



# 2016 Enterprise Mobility Survey Results: Strategic Imperatives

Bryan Bassett, Research Analyst  
Denise Lund, Research Director

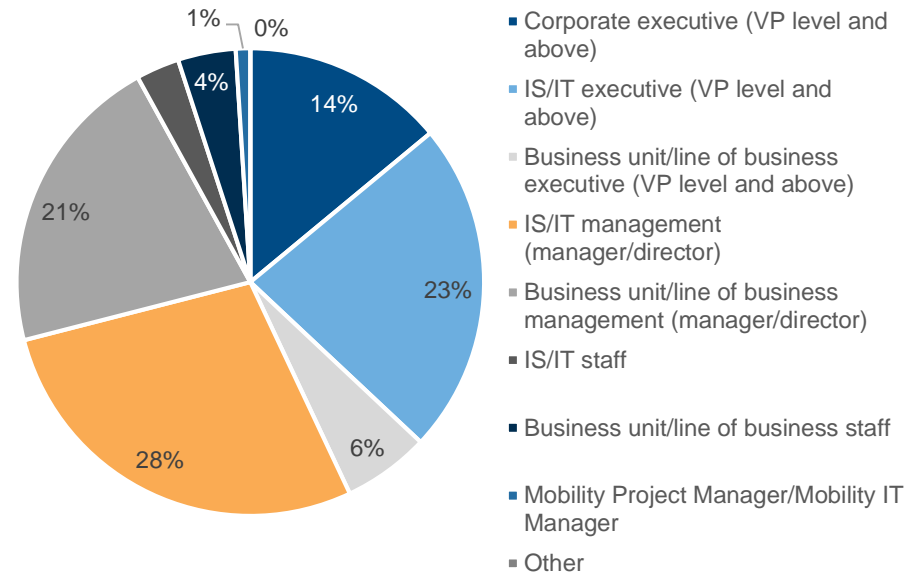
IDC Web Conference  
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# Methodology

Country	1000+ Employees
US	501

- Field Time: May - June 2016
- Method: Web
- Screener Requirements
  - Respondents were screened against two sets of criteria. First, they had to have some level of active involvement in the decision-making process for mobile enterprise application and device purchases. Second, they must belong to an organization with at least 1,000 employees.

## U.S. Enterprise IT Decision Makers



# How Should You Approach Mobility?



# 2016: A Year of Adjustment For Enterprises

## *Rapid Technology Adoption Comes With Complexities and Challenges*

- Mobile device and application use continues to expand
- BYOD savings decline
- Security issues with mobile app deployments are persistent
- Enterprise organizations expect more from their app deployments
- Mobility spending is set to increase over the next year, mobile devices, as well as application security and content security solutions are targeted

