

# Understanding Mobile Trends

Nick Jones  
Gartner

# Mobility isn't About Devices or Networks - it's About Innovation

## CIO Technology Priorities 2012

- |          |                            |
|----------|----------------------------|
| 1        | Analytics and BI           |
| <b>2</b> | <b>Mobile technologies</b> |
| 3        | Cloud computing            |
| 4        | Collaboration              |
| 5        | Virtualisation             |

Gartner global CIO survey 2012, 2336 CIOs

### Devices



### Peripherals



### M2M & smart machines



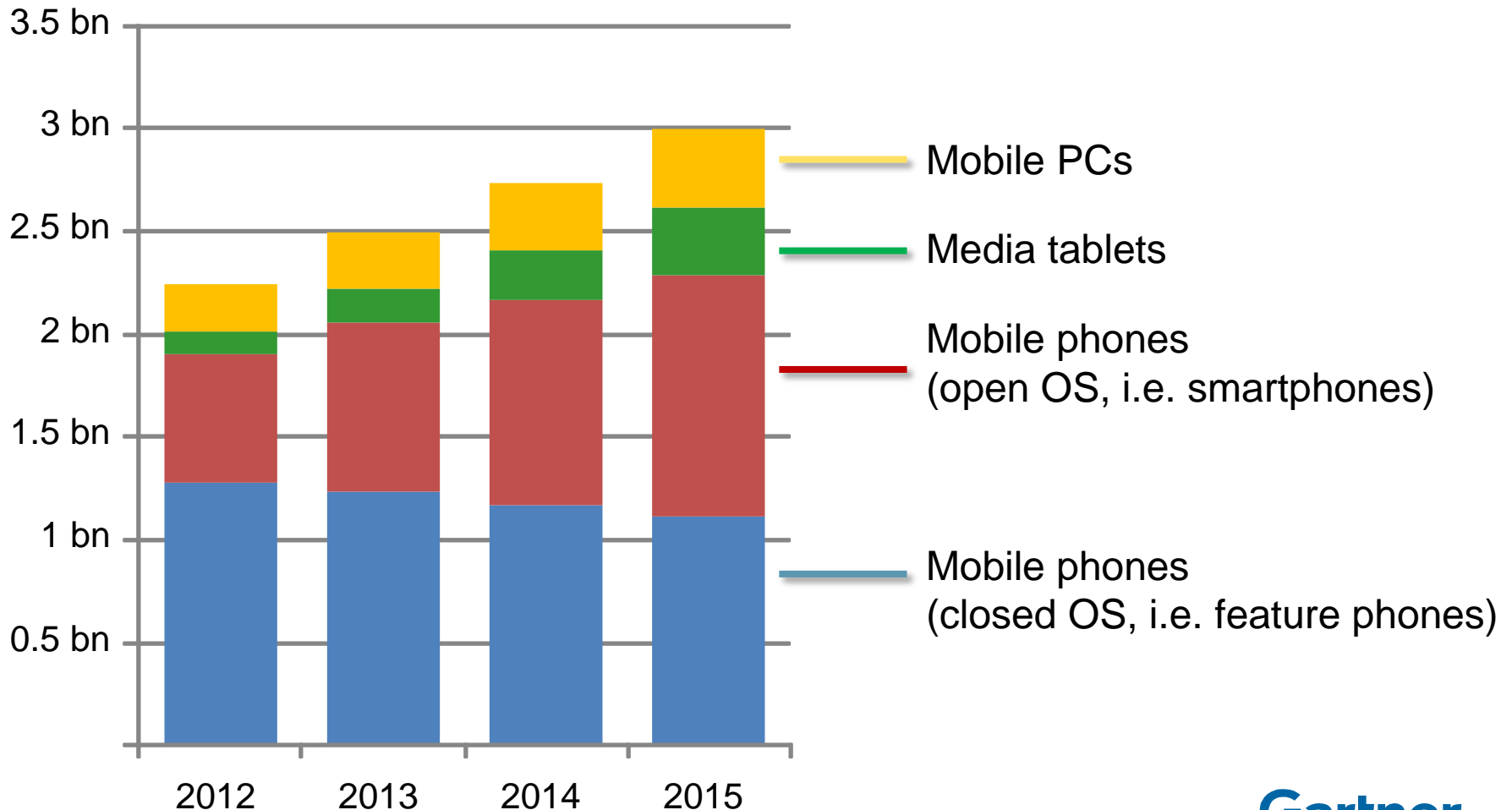
### Apps & new business models



**Gartner**

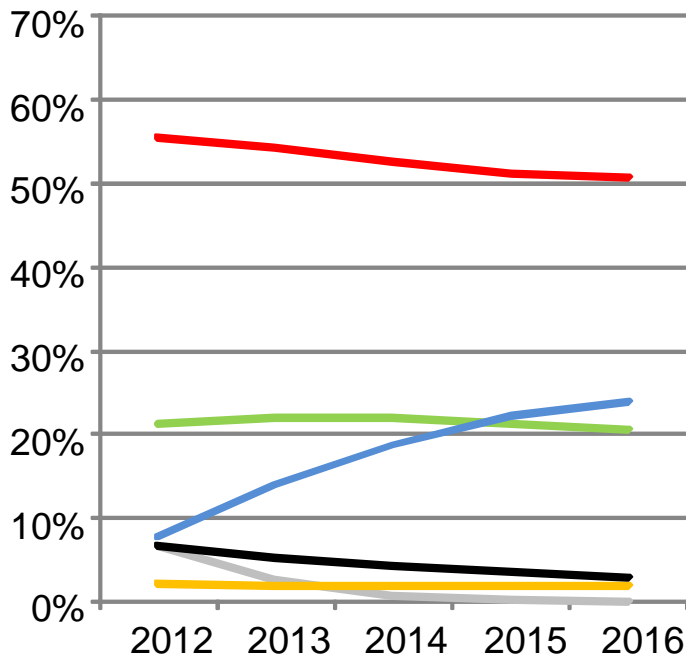
# Smartphone and Tablet Growth Continues

Predicted Global Mobile Device Shipments 2012 to 2015

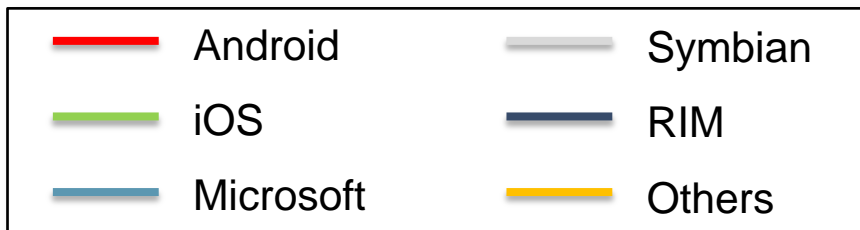
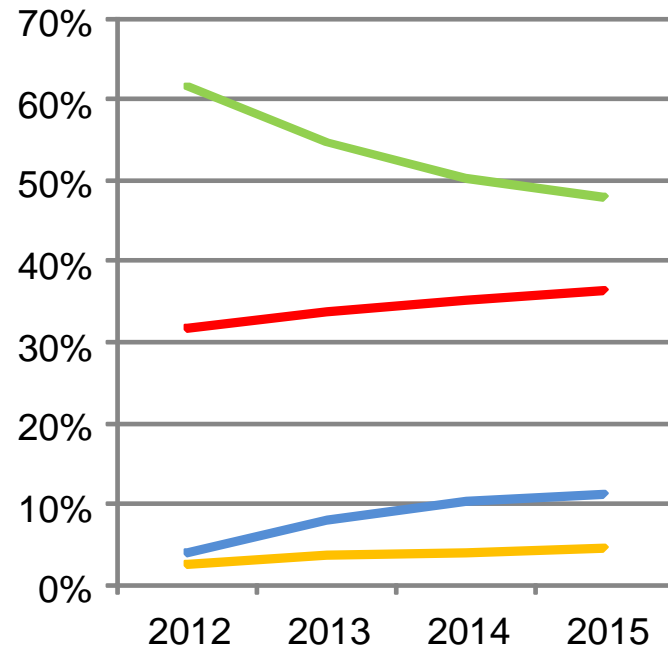


