

Every Business Is a MOBILE Business

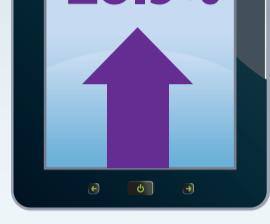
Mobility is more than a smartphone in every pocket or a tablet in every home or office.

Mobility is everywhere.

The device universe continues to expand:

2.4 billion

PCs, tablets, and smartphones worldwide



256 million tablets



1.9 billion mobile phones



The app universe is expanding alongside the device universe:

1.3 million

iOS apps in the Apple Store

1.4 million

Android apps in the Google Play store

By 2017, mobile users will have downloaded **268 billion apps...** to the tune of **\$77 billion in revenue!**

Get ready for the Internet of Things (IoT) and wearables.

By 2020, the IoT will include **26 billion** connected devices and represent **\$7.1 trillion** in revenue.

71% of IT pros say the IoT will impact both customers and the workplace.

59% say their organizations aren't prepared for it.

The rapid growth of data presents both immense opportunities and immense risks.

The "digital universe"—all of the data generated by people and machines worldwide—will double in size every two years between now and 2020.

Security is paramount for the modern mobile business.

Gartner predicts that, by 2017, half of all employers will require employees to bring their own devices.

TOP SECURITY PRIORITIES:

- 1 Securing company data on mobile devices
- 2 Securing devices using antivirus or antimalware, MDM client software, etc.
- 3 Securing data in transit from the network to the mobile device
- 4 Keeping corporate data segregated from personal data
- 5 Compliance, audit, and asset management

DevOps can help IT better meet the demands of the mobile era.

DevOps is a mix of technology, people, and process intended to increase IT speed and efficiency without sacrificing quality, reliability, or security.

21% of organizations have already implemented DevOps.

21% of organizations plan to implement DevOps in the near future.

Today, every business is a mobile business.

The good news is, many organizations are moving in the right direction. But there's still plenty to be done—and plenty of change on the horizon.

Sources: App Brain, "Number of Android applications," <http://bit.ly/W8UJsu> | Gartner, "Gartner Predicts by 2017, Half of Employers will Require Employees to Supply Their Own Device for Work Purposes," <http://gtnr.it/11SnglO> | Gartner, "Forecast: The Internet of Things, Worldwide, 2013," <http://gtnr.it/11z09it> | Gartner, "Gartner Says by 2017, Mobile Users Will Provide Personalized Data Streams to More Than 100 Apps and Services Every Day," <http://gtnr.it/11z09it> | Gartner, "Gartner Says Worldwide Traditional PC, Tablet, Ultramobile, and Mobile Phone Shipments to Grow 4.2 Percent in 2014," <http://ubm.io/1HrjUB> | InformationWeek, "Research: 2014 DevOps Survey," <http://ubm.io/1eDlWjm> | InformationWeek, "Mobile Security: All About the Data," <http://ubm.io/1HrjUB> | Spiceworks, "The Devices Are Coming! How the 'Internet of Things' Will Affect IT...and Why Resistance Is Futile," <http://bit.ly/1x5Zw8P> | TechCrunch, "iTunes App Store Now Has 1.2 Million Apps, Has Seen 75 Billion Downloads to Date," <http://tcrn.ch/1p53D3J>