measure enterprise trends, for the third year in a row, Apperian conducted its Enterprise Mobility Survey. The survey received responses from a total of 100 professionals across industries regarding the state of their enterprise mobility programs. More than a third (35%) of respondents hold CxO positions, 14% are VPs, 29% are directors, and 20% are managers. More than half (61%) come from large companies with revenues in excess of $1.5 billion.

In this report, CITO Research analyzes the survey results and suggests a program for taking advantage of the lessons that emerge from the data. This report examines key mobile trends, describes drivers of success, and concludes with recommendations for expanding enterprise mobility programs.

INTRODUCTION
KEY MOBILE TRENDS

Analyzing survey results from the past three years along with related research from Apperian (App Trends, 2015), we’ve seen continued demand for custom mobile apps that enable employees to be more productive. Custom apps connect employees to enterprise systems so they can be productive from anywhere.

An increasing number of companies push a large set of apps to employees, with greater emphasis on productivity apps rather than traditional sales and field services apps. Advancing enterprise mobility management technologies are enabling companies to support users outside their organizations, such as contractors, with apps that matter.
Improve Business Processes and Productivity

Improved business processes and improved productivity were most frequently mentioned as the primary benefit of enterprise mobility, cited by 53% of respondents.

Custom apps can transform a business process and greatly accelerate business. Custom apps save people time, improve productivity, make employees’ work easier, and in some instances create revenue-producing opportunities and a competitive advantage. According to CDW, custom apps save 7.5 hours per employee per week.

Primary benefits of mobility include improved business processes and improved productivity, cited by 53% of respondents.

What is the one primary benefit you are seeking with your enterprise mobility program?

- Improved business processes: 30%
- Improved productivity: 23%
- Competitive advantage: 20%
- Increased employee satisfaction: 14%
### Deploy Apps for Business Impact

Survey respondents were asked about the types of custom apps that are providing the greatest business impact.

Productivity apps ranked highest, followed by field service and sales (traditionally strong areas for mobile apps). For the second year in a row, productivity apps are providing the biggest impact on organizations.

<table>
<thead>
<tr>
<th>Type of App</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Productivity apps (note taking apps &amp; office docs)</td>
<td>56%</td>
</tr>
<tr>
<td>Field service apps (maintenance &amp; parts inventory)</td>
<td>50%</td>
</tr>
<tr>
<td>Selling tools (sales collateral &amp; order processing)</td>
<td>44%</td>
</tr>
<tr>
<td>Travel (reservations &amp; expense reporting)</td>
<td>34%</td>
</tr>
<tr>
<td>HR Apps (time tracking, room booking &amp; benefits)</td>
<td>29%</td>
</tr>
</tbody>
</table>

Custom apps to improve productivity streamline areas such as project management, collaboration, and business intelligence (BI) reporting (App Trends, 2015).

The impact of productivity apps highlights broader reach for mobility, which is expanding beyond traditional targets for mobile such as sales and field service.
How are companies ensuring that custom apps are widely adopted? They do so first and foremost by creating apps that are relevant to specific day-to-day responsibilities and tasks. Companies are supporting business processes that are unique to their organizations by creating custom apps that interact with enterprise systems. Access to these systems is critical to delivering compelling apps that will be widely adopted and transformative.

When asked about strategies to drive adoption, it’s not surprising that mobilizing access to enterprise systems was cited most frequently, by 58% of respondents.

Offering key apps to employees and contracted workers was cited by 41% of respondents, looking to reach a broader user population. A consistent finding throughout this year’s survey is that organizations are finding ways to equip a wider group of traditionally unsupported workers with mobile apps. This demonstrates that the value of mobilizing these workers is high.
Mobilize Access to Enterprise Systems to Drive App Adoption

An enterprise app store is a key strategy for driving app adoption, serving as a central location to discover, download, get updates for, and provide feedback about custom apps. And more organizations are using this strategy: in 2016, 35% are using enterprise app stores, up from 23% in 2015.

Offering a mobile help desk is cited by 25% of respondents this year, compared with only 6% in 2015.

What strategies are you using to drive app adoption?

<table>
<thead>
<tr>
<th>Multiple responses allowed</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable mobile access to critical enterprise systems</td>
<td>47%</td>
<td>58%</td>
</tr>
<tr>
<td>Enterprise app store to help users find apps</td>
<td>23%</td>
<td>35%</td>
</tr>
<tr>
<td>Internal promotion of apps</td>
<td>32%</td>
<td>35%</td>
</tr>
<tr>
<td>Help desk for mobile users</td>
<td>6%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Overall, the survey showed that companies are putting more tactics in place to drive the adoption of their mobile apps in an effort to ensure ROI. Lessons are being learned as companies become savvier about what it takes to make mobile app deployment successful, shifting their focus from simply locking down mobile devices to laying the foundation for mobile strategies that can scale by getting apps used, adopted, and iterated to improve ROI, in the most secure way possible. This is a trend we expect to continue through 2016.