# Smartphone and Tablet Platform Trends

Predicted Smartphone Platform Market Share 2012 to 2016

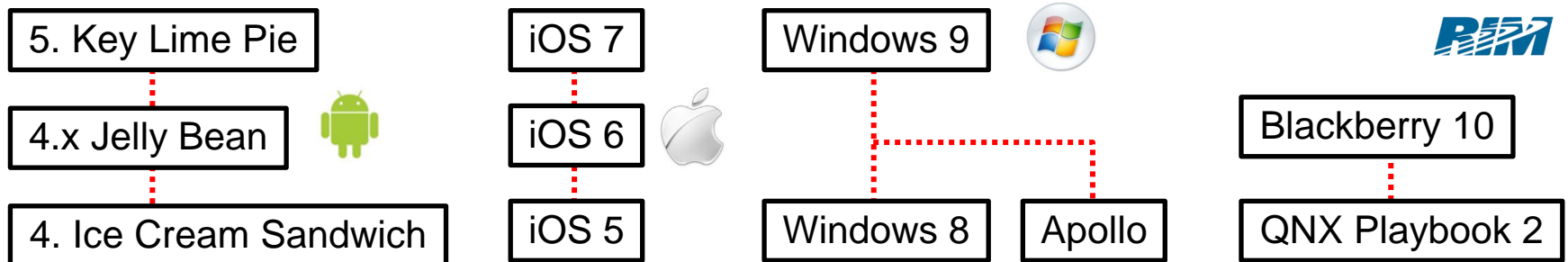


Predicted Tablet Platform Market Share 2012 to 2015



# Technology and Price Trends

## Platforms



## Economics



2013 good specification \$300 10" tablets, < \$75 smartphones, low end emerging market 7" tablet \$60

## Hardware



High end 2014, 4 - 8 core, 2 GHz, asymmetric architecture  
Low end 2012, < 1GHz single core

