

# Understanding Mobile Trends

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# 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



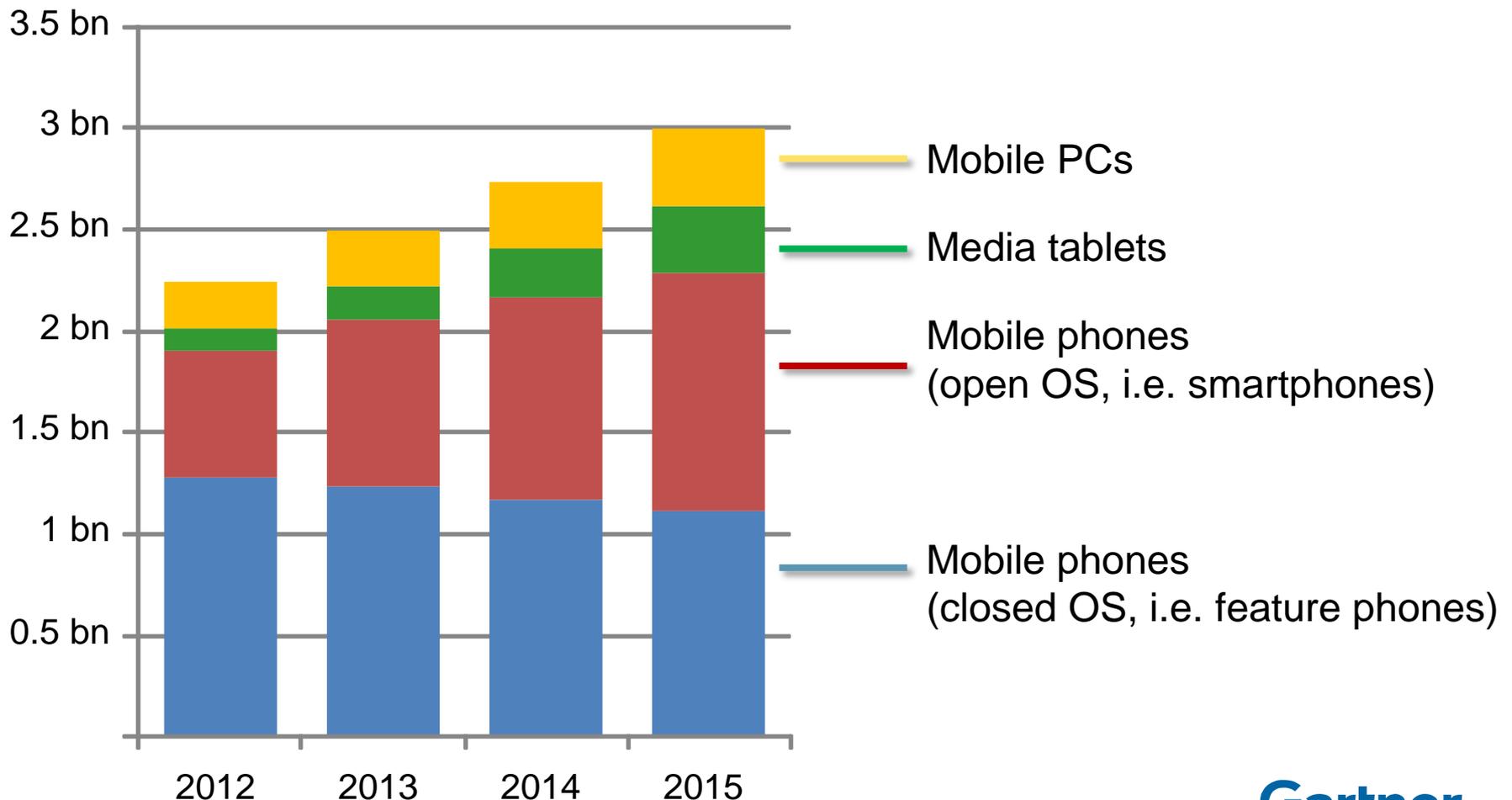
### Apps & new business models



