DRIVING COMPETITIVE ADVANTAGE

with enterprise mobile apps.

2016 enterprise mobile apps report.

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2016

TABLE OF **CONTENTS**

Enterprise mobile apps drive
COMPETITIVE ADVANTAGE.

Mobile devices are ubiquitous, and many organizations have realized that consumer-facing mobile apps can drive deep connections and loyalty with their customers.

However, for organizations to be truly competitive and keep pace with the digital transformation required to be successful in this new era, mobile app strategies need to be more than just an outward focus—they need to expand to the enterprise.

Most organizations are in the midst of developing the teams, capabilities, and strategies they need to productively ideate, create, manage, and deploy enterprise applications. However, even with the widespread perception that mobile apps can deliver a competitive advantage to an organization, many companies have yet to modernize their strategies for this new reality.

Given this, the question becomes where to focus, how to prioritize, and how to discover the lowhanging fruit. Once organizations uncover and adopt these best practices, they can accelerate their enterprise mobile app strategies to deliver a competitive advantage to their organizations.
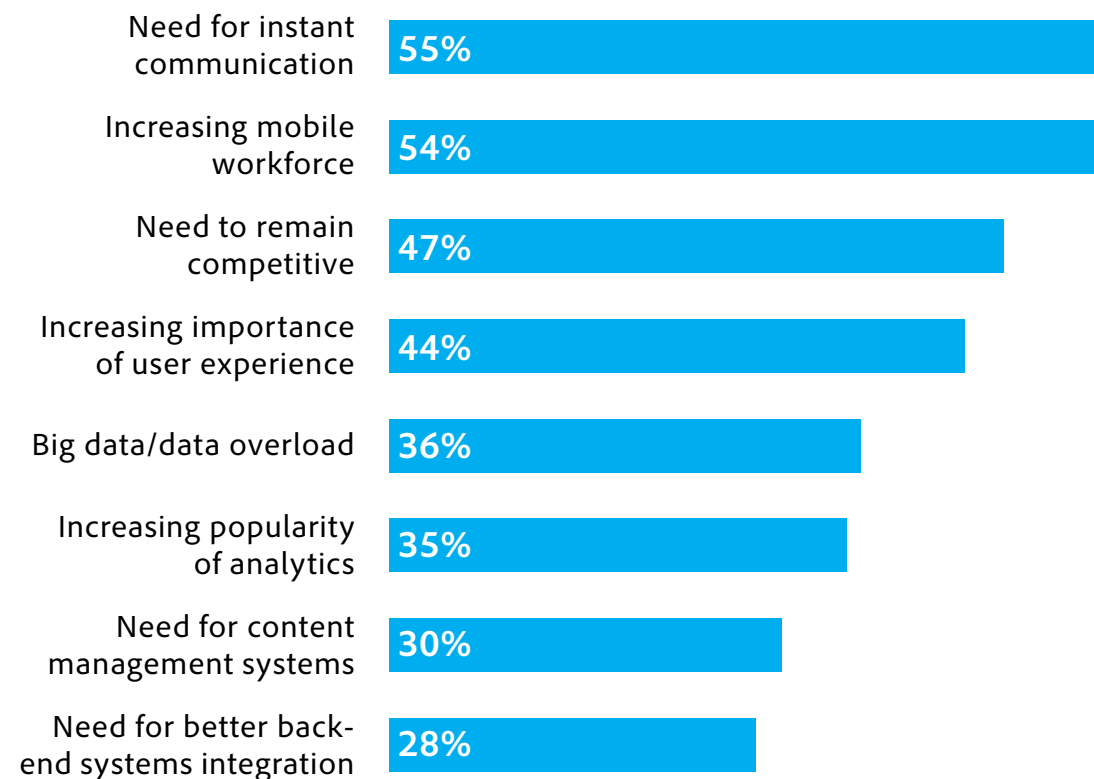
In this study, Adobe partnered with Edelman Intelligence to examine the progress, opportunities, and challenges organizations face when deploying an enterprise mobile app strategy. The results signal a clear call to align enterprise mobile app strategies with the competitive advantage they deliver and offer insights on how to put a strategy into action.

The enterprise mobile app landscape is **RAPIDLY** changing.

This change in enterprise mobile apps is driven by market trends:

In your opinion, what is driving the change in the enterprise mobile app industry?

Category	%
Need for instant communication	55%
Increasing mobile workforce	54%
Need to remain competitive	47%
Increasing importance of user experience	44%
Big data/data overload	36%
Increasing popularity of analytics	35%
Need for content management systems	30%
Need for better back-end systems integration	28%

77%

of companies say that the enterprise mobile app world today is different than two years ago.

Companies are in the midst of ADOPTING enterprise mobile apps.