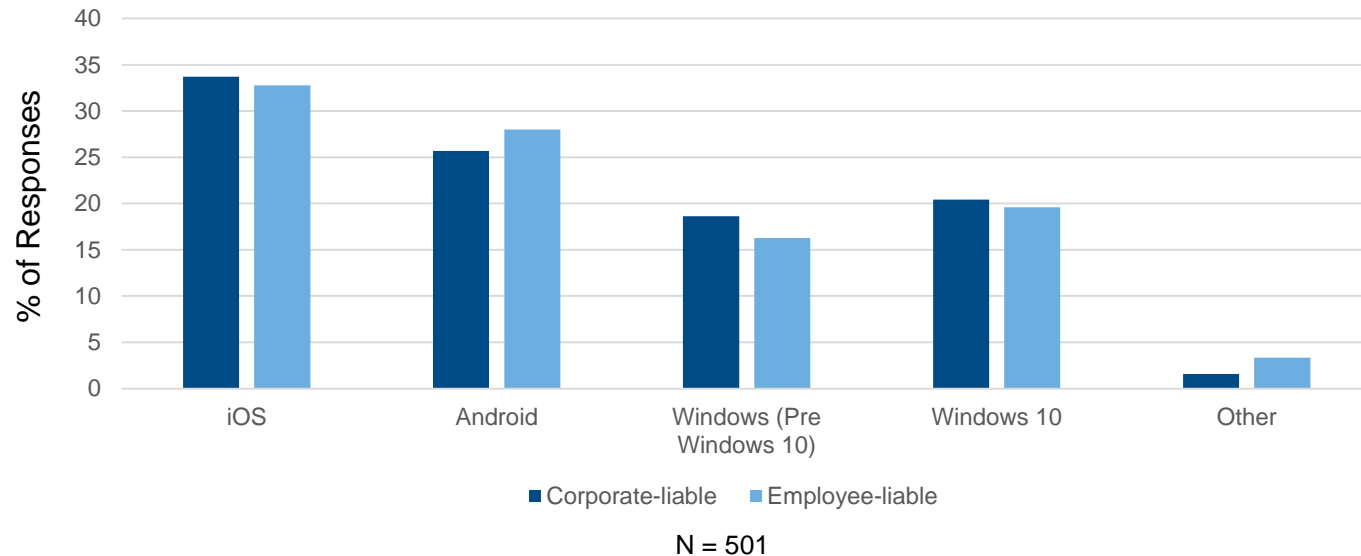


# The Enterprise and Mobile Devices



# Come One, Come All

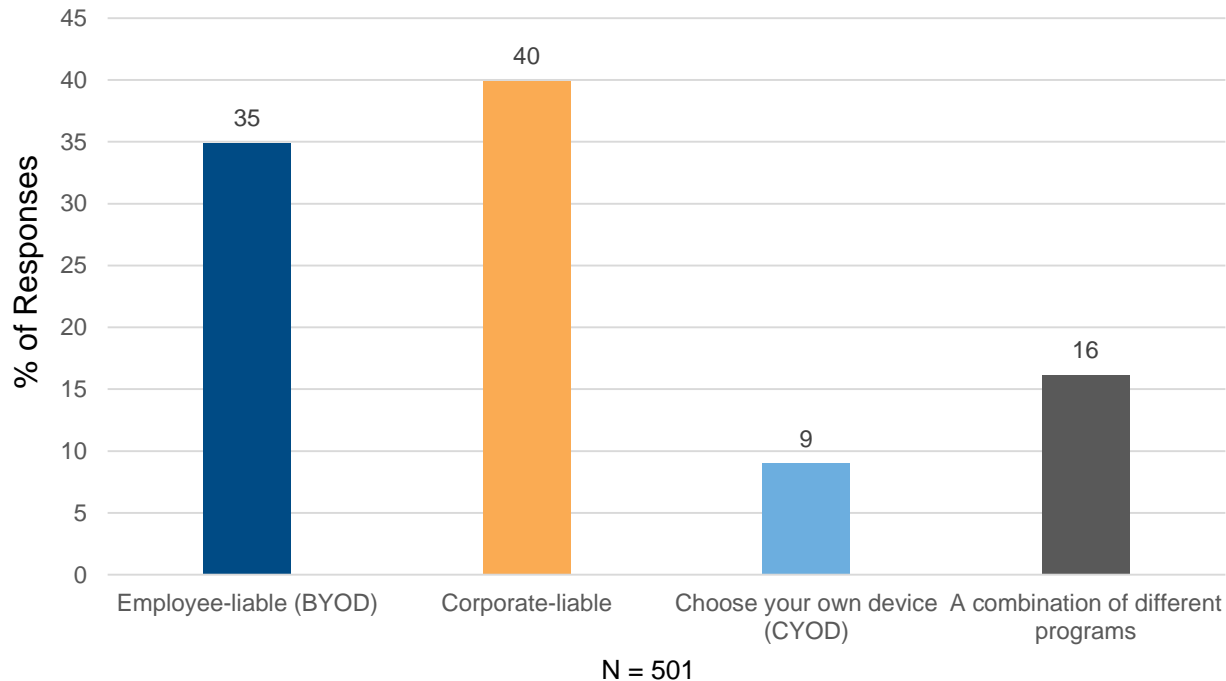
**Q. Of the mobile operating systems your organization supports, what percentage are deployed for the following device types?**



- Mobile OS heterogeneity is a permanent condition
- But iOS and Android will continue to dominate