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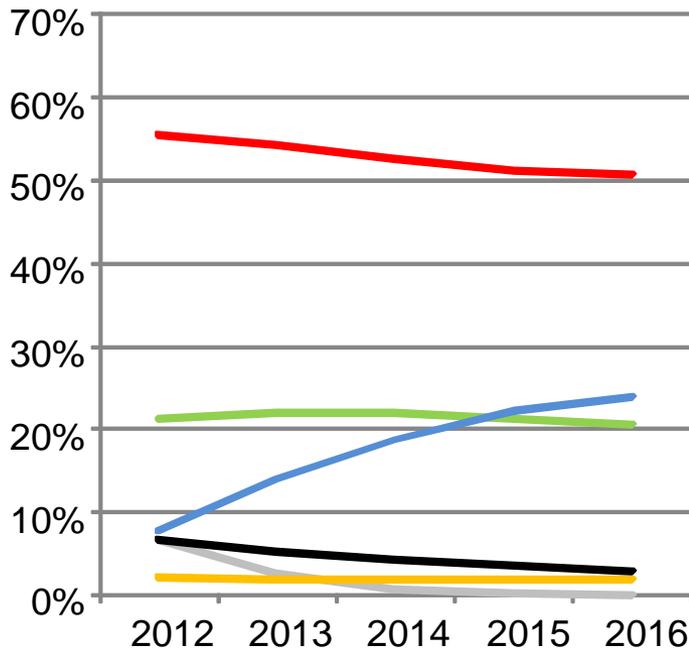
# Smartphone and Tablet Growth Continues

Predicted Global Mobile Device Shipments 2012 to 2015

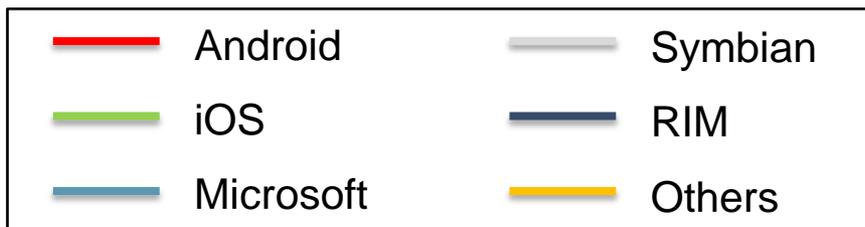
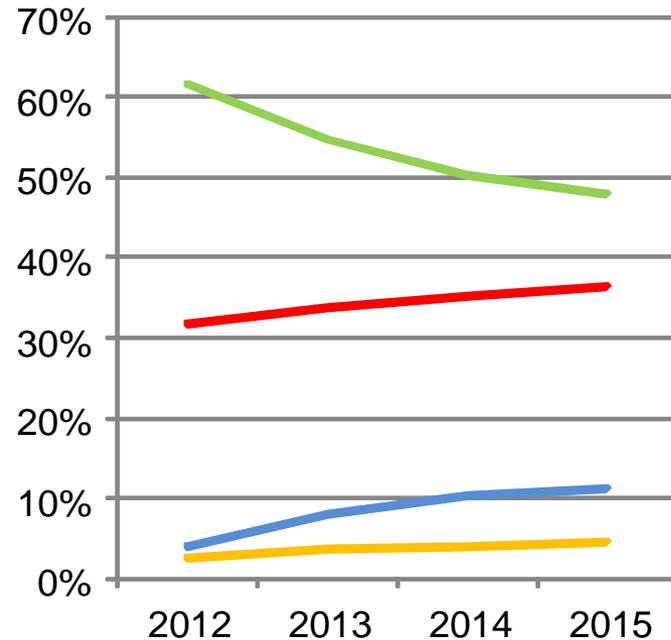