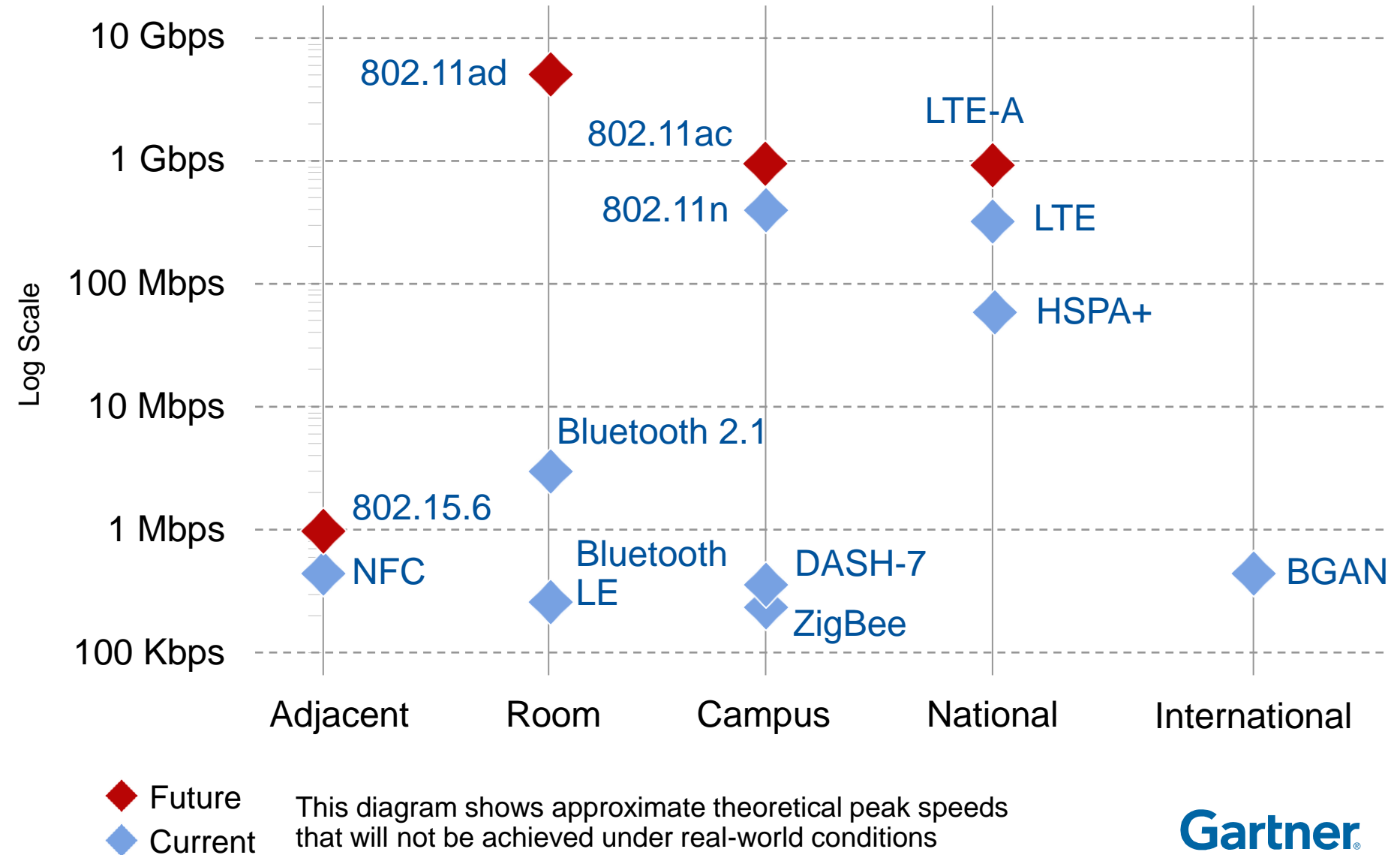


> 10:1  
performance  
variation

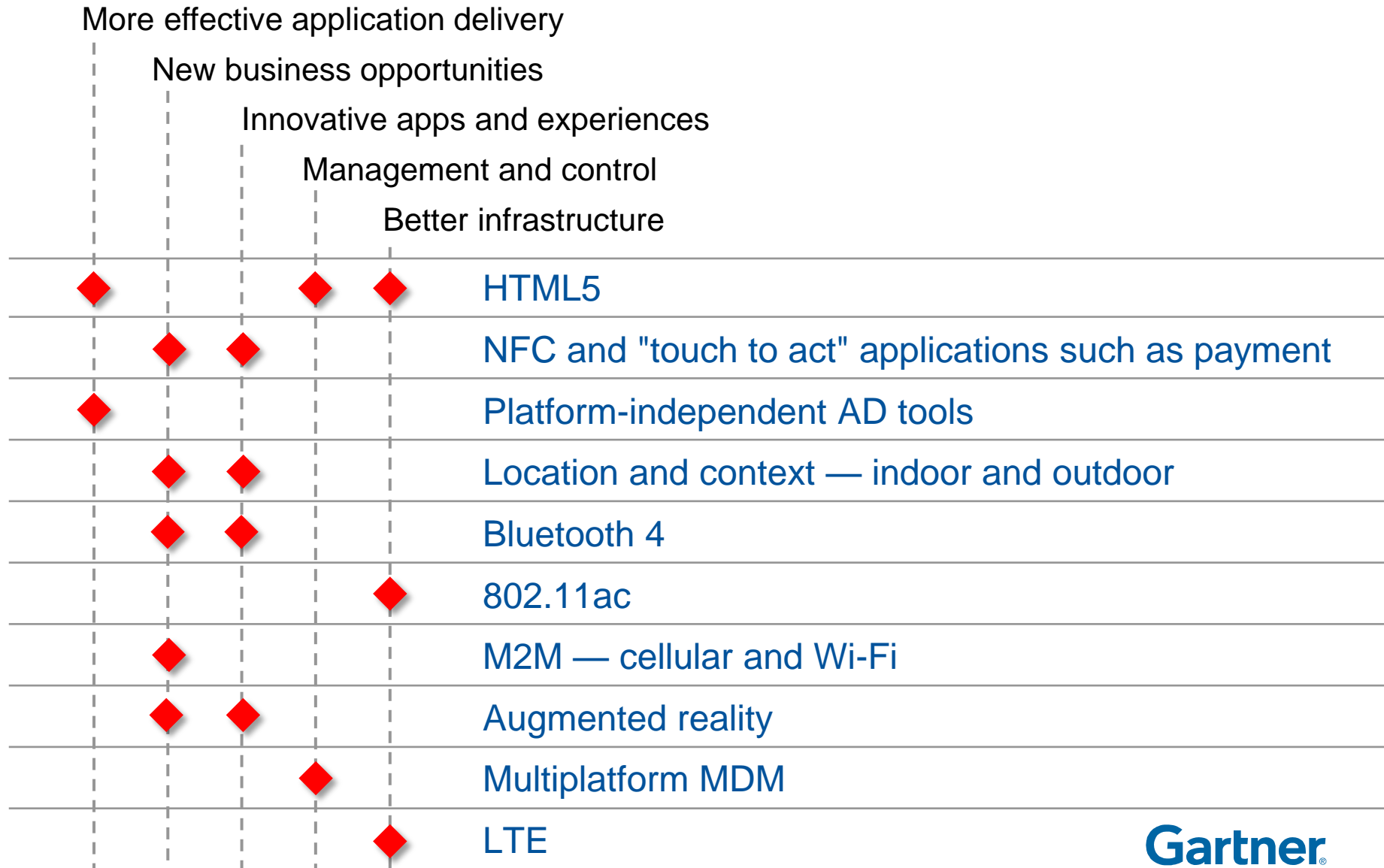