# Corporate-liable is Back In Style

**Q. What is the dominant mobile device program within your organization?**

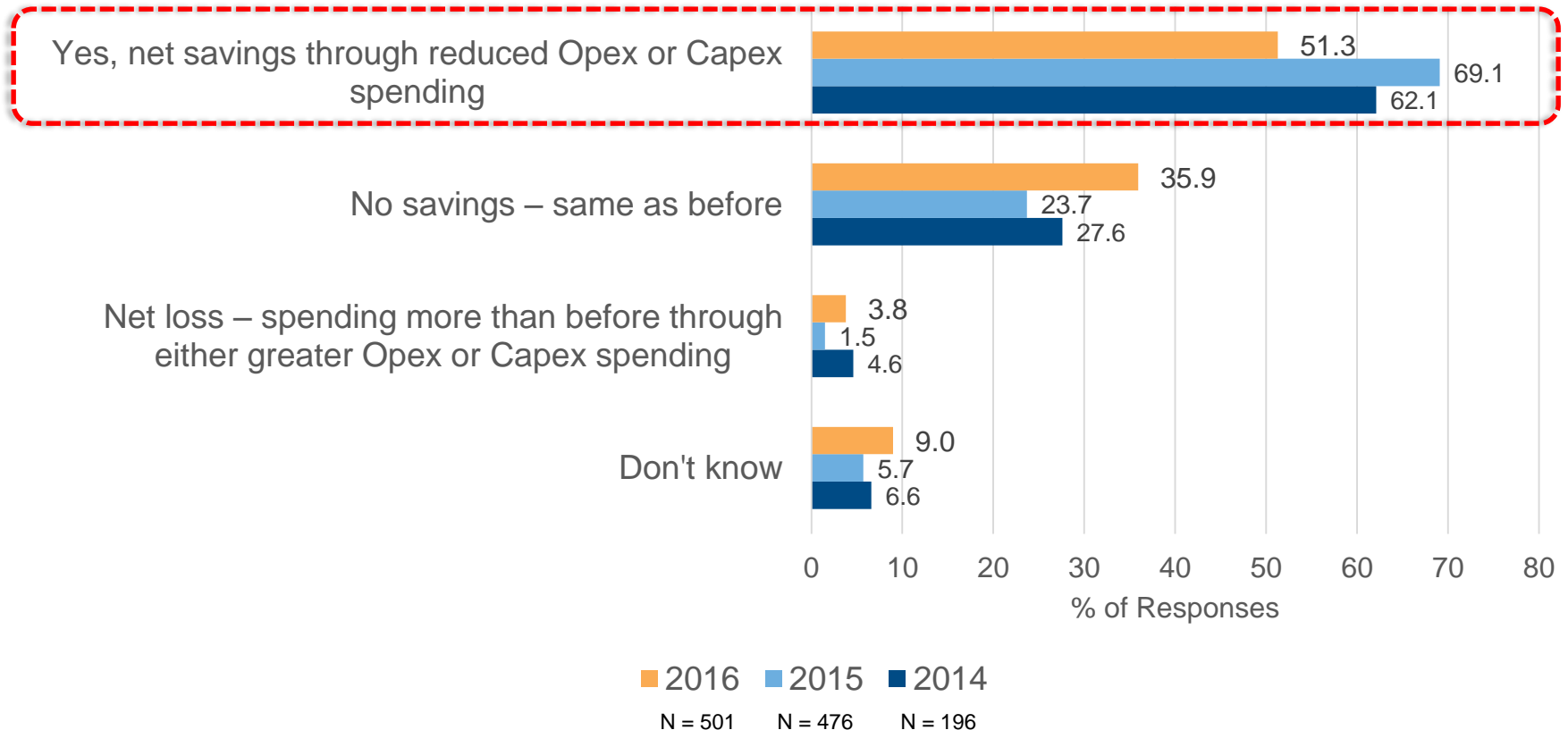


## Why?

IT decision makers say “To enforce that devices accessing the corporate network have the correct security policies in place.”

# BYOD, Is It Actually Worth It?

**Q. Has your company, thus far, saved money by implementing an employee-liable device model?**





# Can Corporate-liable and BYOD Meet in the Middle?

## Choose Your Own Device:

Employees are provided with a list of specific mobile devices that are supported or approved by the organization, and are able to choose their preferred device from the list. Applies to both corporate-liable and employee-liable devices.



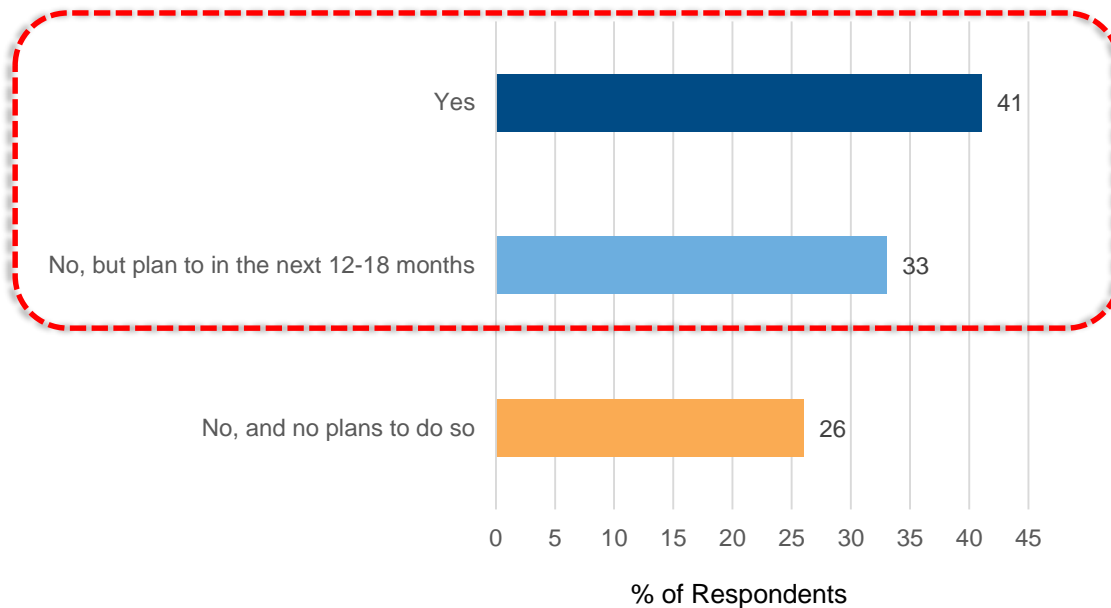
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**Choice matters:** 58% of IT decision makers cite that allowing employees to choose their preferred device is the #1 driver behind BYOD deployments in the enterprise.



