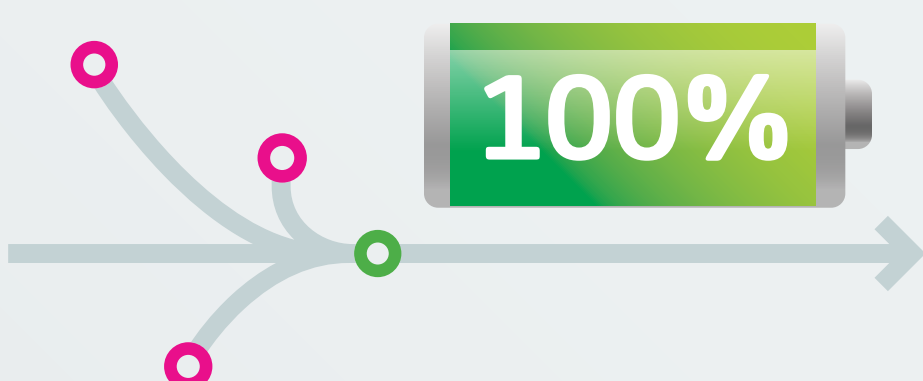


I.T. and Enterprise Mobility

A new survey of I.T. leaders shows they are taking charge of how their organizations are using mobile. It's not just BYOD.



I.T. is fully charged and ready to roam.

To understand what large organizations are doing on enterprise mobility, CA Technologies engaged research firm Vanson Bourne to survey **1,300 senior I.T. decision-makers** at enterprise organizations across five industry verticals in **21 different countries in the Americas, Europe, Asia, and Australia.**



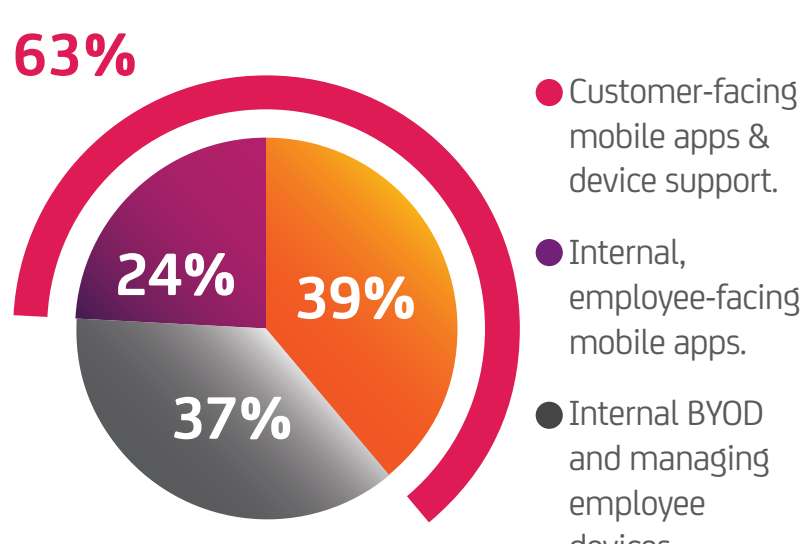
...but anxiety remains.



33% believe they should be doing more with mobility.

It's all about the apps.

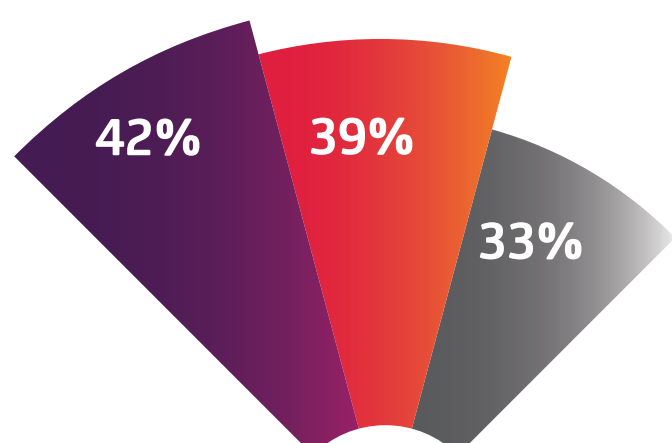
63% selected mobile apps for customers or employees as their #1 priority (versus **37%** for internal BYOD).