Companies are supporting business processes that are unique to their organizations by creating custom apps that interact with enterprise systems.
The app store
A pathway to app adoption

More than one-third report having an enterprise app store, up from 23% in 2015
A key trend is the broadening of the populations of users that are supported by business apps. Often companies start their mobile initiatives with apps for employees and then move into supporting their contracted workers, distributors, third parties, and business partners with mobile apps. We refer to this as supporting the extended enterprise. This year’s survey introduced a new question to enable us to track this trend.

What types of users are you equipping with mobile apps?

Multiple responses allowed

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate employees</td>
<td>91%</td>
</tr>
<tr>
<td>Hourly workers</td>
<td>39%</td>
</tr>
<tr>
<td>Contracted workers</td>
<td>30%</td>
</tr>
<tr>
<td>Business partners (dealers-vendors-distributors-franchises)</td>
<td>28%</td>
</tr>
</tbody>
</table>

More than half (51%) of all organizations surveyed provide apps to at least one other party in the extended enterprise—hourly workers, contracted employees, dealer networks or business partners.

Of all organizations surveyed, more than half (51%) provide apps to at least one other party in the extended enterprise. Notably, 9% of all organizations target the extended enterprise (non-employees) exclusively as a way to drive value from mobility.
Apps for everybody inside and outside the company

51% of organizations surveyed provide apps to at least one other party in the extended enterprise.
Reach Large Segments of Users

Next we asked how many users are being reached with custom apps in a typical deployment. We found that a quarter (26%) of app deployments overall reach more than 5,000 users, including employees, contractors, and business partners. If we focus on large organizations with more than 10,000 employees, nearly half of app deployments (45%) reach more than 5,000 users. Companies deploying custom apps to such large bodies of workers is important, and it suggests they recognize that mobile apps can be transformational to a wide segment of their user base.

Companies deploying custom apps to such large bodies of workers is important, and it suggests they recognize that mobile apps can be transformational to a wide segment of their user base.

How many users (employees, contracted workers, and business partners) have you equipped with custom apps?

- All organizations
- Organizations with >10K employees

<table>
<thead>
<tr>
<th>Category</th>
<th>All Organizations</th>
<th>Organizations with &gt;10K employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 or fewer</td>
<td>34%</td>
<td>25%</td>
</tr>
<tr>
<td>501-2,000</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>2,000-5,000</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>&gt;5,000</td>
<td>26%</td>
<td>45%</td>
</tr>
</tbody>
</table>
Organizations are expanding the size of their custom app portfolios. Here we see an important difference by organizational size. Nearly a quarter (23%) of large organizations currently offer more than 20 apps to employees, contract workers, and business partners. These organizations have developed a strong internal process to deploy a large set of apps at scale. Looking across all survey respondents, the number of apps offered is smaller, with the majority reporting deployments of 10 or fewer apps.

How many custom apps does your organization currently offer for employees, contracted workers, and business partners?

- All organizations
- Organizations with >10K employees

Additional research based on data from real-world deployments found a median of 13.8 apps per organization.

When asked about whether they plan to expand their app portfolios in the next 12 months, 87% of all organizations and 97% of large organizations said yes. The majority plans to deliver between 1 and 10 additional custom apps, and more than a quarter of large organizations (28%) plan to deliver more than 10 custom apps in that timeframe.

87% of all organizations plan to expand their app portfolios over the next 12 months.
Challenges: Complexity and Lack of Reach

Though there is clearly a desire to reach the extended enterprise with apps, organizations are struggling with challenges related to the complexity of the mobile landscape, including multiple mobile operating systems and management methods. Complexity was the top challenge, cited by 48% of respondents. More than a third (31%) cite a related challenge: reaching BYOD, contracted, or unmanaged devices.

Securely delivering custom apps to all intended users is critical for enterprises to realize the highest return on their mobile investment.

Despite the importance of mobility to the enterprise, the growing appetite for expanding mobility programs still outpaces budgets. Nearly half of respondents (45%) said lack of budget for mobility is a challenge to meeting their mobility goals. And 25% say that they have inadequate metrics to determine the ROI of their programs. If you can prove the ROI of your mobility efforts with usage analytics, you can then support budget requests. Demonstrating ROI is key to making a business case and getting more budget.

What challenges are you facing in achieving your mobility goals?