# CYOD is Gaining Momentum

**Q. Does your organization currently offer a Choose Your Own Device (CYOD) program?**



N = 501

- 74% of enterprise organizations either already offer, or plan to offer a CYOD program in the near future
- Security & costs are the drivers

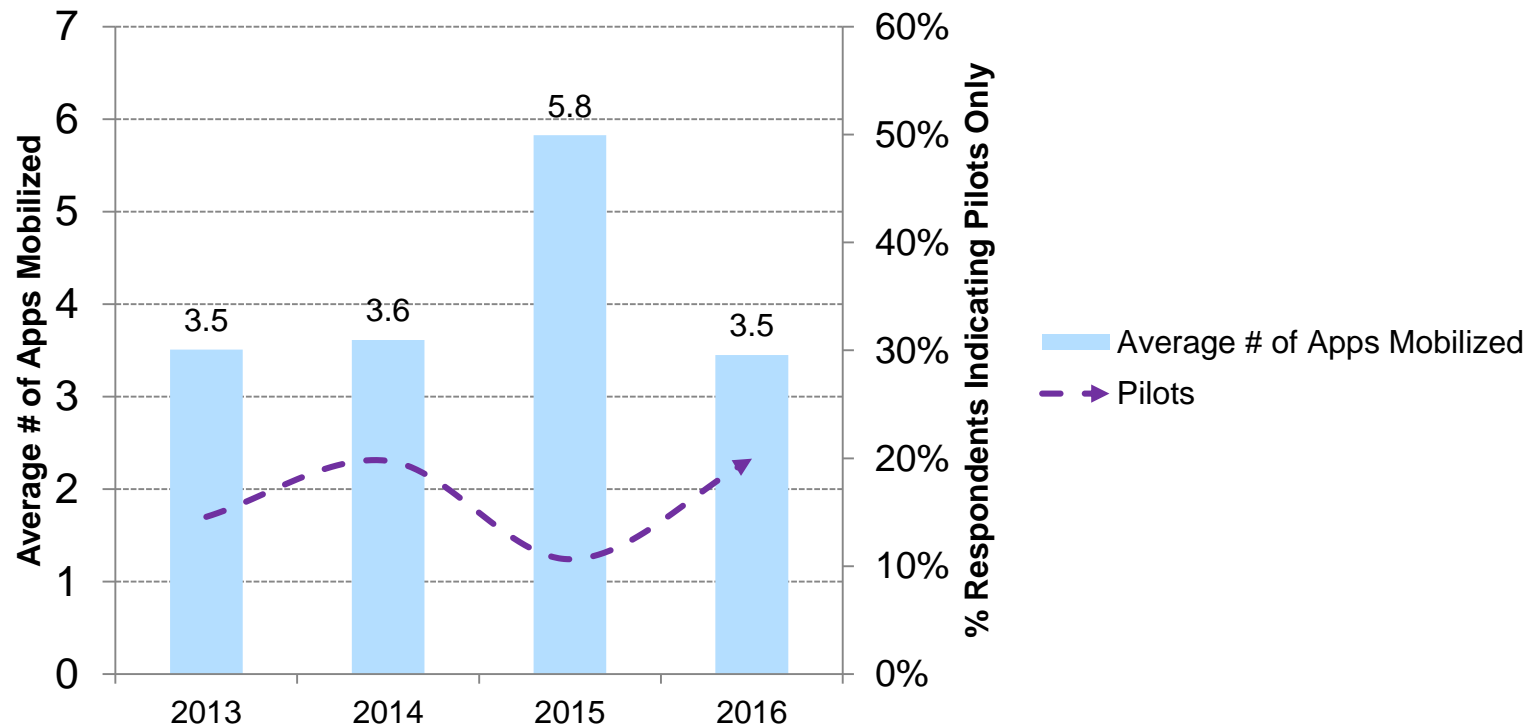
# The Enterprise and Mobile Apps



# Oh Those Waves of Maturation!

**Q. Please tell us what percentage of the mobile apps your organization has deployed are mobile versions of existing applications versus completely new apps designed for mobile devices.**