Instead of end users smuggling in the apps they want I.T. to support, I.T. is becoming the originator of creative, functional, and enterprise-ready mobile apps to empower customers and boost employee productivity. I.T. is the source, not the supporter.

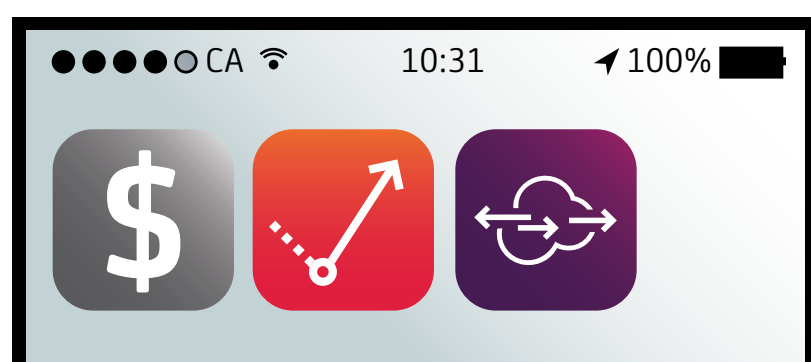
It's all about the customer.

Customer needs now exceed internal concerns as key drivers of mobility projects.



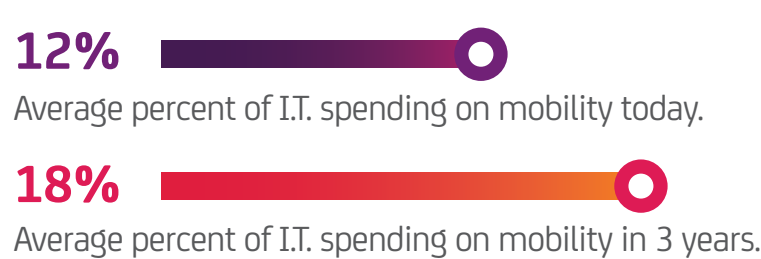
Key factors driving mobility

- 42%**
An increased demand from customers using mobile devices.
- 39%**
A need to formalize how our employees access our infrastructure through mobile devices.
- 33%**
Improve the overall experience of our end customers.



Investment in mobility is growing.

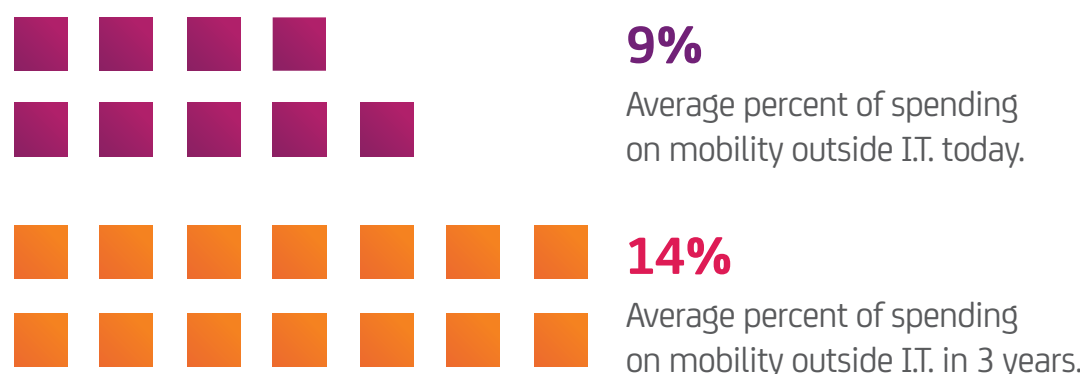
As a percentage of the overall I.T. budget, mobility will grow **50%** in the next three years.



