

# How Enterprise Mobility Can Lead To Business Success

Mobile devices have become a crucial component to company operations. This hardware has graduated beyond consumer-facing purposes and experimental business tools to become a key element of a successful enterprise workforce. As mobile devices become more ubiquitous across personal and work activities, it will be important to understand how enterprise mobility can lead to business success.

## Demand is increasing

Organizations are increasingly realizing how essential mobility will be to keeping up with the competition. In fact, 68 percent of IT decision-makers cited mobility as a driver of success, and will devote one-fifth of their IT budgets on average to mobile investments, Digitalist Magazine reported. Enterprise mobility is no longer seen as a luxury; it is becoming a key element to business success.

Opportunities afforded by mobility are driving considerable market growth. According to the IDC, worldwide mobility revenues are expected to hit \$1.57 trillion this year. Over the next three years, purchases of mobile hardware, software and services are expected to grow to \$1.67 trillion. As organizations strive to meet staff mobile demands, they will likely invest in applications, application development platforms, mobility services and security tools. These features will open new business models and customer interaction options.

## Benefits speak for themselves


Businesses can reap a number of benefits from enterprise mobility. Employees get to use their own devices, allowing them to work in a more convenient manner with hardware that they prefer. Companies might offer a pre-selected group of devices that they can closely monitor while still providing the flexibility that staff members seek. These options will in turn lead to better efficiency. In fact, according to Forbes, enterprise mobility can result in 23 percent more productivity and 30 percent better processes. These improvements will contribute to a positive employee engagement and a more connected business environment.

Mobility can also significantly improve the customer experience. Customized mobile app platforms generate new data to analyze and new business models that can bolster client relationships. Employees can use enterprise mobility to interact with customers in areas like sales and procurement as well as receive feedback on their services. This information will be essential to guiding further innovations and creating new products.

Enterprise mobility is becoming a necessary part of business success for the opportunities it can provide. To find out more about how to bring the benefits of enterprise mobility to your business, contact us today.


## Enterprise Mobility

A KEY TO BUSINESS SUCCESS



Enterprise mobility is no longer an experimental business tool, but a key element of a successful enterprise workforce.


Mobility spending is expected to grow **2.6% (to \$1.57 trillion)** this year, while spending on mobility hardware, software and services should reach **\$1.67 trillion by 2020.**



Investing in enterprise mobility means taking full advantage of what the technology has to offer.


### Devices

As more employees use their own mobile devices for work-related tasks, companies will move closer to letting employees choose their own devices from a pre-selected group that they can more closely monitor.




### Mobile App Platforms

Apps will let businesses develop customized platforms that create new business models and generate new data to analyze.




### Customer Interaction

Mobility is changing the way employees interact with customers in areas such as sales and procurement, as well as the type of user experience they provide on their company websites.



### Productivity

Enterprise mobility increases productivity by **23%** and improves processes by **30%**. Engaged employees mean a more connected business environment.



Businesses that embrace mobility show revenue growth rates that dramatically improve over time. Approaching it with a comprehensive strategy is key. To find out how to bring the benefits of enterprise mobility to your businesses, visit [www.teotech.com](http://www.teotech.com).

# TEO

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