# Smartphone and Tablet Platform Trends

Predicted Smartphone Platform Market Share 2012 to 2016

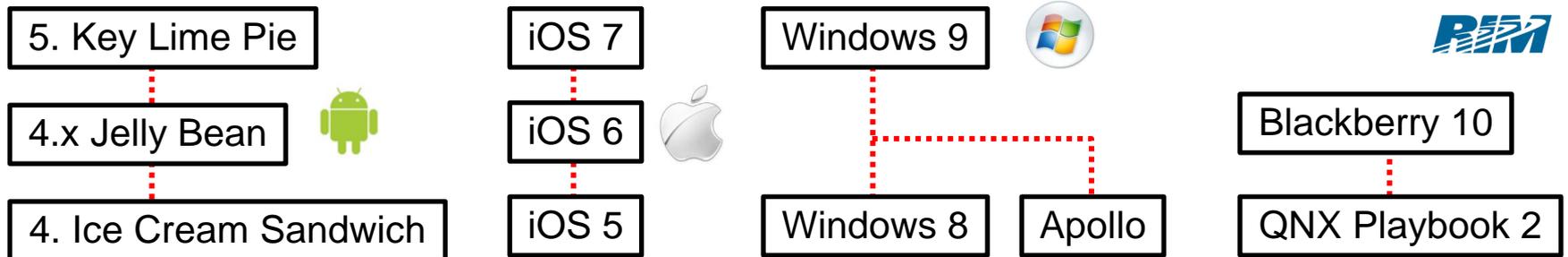


Predicted Tablet Platform Market Share 2012 to 2015



# 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