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complexity of mobile landscape (multiple mobile operating systems, management models)</td>
<td>48%</td>
</tr>
<tr>
<td>Lack of budget</td>
<td>45%</td>
</tr>
<tr>
<td>Reaching BYOD, contracted, or unmanaged devices</td>
<td>31%</td>
</tr>
<tr>
<td>Inadequate metrics to determine ROI (not enough data to analyze usage, determine value)</td>
<td>25%</td>
</tr>
<tr>
<td>Lack of development talent</td>
<td>25%</td>
</tr>
<tr>
<td>Identifying the most important apps to create and deliver</td>
<td>23%</td>
</tr>
<tr>
<td>Lack of management tools</td>
<td>22%</td>
</tr>
<tr>
<td>Poor quality of apps</td>
<td>14%</td>
</tr>
<tr>
<td>Lack of app adoption</td>
<td>13%</td>
</tr>
</tbody>
</table>

Multiple responses allowed
Mobile landscape complexity has companies tied up

48% of organizations cite **complexity** of the mobile landscape as a **top challenge**
What About Security?

In past years, security was mentioned as a challenge twice as often as any other issue. This led us to separate security into its own category so that respondents could identify security concerns in more detail.

Since providing access to enterprise systems is a key feature and value proposition of custom apps, it is not surprising to find that protecting those systems from mobile threats is the highest priority overall, a concern cited by 64% of respondents. Threats from jail broken or otherwise compromised mobile devices ranked second, while data corruption and theft are other key concerns.

Which mobile security issues are you concerned about?

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protecting internal network and infrastructure from mobile-based threats</td>
<td>64%</td>
</tr>
<tr>
<td>Compromised mobile devices</td>
<td>60%</td>
</tr>
<tr>
<td>Data corruption or theft</td>
<td>57%</td>
</tr>
<tr>
<td>Compliance with corporate or agency standards</td>
<td>48%</td>
</tr>
<tr>
<td>Deploying secure apps onto managed and personal devices</td>
<td>44%</td>
</tr>
<tr>
<td>Malicious and compromised apps</td>
<td>38%</td>
</tr>
<tr>
<td>Security practices within app development team</td>
<td>34%</td>
</tr>
<tr>
<td>Denial or interruption of services</td>
<td>27%</td>
</tr>
</tbody>
</table>
Visibility: Enhance Security, Drive Growth, and Demonstrate ROI

Increased visibility into key app metrics serves at least three key purposes:

- Ensuring successful adoption and use. Analytics enable you to drive growth, ensuring that app adoption and use are going well. (An app that is frequently downloaded but subsequently deleted or simply not used is not a healthy app.)

- Making a business case to support budget requests. By showing the ROI for your mobility program, you can get budget to expand the program.

- Improving security as visibility into who is using custom apps, how and where they are using them, and how the app behaves provides the enterprise with more control and checks and balances.

While this area is still in need of improvement, there were some gains in visibility over last year’s survey, particularly in the area of platform usage (54% now have visibility into which operating system apps are running on, compared with 34% in 2015).

Visibility into app metrics is improving

<table>
<thead>
<tr>
<th>Metric</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which apps are being used</td>
<td>51%</td>
<td>55%</td>
</tr>
<tr>
<td>Platform usage (iOS, Android, Windows)</td>
<td>34%</td>
<td>54%</td>
</tr>
<tr>
<td>How frequently apps are used</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>Which users are using apps</td>
<td>48%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Overall, slightly more than half of respondents are able to gain insight into their deployments using analytics. Despite the importance of analytics, approximately half of survey respondents do not have visibility into what their users are doing on mobile devices.
Organizations are putting effort into differentiating themselves through mobility with the deployment of custom apps, and that effort is paying off. The proportion of those satisfied with adoption—a proxy for a sound mobility program that we have used for the past three years—has increased year over year.

Nearly half (47%) of all respondents are satisfied or very satisfied with the adoption of custom apps at their organizations.

In 2014, 35% of organizations were satisfied or very satisfied with adoption. As mobility programs mature over time, we’ve seen satisfaction rates increase to 47% in 2016.

How satisfied are you with adoption of custom apps in your organization?

