

A large, stylized blue chevron graphic pointing to the right, with the text "High performance. Delivered." centered within it.

High performance. Delivered.

Mobility Trends

Enterprises are discovering that operating in an always on ... and always connected world really does change everything. Today, people and machines are connected in more ways than ever before – and making new connections, all the time. In fact, mobility is having a huge impact in most areas of our lives. It is estimated that over the next five years, mobile data traffic will grow by 26 times – to hit more than 6.3 exabytes a month in 2015.

... that's equivalent to 300 thousand Libraries of Congress. And while the numbers are already pretty staggering, we're really only at the beginning.

Smartphones and tablets are already outselling PCs and notebooks... ...and, in the next few years they're predicted to really surge ahead.

But it's not just people getting connected. The things we use everyday

are also increasingly likely to communicate with us...and each other. Our cars will let us know if our home is locked, where we can find an available parking spot and pay for it automatically ...and even keep insurers informed about how safely we're driving. Our refrigerator will not only let us know that we're out of milk but it will order groceries for us... and we'll use smartphones turn off appliances.

Mobility is having an equally profound impact on the way (that) we work. It is expected that the global mobile workforce will hit 650 million by 2015. [Source: Forrester Research] Employees are using their own mobile devices at work to access features they need and the user experience they value. And that means organizations have to balance productivity gains with security and device control.

With technology that's always at hand, customers expect fast responses and personal attention.

Mobile means no more waiting in line.....and being connected changes the way that enterprises communicate and interact with their customers. Across all industries, the opportunities mobility is creating are nothing short of game changing. For retailers it's the chance to drive sales through new channels, target relevant offers and loyalty bonuses to shoppers on the move and making use of devices as digital wallets. For example in financial services, mobility means offering new forms of payment, developing new markets and the ability to build services around every customer. Or for governments, mobility solutions help create more efficient and effective public services where they're needed- at the point of delivery. For telecom companies, it's increasing customer responsiveness and revenue opportunities by mobilizing the work force with instant access to customer information and back-end systems on the go. For resource companies, it's enabling them to track assets... use mobile applications to help monitor performance in the field and ensure that workers in potentially hazardous locations are safe. All in all, it's unlikely that there is a single industry that won't see our increasingly connected mobile world having a huge impact on how they operate. So it's no surprise that managing mobility is becoming a high priority for all organizations.

CIOs are telling us that they're committing a growing proportion of overall IT spend to managing mobile devices...and working hard to address mobility challenges. They're identifying the applications they'll need to deliver mobility business goals and outperform the competition...
...including how the wide range of mobile devices and platforms can be safely and successfully integrated with corporate systems.

Enterprises are adopting mobile technologies to help drive employee productivity, increase revenue, enhance customer engagement, and improve decision-making. And as mobile devices and platforms continue to proliferate and develop, making the right choices becomes a more complex challenge. Some businesses are already setting the pace - they're moving fast to act on the opportunities that the always on and always connected world is creating. In a mobile world, things don't stand still for long.

So if you're still wondering what your next move should be, talk to us. In industry after industry, we're helping our clients use mobility to connect consumers, employees, businesses and machines - showing them how being everywhere can help their business go anywhere. To learn more, please visit us at www.accenture.com/mobility.