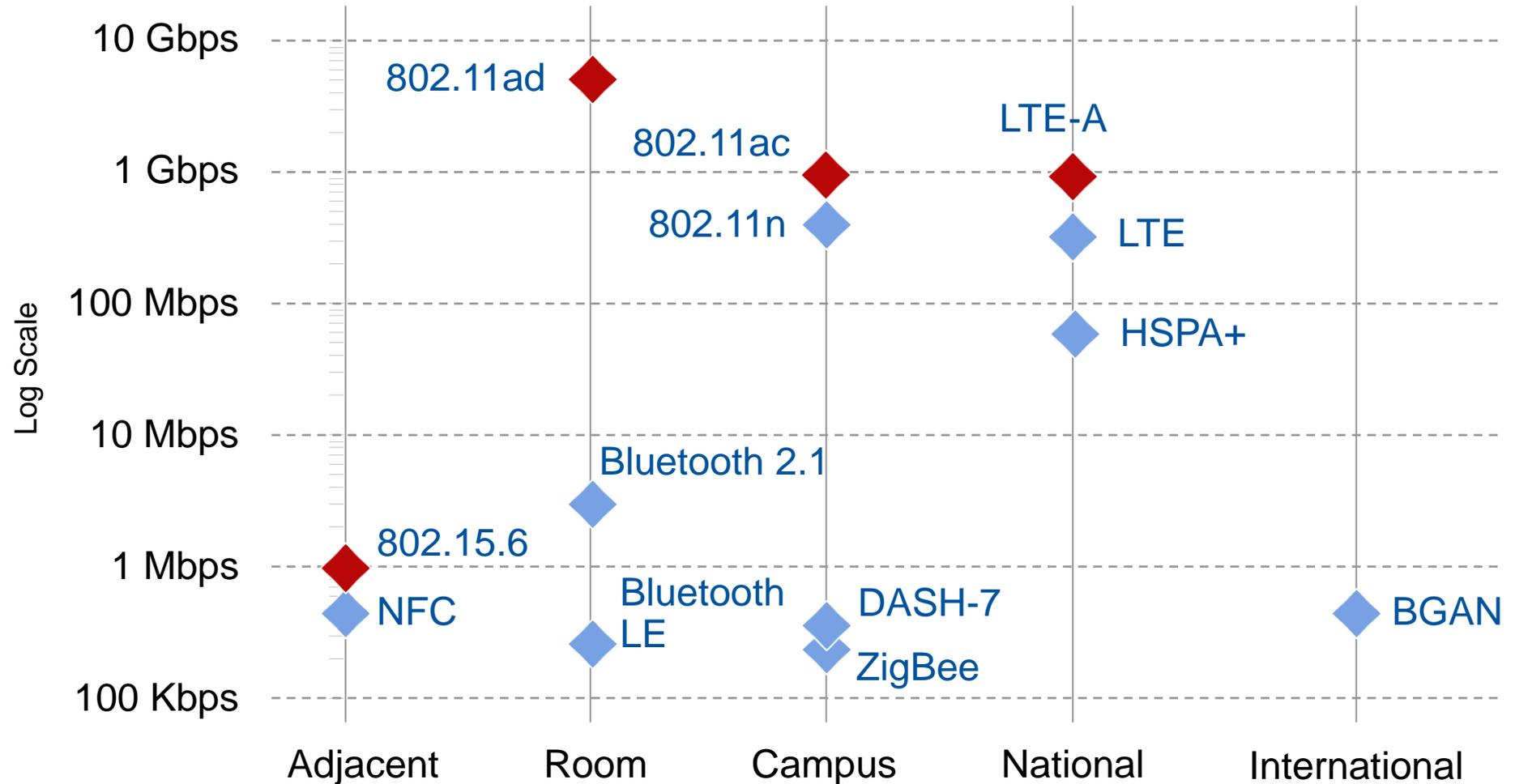


> 10:1 performance variation

## Other trends

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

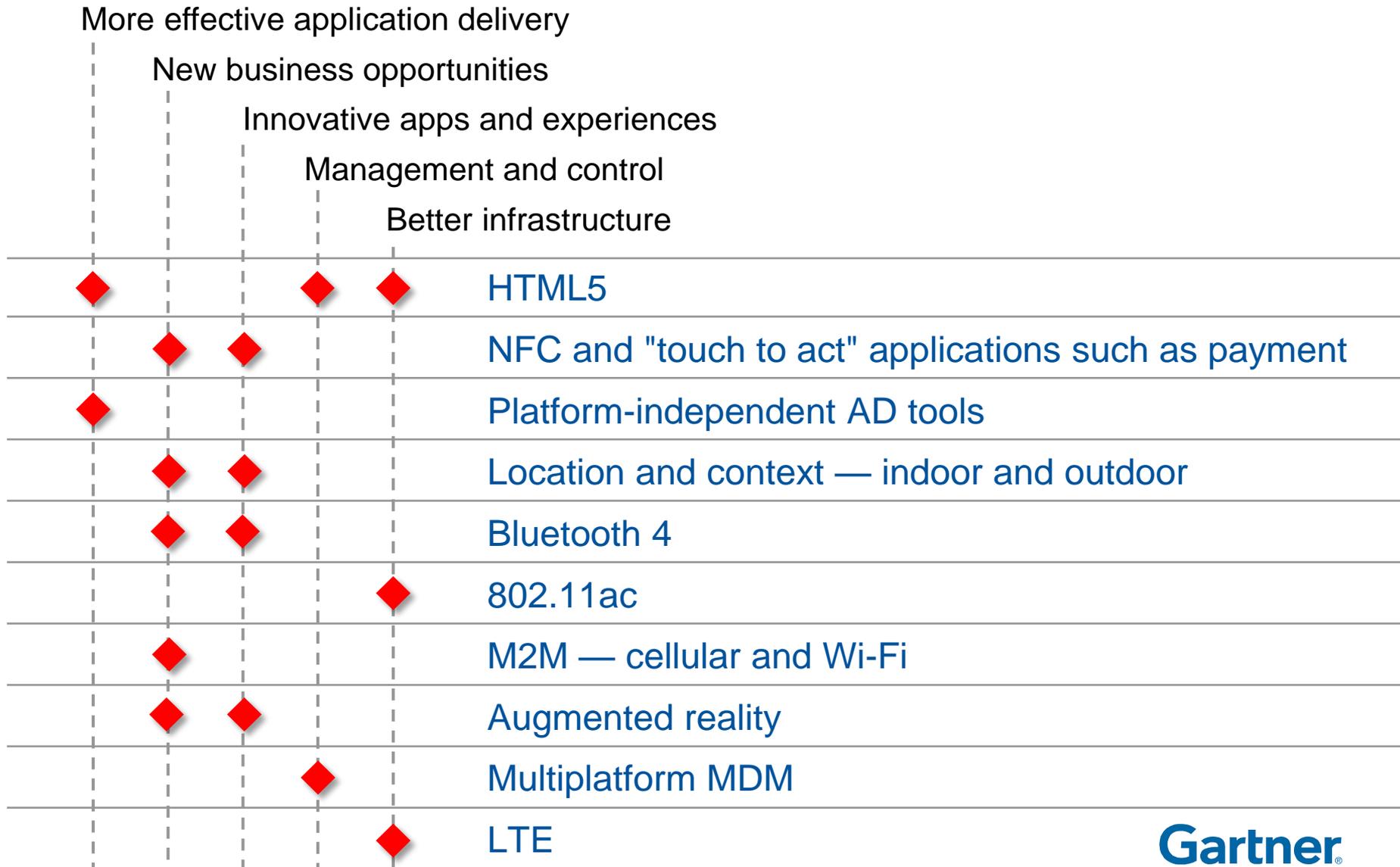
# Key Wireless Technologies 2011 to 2015