- **38%** Satisfied
- **36%** Neither satisfied nor dissatisfied
- **15%** Dissatisfied
- **1%** Very dissatisfied
- **9%** Very satisfied

Satisfaction with adoption, 2014-2016

- **2014**
  - Satisfied or very satisfied: 35%
  - Neither satisfied nor dissatisfied: 34%
  - Dissatisfied or very unsatisfied: 28%

- **2015**
  - Satisfied or very satisfied: 31%
  - Neither satisfied nor dissatisfied: 39%
  - Dissatisfied or very unsatisfied: 27%

- **2016**
  - Satisfied or very satisfied: 47%
  - Neither satisfied nor dissatisfied: 36%
  - Dissatisfied or very unsatisfied: 16%
Satisfaction with Adoption

What are those who are most satisfied with adoption doing differently from others? Across the board we find that organizations that are more satisfied are the ones making a greater effort to drive adoption. More of those satisfied have apps that access key enterprise systems (60% compared with 44% of those unsatisfied). The biggest differentiation comes in the area of offering apps to employees and contracted workers, with 53% of those satisfied or very satisfied citing this strategy versus 22% of those who are neutral about satisfaction and 31% of those who are unsatisfied or very unsatisfied with custom app adoption.

This data shows that providing access to apps that help, improve or transform how employees get work done is a key ingredient to a best-in-class mobility program.

### Strategies to drive adoption by satisfaction with adoption

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Satisfied or very satisfied</th>
<th>Neither satisfied nor dissatisfied</th>
<th>Dissatisfied or very unsatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable mobile access to critical enterprise systems</td>
<td>60%</td>
<td>49%</td>
<td>44%</td>
</tr>
<tr>
<td>Offer key apps to employees and contracted workers</td>
<td>53%</td>
<td>31%</td>
<td>22%</td>
</tr>
<tr>
<td>Enterprise app store to help users find apps</td>
<td>36%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>Internal promotion of apps</td>
<td>34%</td>
<td>32%</td>
<td>25%</td>
</tr>
<tr>
<td>Help desk for mobile users</td>
<td>32%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>None</td>
<td>2%</td>
<td>11%</td>
<td>19%</td>
</tr>
</tbody>
</table>
RECOMMENDATIONS FOR ENTERPRISE MOBILITY PROGRAMS

1 Equip the extended enterprise
2 Find apps that matter
3 Get more mobile metrics
4 Deploy fine-grained security
5 Take action
5 Actionable Tips for Enterprise Mobility Programs

› **Equip the extended enterprise.** One insurance company offers an app that allows independent agents to quickly get quotes and necessary approvals for insurance policies. The app makes sales easier and faster, allowing the independent agents to sell the company’s insurance products more frequently than its competitors’ products. Offering key apps to employees remains important, but look around to see who else in your ecosystem could benefit from a custom app. Deliver mobile apps to 100% of users, including those in the extended enterprise, to gain a competitive advantage and drive the most value from mobility programs.

› **Find apps that matter.** Expand the size of the pipeline for custom app development. To do this, you’ll need to curate app ideas and get feedback on existing apps. Offer multiple vectors for people to provide ideas for apps. A suggestion box app helps those who are already inclined toward mobility to offer their ideas for new apps. Reviews in an enterprise app store provide a familiar arena for feedback. For those newer to mobility, use the mobile help desk as a way to gather information from users, not just support them. Mobile help desk staff can take suggestions for new apps and provide app owners with valuable feedback about what is and isn’t working for users.

› **Get more mobile metrics.** For the foreseeable future, most organizations will have more ideas for apps than budget to execute on those ideas. This is just one of many reasons to gather as many metrics as you can: the number of downloads, ongoing use of the app, the number of app versions, the platforms on which the app is being used, who is using the app, and more. Visibility is key to decision-making and plays an important role in ensuring security and compliance of mobile apps.

› **Deploy fine-grained security.** Delivering apps that drive access to critical enterprise systems requires higher levels of mobile app security. Increase your overall security posture by applying fine-grained security policies at the application level versus attempting to address security at the device or infrastructure level.

› **Take action.** The time is now for enterprise apps. Your competitors are launching apps, and so should you. Competitive advantage is hard to achieve, but the risk of falling behind is greater.
For more recommendations, as well as ideas about how to find apps that matter, download “Deploying Apps That Matter: 2015 Enterprise Mobile App Trends Report.”

**Additional Resources**


**Apperian podcasts:** [https://www.apperian.com/lime-podcast/](https://www.apperian.com/lime-podcast/)

**Citations**


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CITO Research is a source of news, analysis, research and knowledge for CIOs, CTOs, IT and business professionals. CITO Research engages in a dialogue with its audience to capture technology trends that are harvested, analyzed and communicated in a sophisticated way to help practitioners solve difficult business problems.

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Apperian is the leading mobile application management and enterprise app store platform for the secure distribution of critical apps to 100% of users across an organization. Apperian provides mobile app security and dynamic policy controls via app wrapping, creating individual app containers for deployments where mobile device management approaches are not possible or desired, such as BYOD, contract workers, dealer networks and other unmanaged devices. Apperian has helped IT and line of business professionals deploy more than 2 million enterprise apps to thousands of organizations, driving the industry’s highest levels of mobile app adoption.

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