## Other trends

More touch screens, voice control, additional sensors, higher resolution screens, new screen technologies, growth of NFC

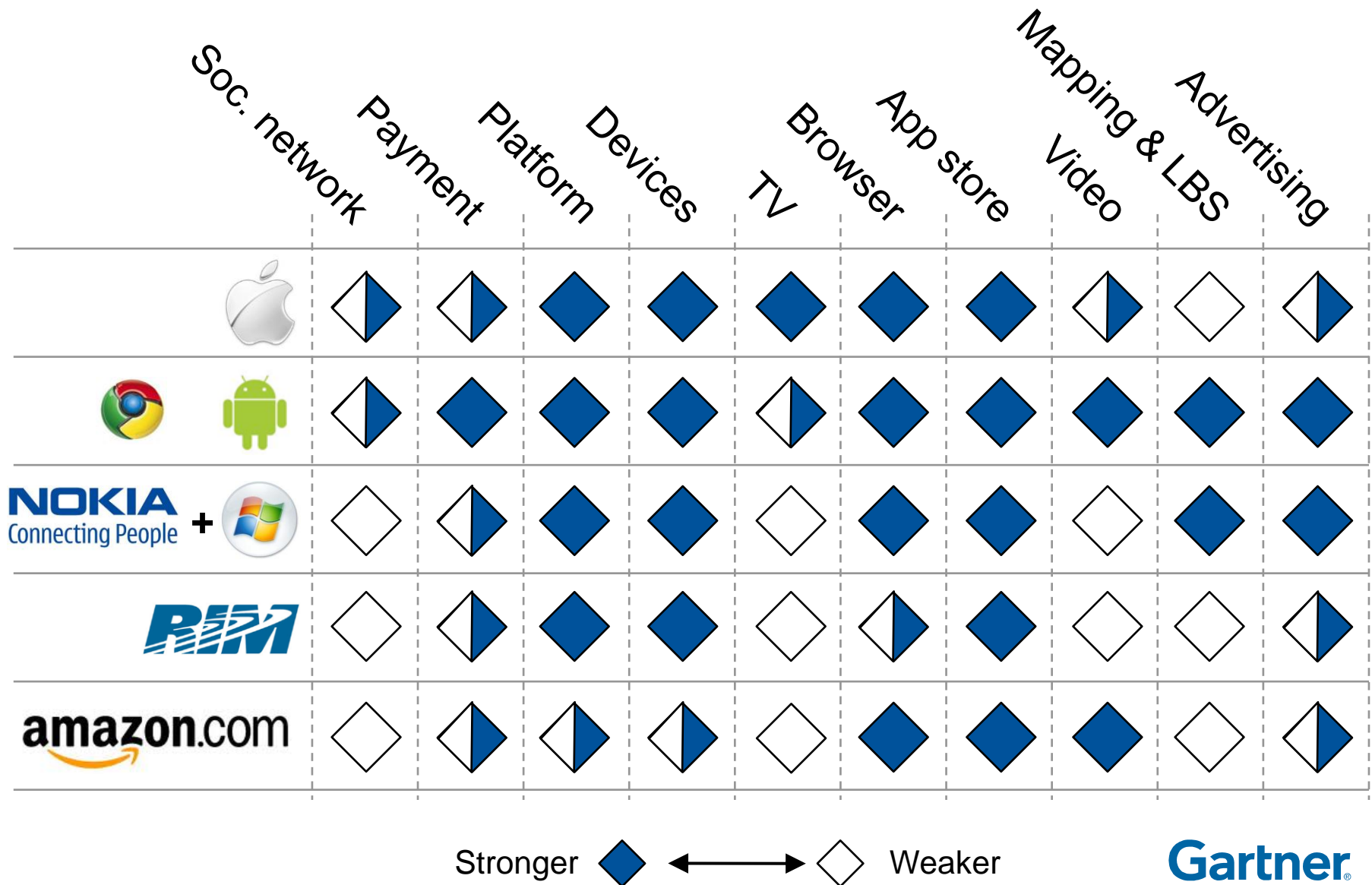
# Key Wireless Technologies 2011 to 2015