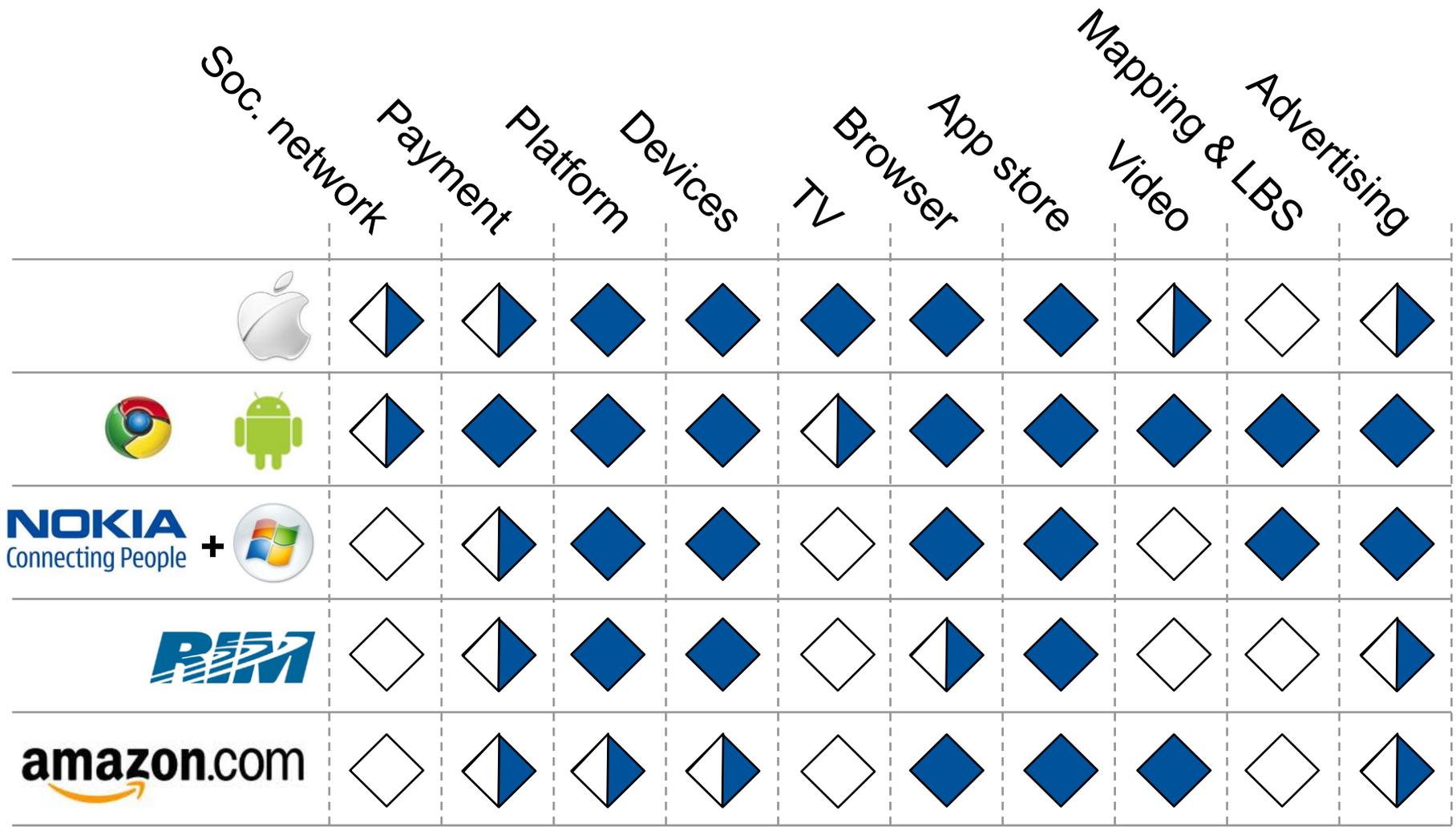
◆ Future  
◆ Current

This diagram shows approximate theoretical peak speeds that will not be achieved under real-world conditions