**US Large Enterprise App Mobilization Trends**

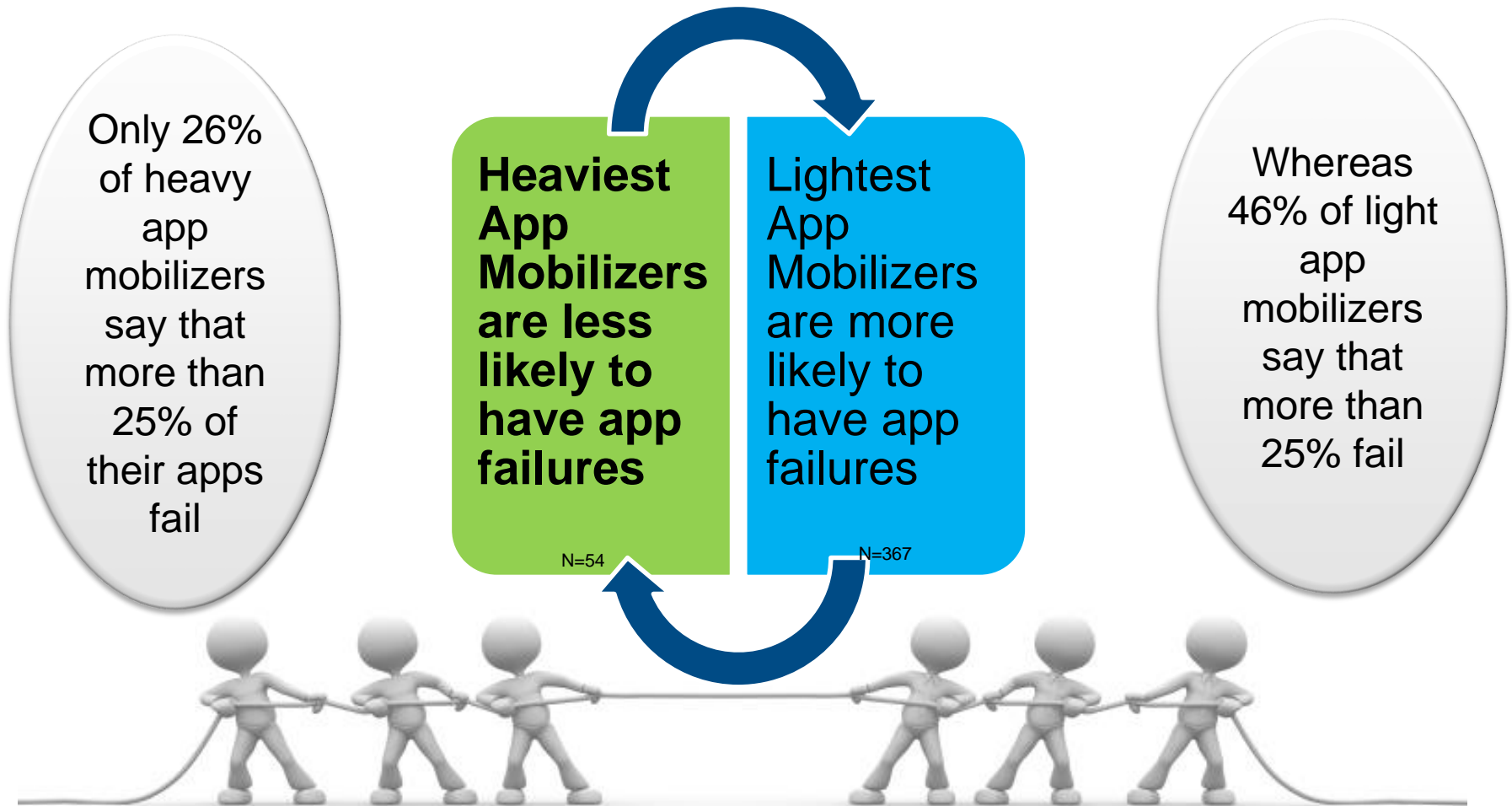


(N=302, 248, 508, 501)

Source: IDC 2016 Mobile Enterprise Device, Software, and Services Survey

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# The More You Try, The More You Learn