Enterprise mobile apps are mobile applications specifically developed for large companies to do the following:

- Help increase worker productivity
- Perform tasks
- Equip employees with tools and information
- Connect with customers and stakeholders

Enterprise mobile app usage.

4%
1 app

27%
6+ apps
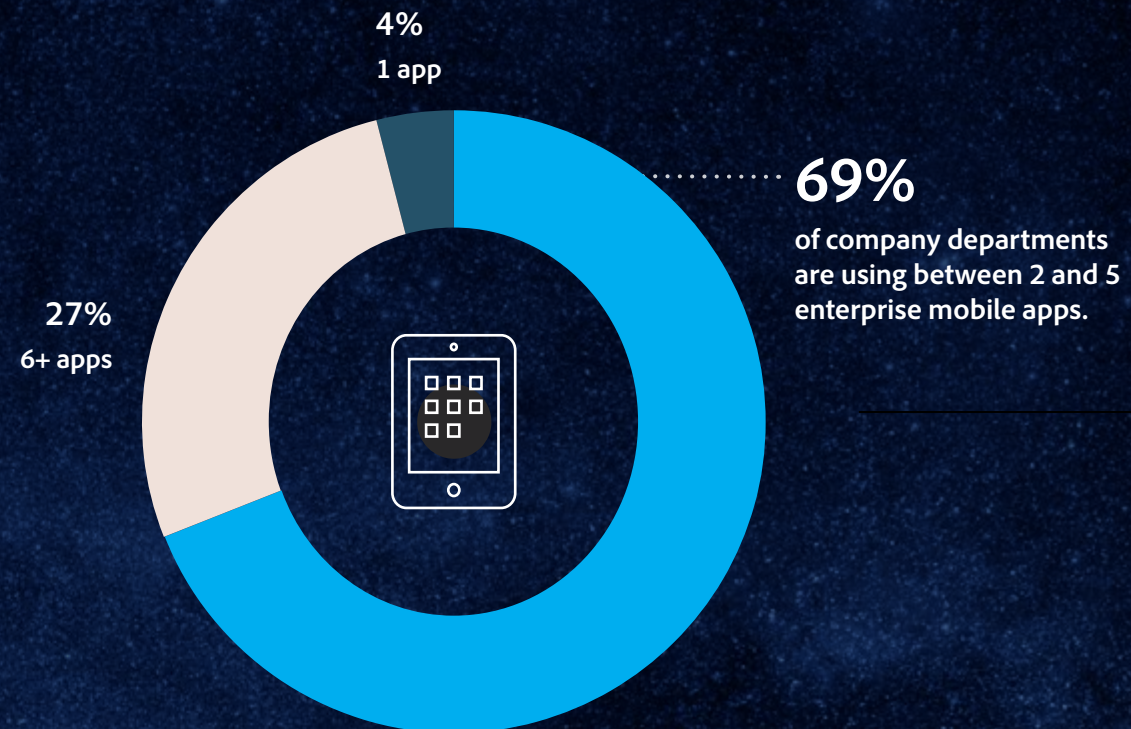
69%
of company departments are using between 2 and 5 enterprise mobile apps.

67%
of companies are currently using enterprise mobile apps for employee training, communication, and other uses.

Usage and number of enterprise mobile apps are RISING.

The number of employees using enterprise mobile apps during the last year—and the number of apps themselves—are increasing.

Employees using enterprise mobile apps over the last year.

66%
Increased

32%
Stayed the same

2%
Decreased
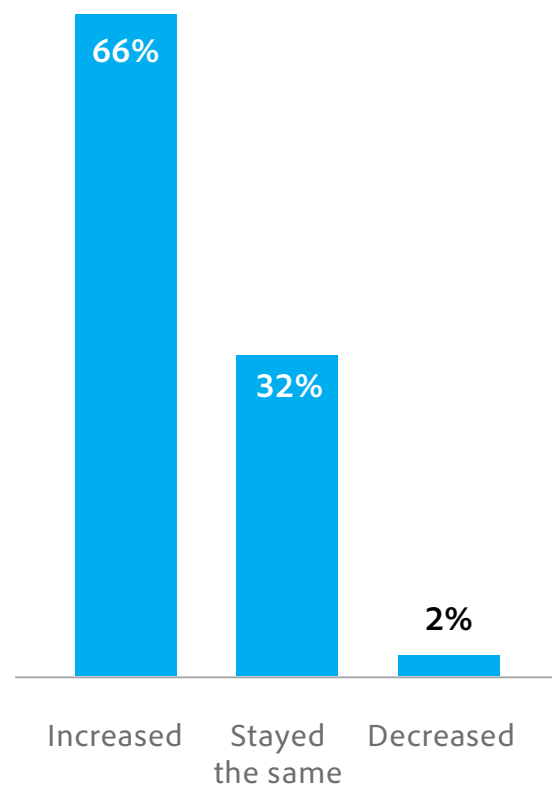
Over the last year, has the number of employees using enterprise mobile apps in your department?