# Top 10 Mobile Trends and Technologies to Watch



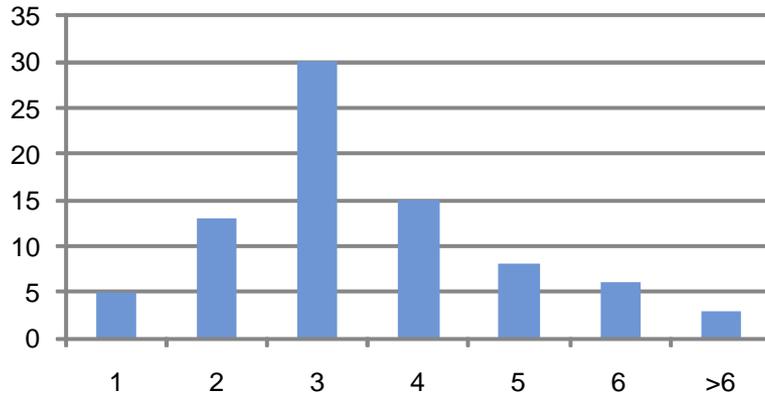
# Selected Megavendor Strategies



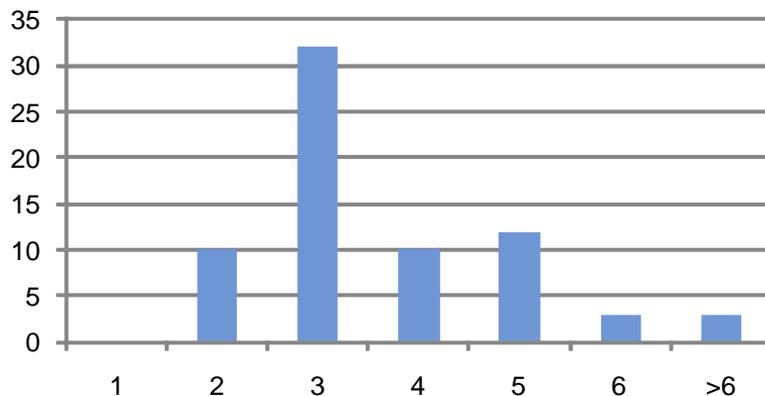
Stronger  ↔  Weaker