# The More You Do, The More Vendors You Need



Mobile app development platform usage is more common



Full or partial outsourced approaches are more common



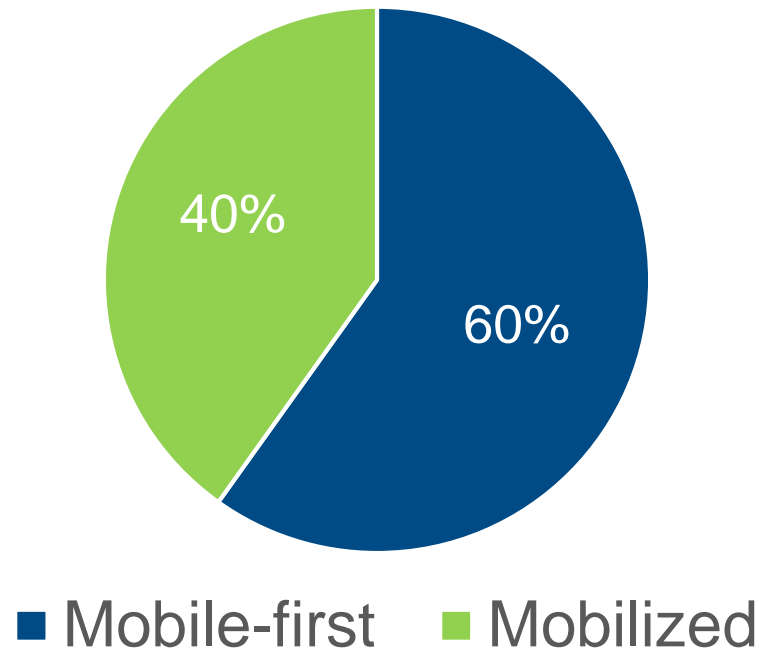
Personal & business data separation solutions are more important

**Heavy App Mobilizers**

N=54 (heaviest app mobilizers, N= 367 light app mobilizers)

# For All, Innovation Has a Place

**Q. Please tell us what percentage of the mobile apps your organization has deployed are mobile versions of existing applications versus completely new apps designed for mobile devices.**



N = 419

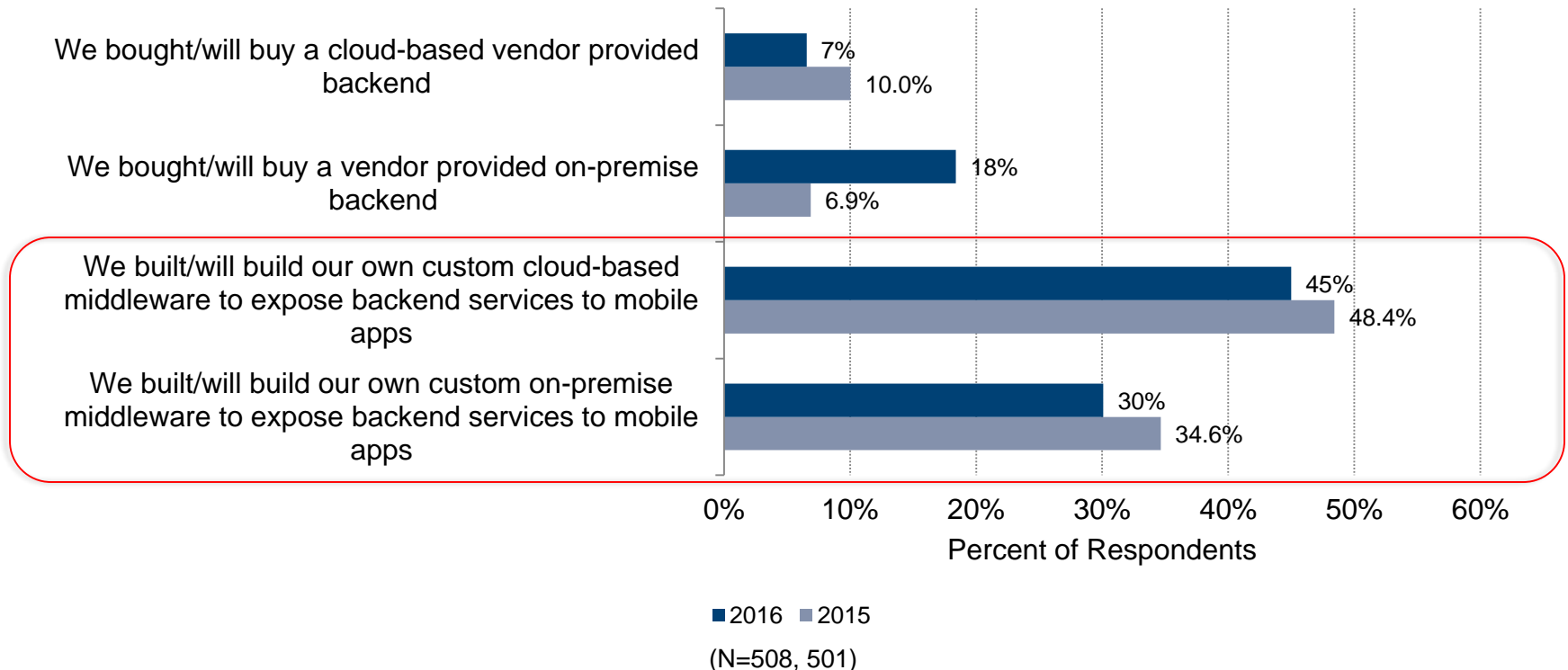
Source: IDC 2016 Mobile Enterprise Device, Software, and Services Survey