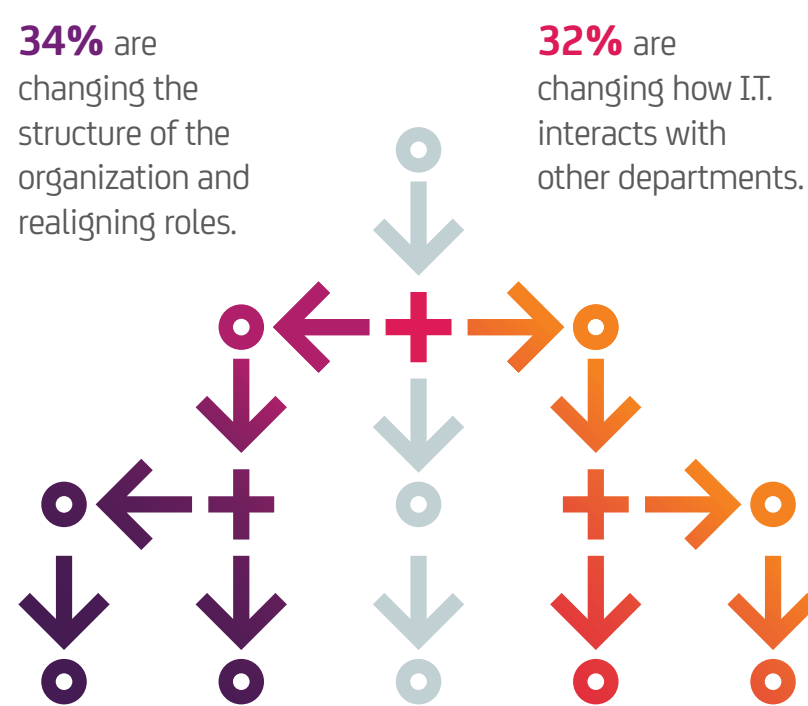
30% cite lack of sufficient budget as a major challenge in implementing mobility.
34% plan to realign their budgets to shift funding to mobile initiatives.

... but not all the spending will come from the I.T. department.

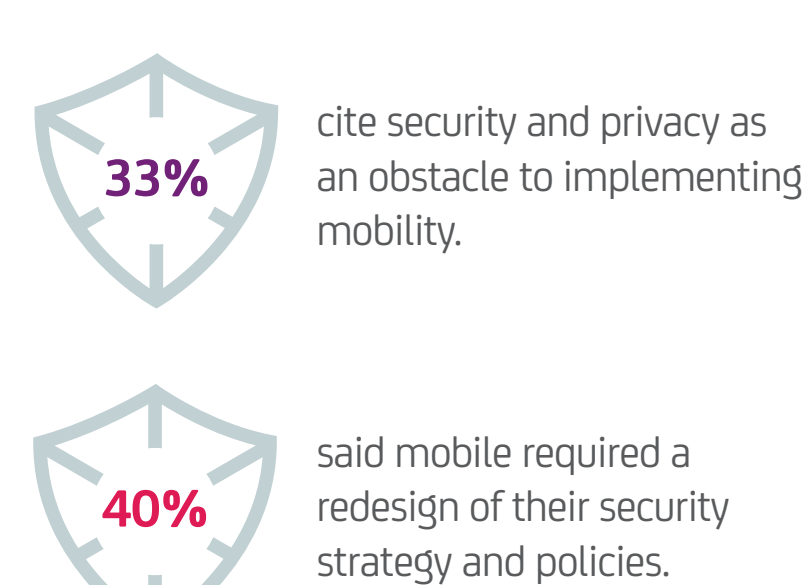
Spending on mobility outside the I.T. department (e.g. in marketing) will grow **55%** over the next three years.



...and I.T. is finding new ways to work within the organization.



Security was both the #1 obstacle to mobility and the #1 change needed.

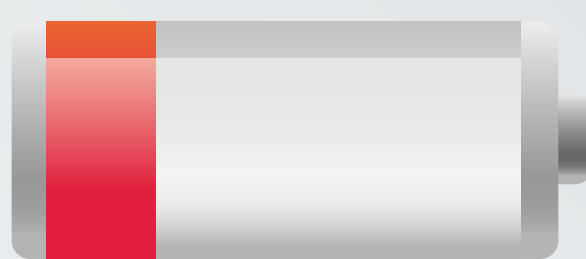


And the pay-off is big.

Respondents have seen or expect to see a wide range of benefits from their mobility initiatives.



Do you need to charge up your own enterprise mobility strategy?



Plug in and learn where companies are seeing the biggest payback in mobility, and map out your own turn-by-turn directions to enterprise mobility ...

Download the "TechInsights Report: Enterprise Mobility – It's All About the Apps" click [Here](#)

For more information and research on enterprise mobility, visit

www.ca.com/techinsights/mobility

