

# IBM Software Mobile Enterprise Summit

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CREATIVE INTELLECT CONSULTING LTD.

## Mobile trends

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# CIC: Who are we?



- Analyst research, advisory and consulting firm
- Focus on Software development, delivery and lifecycle management
- Combined 100 + years IT industry and analyst experience
- Authored many reports and thought leading research

# Mobile: What's new?

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Getting closer  
to your  
customers ...





... whether or  
not they know  
about it

# But enterprises aren't always in the driving seat

Up to 95% of organisations allow some form of BYOD (Various sources, 2012)

The infographic consists of two main red circles. The left circle is larger and contains the text 'Up to 95% of organisations allow some form of BYOD (Various sources, 2012)'. A smaller red circle is positioned below and to the right of the larger one, containing the text 'Only a third have an explicit BYOD policy (BT & Cisco, 2013)'. To the right of these circles is another large red circle containing the text '79% of businesses had a mobile security incident in the past year (Check Point Software, 2013)'. A large red arrow points from this circle to the right, containing the text '42% of those incidents cost over \$100,000'.

Only a third have an explicit BYOD policy (BT & Cisco, 2013)

79% of businesses had a mobile security incident in the past year (Check Point Software, 2013)

42% of those incidents cost over \$100,000



Should we worry about this?



Or this?



Once I was a  
scuba diver in  
the sea of  
words.

Now I zip along the surface like a guy on a jet ski.

- Nicholas Carr (“Is Google making us stupid?”)

Mobile is still in a period  
of experimentation and  
innovation

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People

Technology

Process

Tools



Mobile is a game-changer for IT operations

A black and white dog is lying on a wooden deck, looking towards the camera. In the foreground, the back of a brown dog's head and its large, upright ears are visible, looking towards the black and white dog. The text "Mobile developers are different" is overlaid on the right side of the image.

Mobile  
developers are  
different



Mobile projects are becoming  
more complex

Co-operation is essential

# Thank you

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