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# Caution: Innovation Often At Odds with Efficiency

*Level of effort remains high in customizing connections to backend enterprise data sources/services*

**Q. What approach has your organization taken (or plan to take) towards server-side mobile application development? Plan to take in 12-18 months?**





# The Enterprise and Mobile Management, Security



# Higher Expectations Warrant Formal Involvement of IT

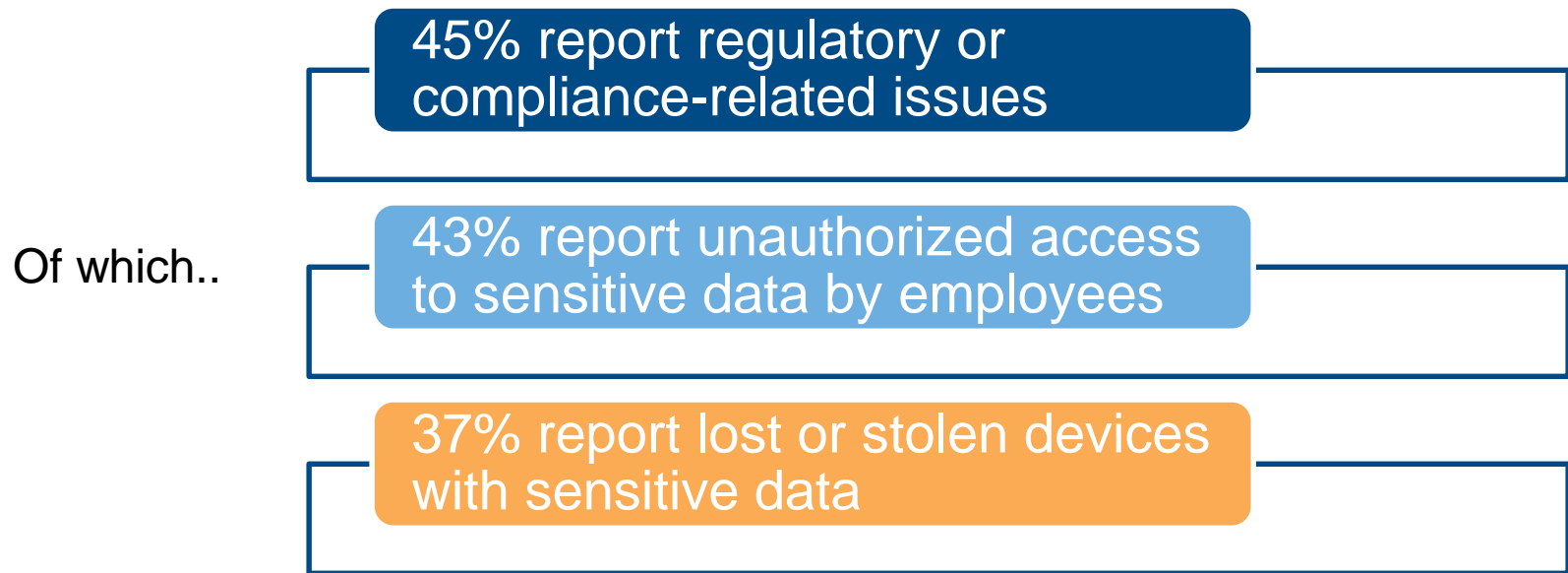


- IT is involved in >75% of enterprise mobility decisions
- 79% have IT formally involved in sanctioning apps
- 80% report that app deployments met or exceeded expectations

N = 501

# Yet, Security Problems Persist

**31%** of enterprise organizations have experienced security issues as a result of mobile app deployments:



**52%** of organizations that support BYOD, do not have a formal BYOD policy in place with employees

N = 501

Source: IDC 2016 Mobile Enterprise Device, Software, and Services Survey

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# Look to Highest App Mobilizers For CSFs

- The highest app users are nearly 60% more likely to have implemented software to manage and secure applications on mobile devices
- More than 2x more likely to have deployed an EMM solution