# Top 10 Mobile Trends and Technologies to Watch



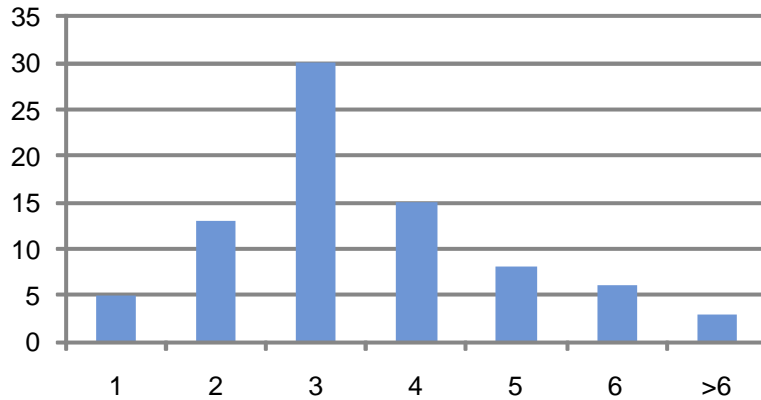
# Selected Megavendor Strategies



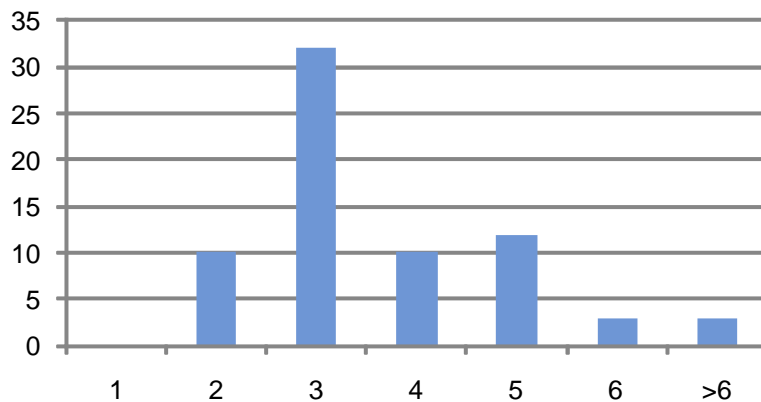


# The "New Normal" in Corporate Mobility

## USA



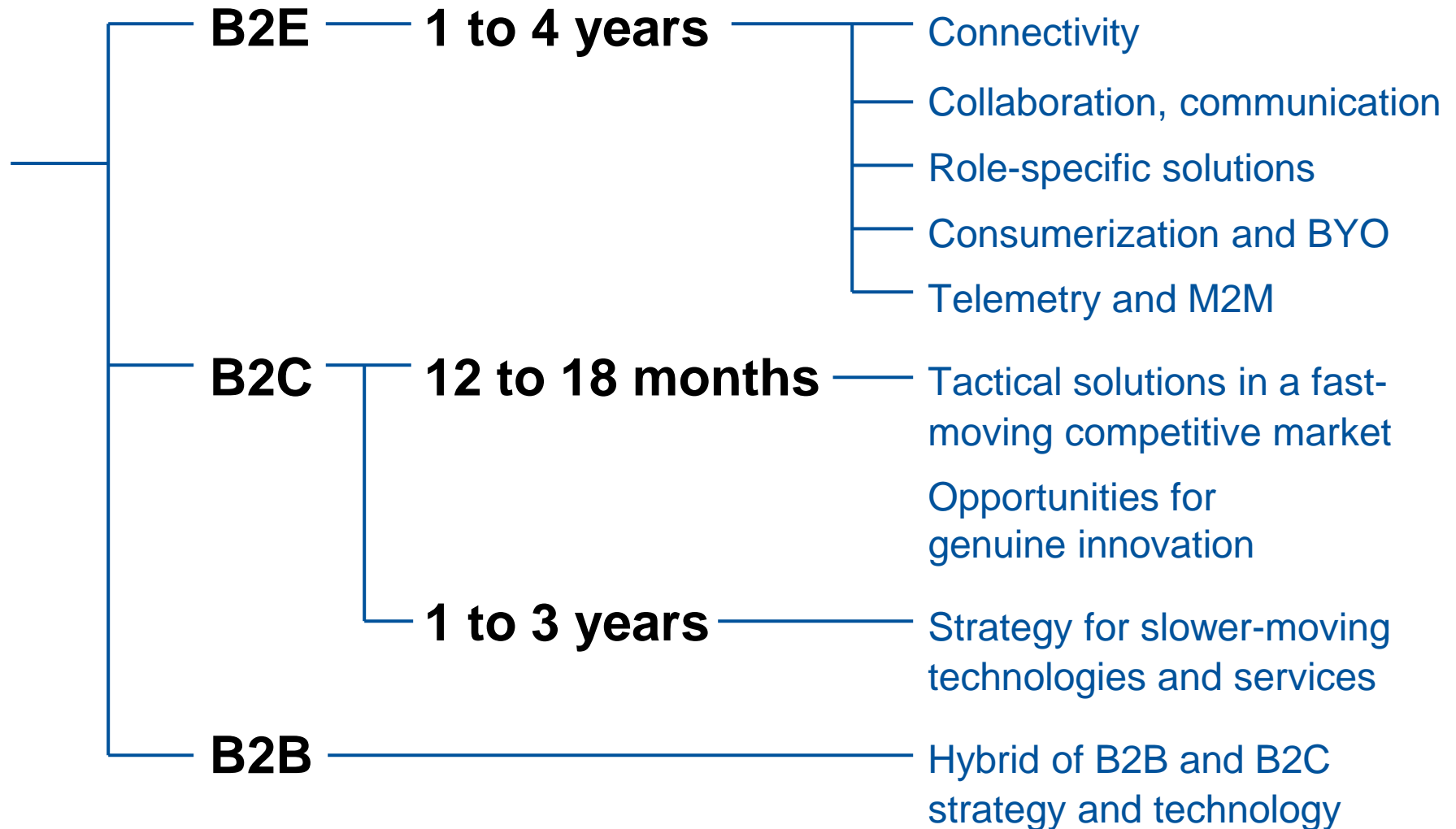
## Europe



How many different smartphone and tablet platforms do you expect to be used by your employees in 2012?

1. Employees will use many devices and platforms; you can't enforce standards
2. Employees will own many devices and sync data between devices via the cloud
3. Diversity will increase; no platform, form factor, or technology will dominate.
4. Consumerization always wins; "enterprise" devices will be a niche
5. Mobile apps and services will be as much of a challenge as devices
6. Consumer mobile apps are setting new expectations for usability, cosmetic appearance, and behavior

# How Many Mobile Strategies and Architectures Do You Need?



# BYO - Threat or Opportunity?

- Legal & Insurance challenges
- Managing support cost / complexity
- Does BYO save money or merely shift costs?
- Stipends
- What is the goal? Satisfaction? Cost saving? Damage limitation?
- Securing corporate data on devices you don't own
- Implications for application development
- Multiple management regimes in the same organisation
- BYO applications. Opportunity or nightmare?
- HR issues, staff who don't want BYO