# The "New Normal" in Corporate Mobility

## USA



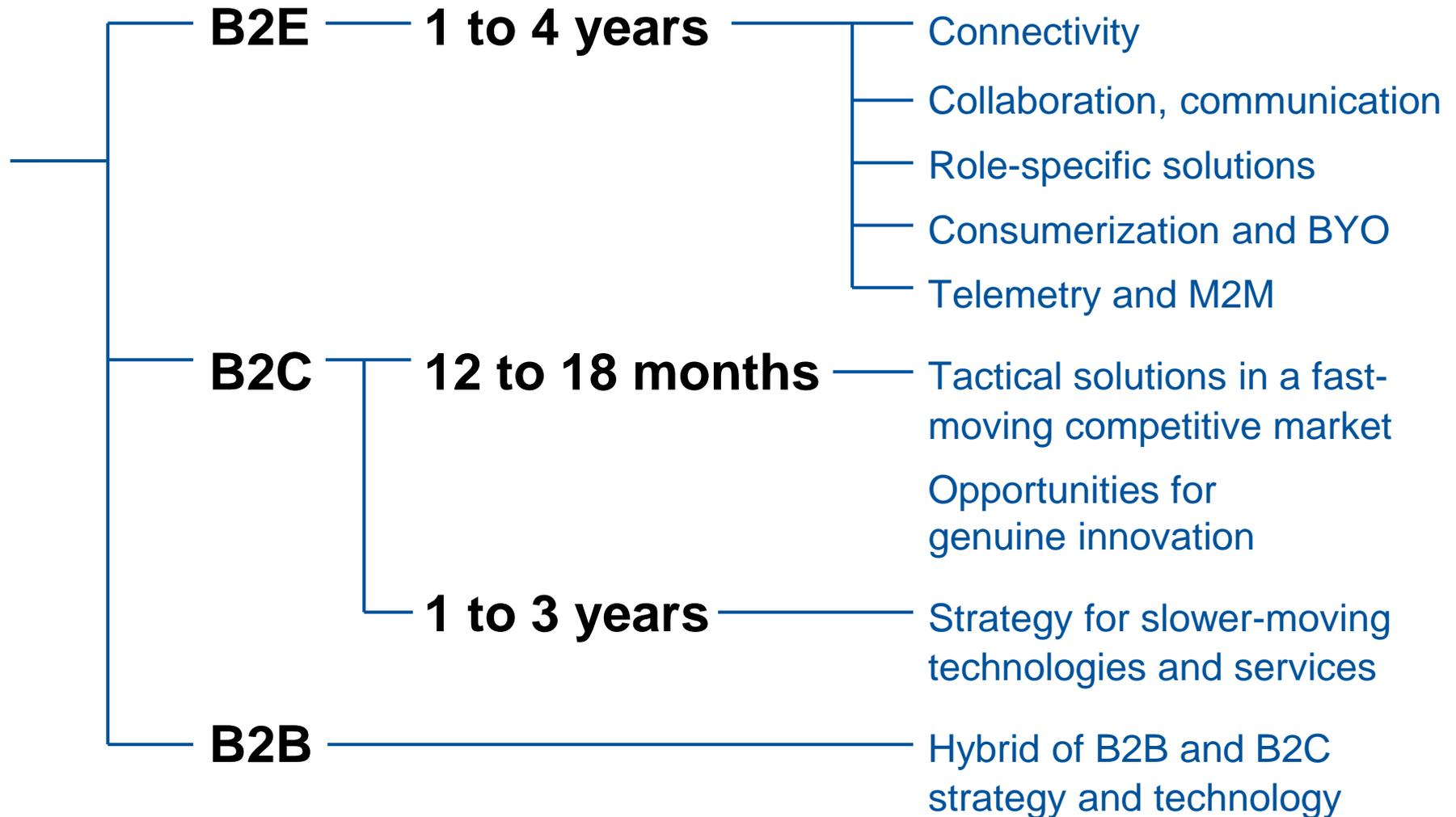
## Europe



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*

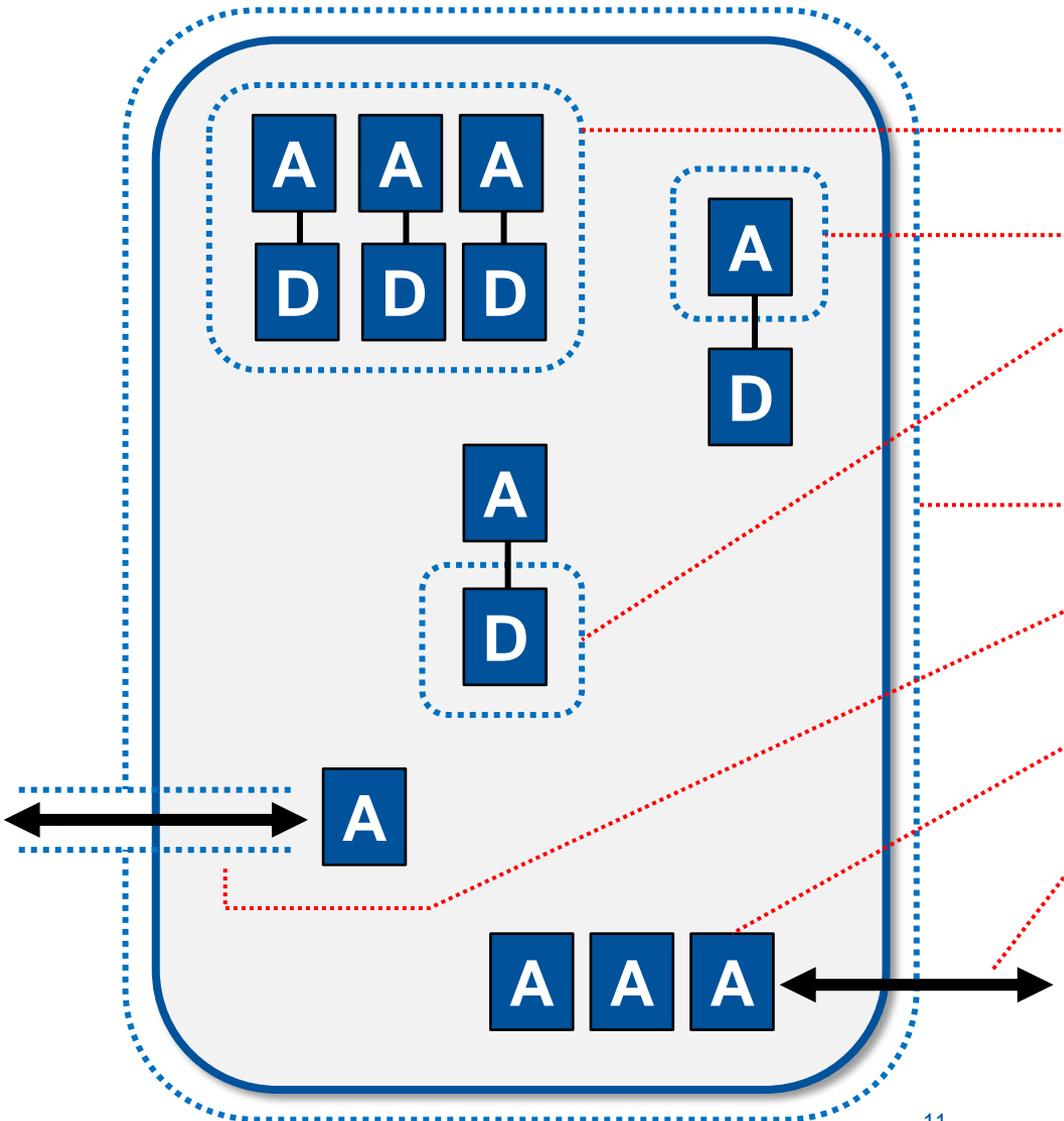
## **Financial Goals**

*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

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## 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.

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