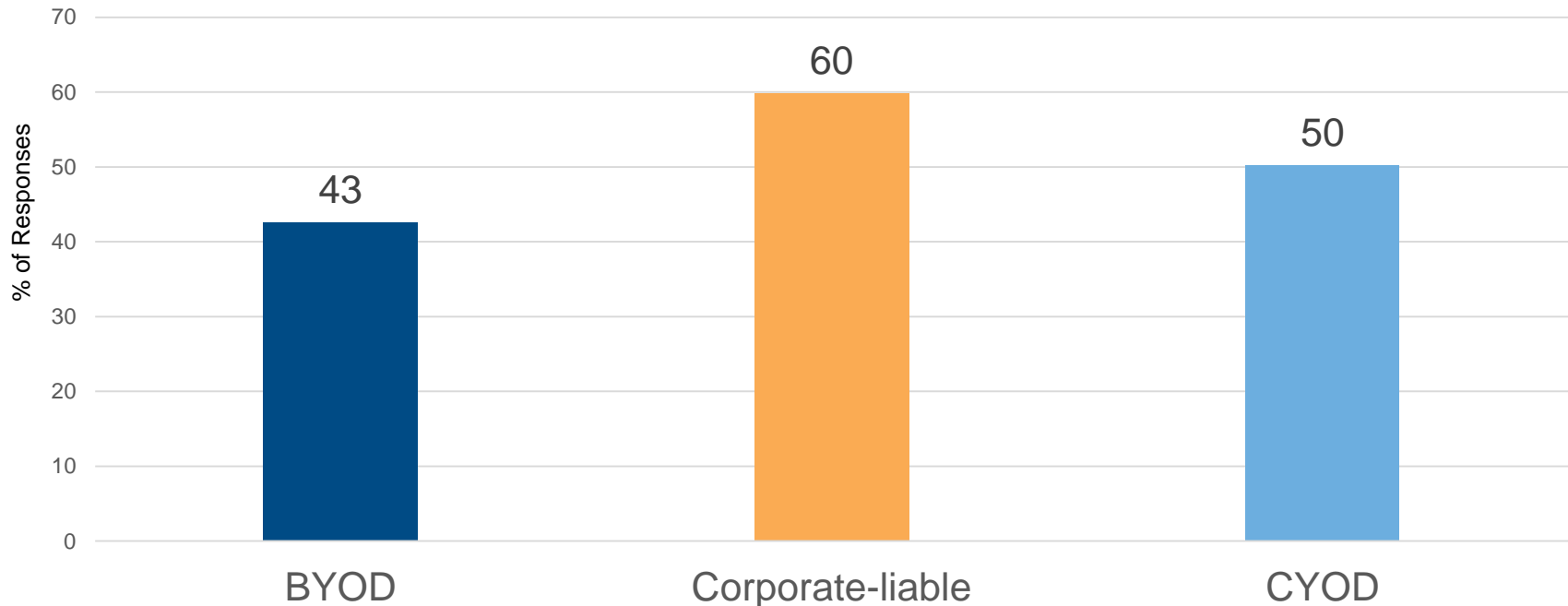
N=54 (heaviest app mobilizers, N= 367 light app mobilizers)

Source: IDC 2016 Mobile Enterprise Device, Software, and Services Survey

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# There Is Always More to EMM Decision Than Meets the Eye

**Q. What percentage of mobile device deployments your company supports are managed or enrolled in an MDM or EMM solution?**



N = 369, 471, 376

# Enterprise Mobility Strategic Imperatives



# In Summary:

## 2016: A Year of Adjustment for the Enterprise



Multi-OS & device liability landscape persists but BYOD cost savings decline



Mobile apps a success, expectations rise but caution is no longer 'to the wind'



Mobile spending set to increase, with devices and app security a major area of interest

# Strategic Imperatives for Enterprises

#1. Imitation is the sincerest form of flattery when it comes to moving from light app mobilizer status to high app mobilizer status.

**Trial more apps.**





# Strategic Imperatives for Enterprises

#2. Remember that ‘innovation’ does not mean ‘inefficient’ – **look for vendor solutions that are adaptable and scalable.**



# Strategic Imperatives for Enterprises

#3. Know that there is no such thing as a cart before the horse in mobile app development.

**Think integrated solutions.**



# Strategic Imperatives for Enterprises

#4. **Prioritize securing** existing devices before investing in more.



# Strategic Imperatives for Enterprises

#5. Direct cost savings from your successful device deployments toward **mobile device and application security solutions.**



# Thank You



**Bryan Bassett**

Research Analyst, Enterprise Mobility

[bbassett@idc.com](mailto:bbassett@idc.com)



@BBassettIDC

**Denise Lund**

Research Director, Enterprise Mobility

[dlund@idc.com](mailto:dlund@idc.com)



@DLundIDC