## Social Goals

*Keep employees happy*

## Business Goals

*Keep the process running*

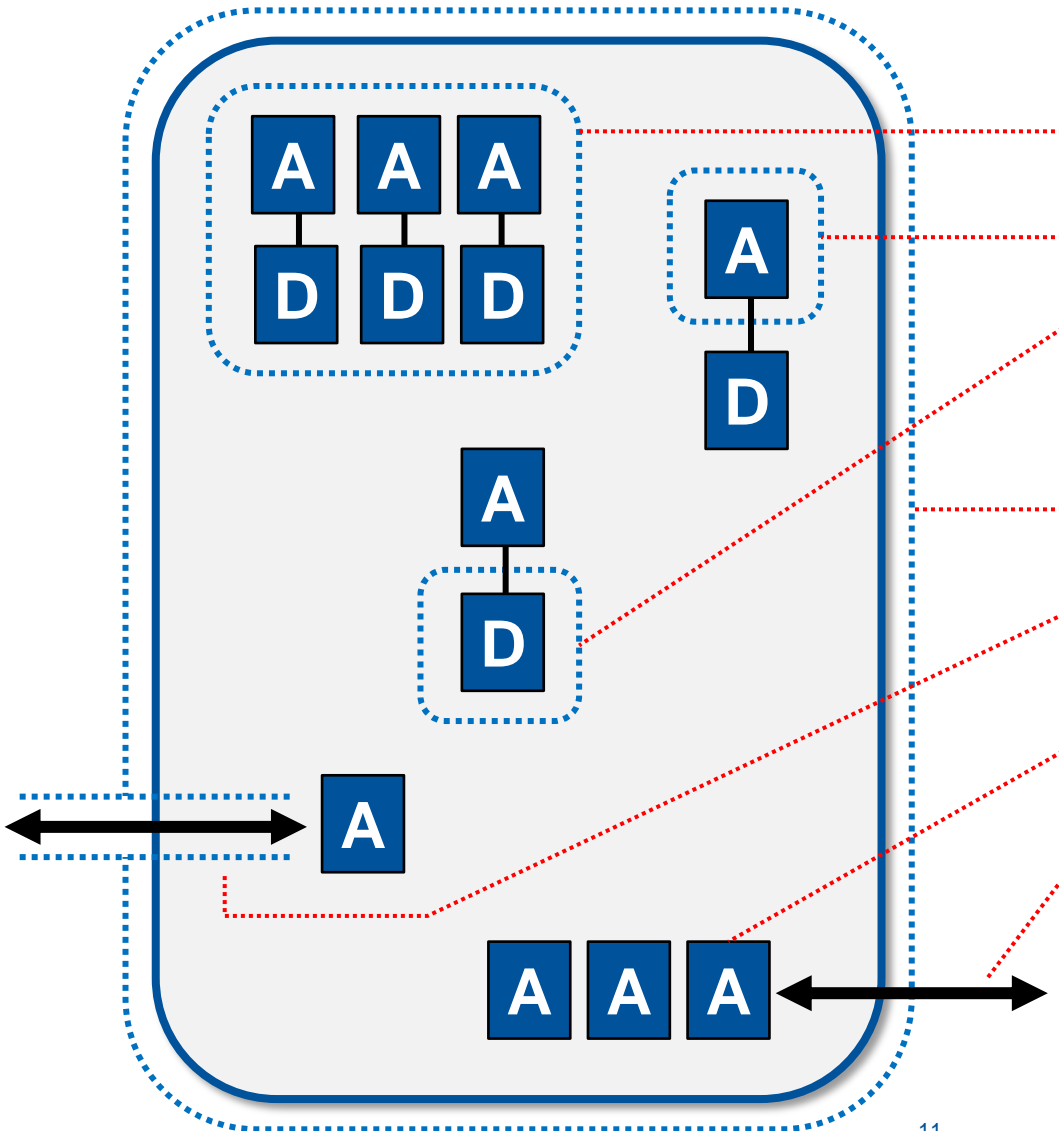
## Financial Goals

*Manage cost*

## Risk Management

*Stop bad things happening*

# Selected Options for Mobile Security and Management



Containerisation, e.g. using special purpose containers or dedicated apps

Protect the app. e.g. by wrapping

Protect the data, e.g. DRM, encryption, possibly DLP

Protect the device or image. e.g. MDM, partitioning, virtualisation, power-on authentication

Protect the channel, e.g. using certificates, VPNs

Avoid data at rest using thin clients or virtual desktops

Endpoint authentication, NAC

Trust the user?



# Your Action Plan

---

## Monday Morning

- *Identify* how you're going to deal with the "new normal" by finding new ways to provide, manage, and secure mobile devices and apps to exploit concepts such as BYO.
- *Run* workshops to look for innovative ways to gain advantage from mobility.
- *Define* a comprehensive set of mobile strategies covering B2C, B2B, and B2E domains and refresh them regularly.

## Next 90 Days

- *Look* for opportunities where a tablet can deliver provable ROI (e.g., by replacing a PC).

## Next 12 Months

- *Look* for opportunities to exploit concepts such as context.

# Understanding Mobile Trends

Nick Jones  
Gartner