

ARE YOU EMBRACING ENTERPRISE MOBILITY IN 2016?

WHAT IS ENTERPRISE MOBILITY?



 **2 out of 3** professionals believe this approach offers a **competitive advantage**

ITS POPULARITY IS SKYROCKETING...



...AND SO ARE THE PROFITS

As of **2016**, **ENTERPRISE MOBILITY TECH** has generated nearly **£30 BILLION** for developers



63% of IT professionals prioritise **MOBILE APPS** over **BYOD**
(customers come first!)

BUT WHAT ARE THE RISKS OF GOING MOBILE?

DATA SECURITY

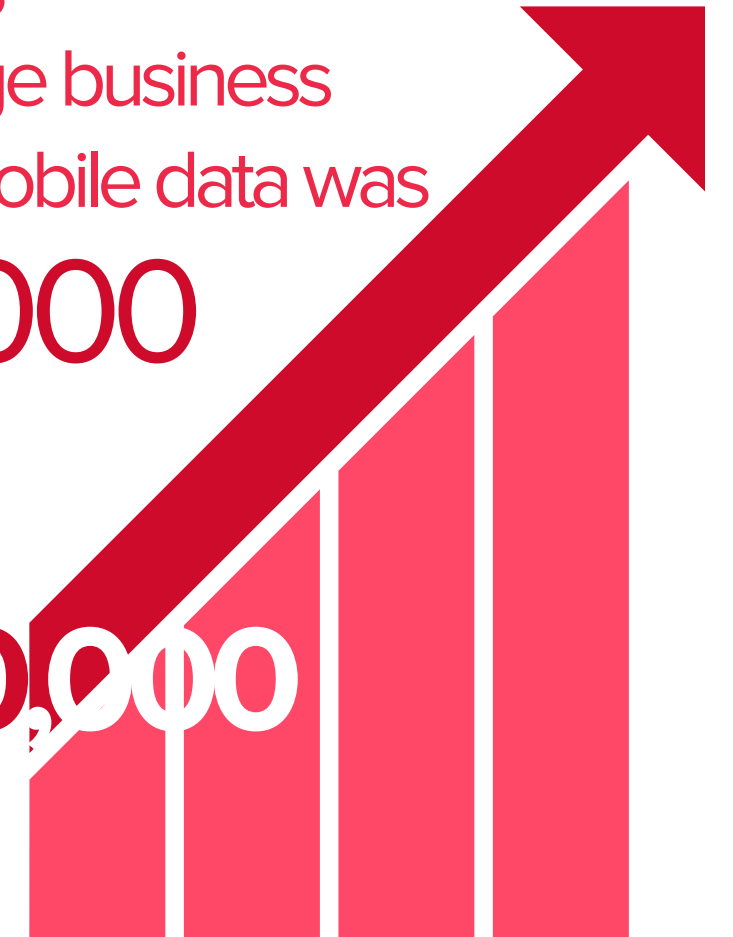
Taking a phone loaded with **sensitive company data** into the wild exposes it to:



DATA USAGE

Corporate **data usage** is rising much faster than the **price of data** is falling...

3 years ago, average large business spend on mobile data was **£600,000**
Now, it's nearly **£1,500,000**



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