Enterprise mobile apps used over the last year

62%
Increased

36%
Stayed the same

2%
Decreased
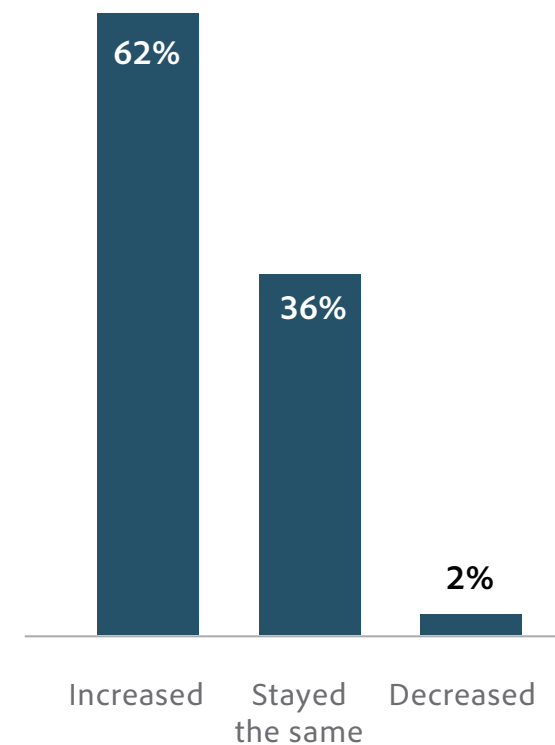
Over the last year, has the number of enterprise mobile apps being used in your department?

Investment is increasing and apps are **DRIVING** ROI.

Departments using enterprise mobile apps also expect their enterprise mobile apps investment to increase next year, and even more expect to increase in three years.

Next year, do you think your department will spend more, less, or the same amount on enterprise mobile apps compared to now?

More investment
- 56%
- 66%

About the same
- 42%
- 31%

Less investment
- 3%
- 3%

■ In one year
■ In three years
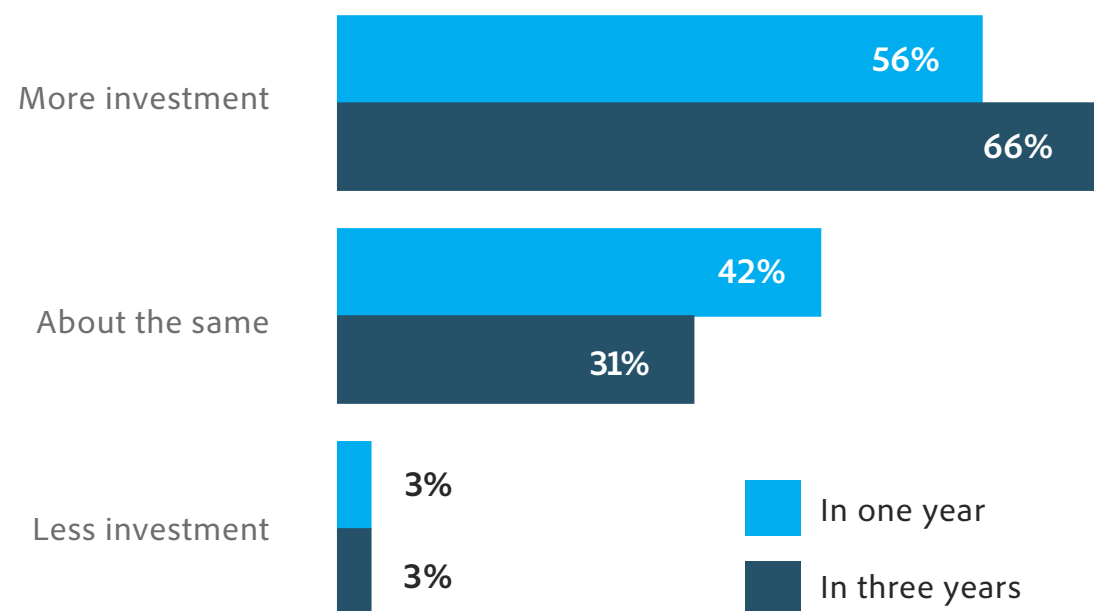
On average, companies are seeing an ROI of 35% when investing in enterprise mobile apps.*

*Note: This question was asked of those with influence over the purchase/usage of enterprise mobile apps.

Apps deliver a competitive **ADVANTAGE.**

61% believe that if a company hasn't deployed enterprise mobile apps, they're at a competitive disadvantage.

61%
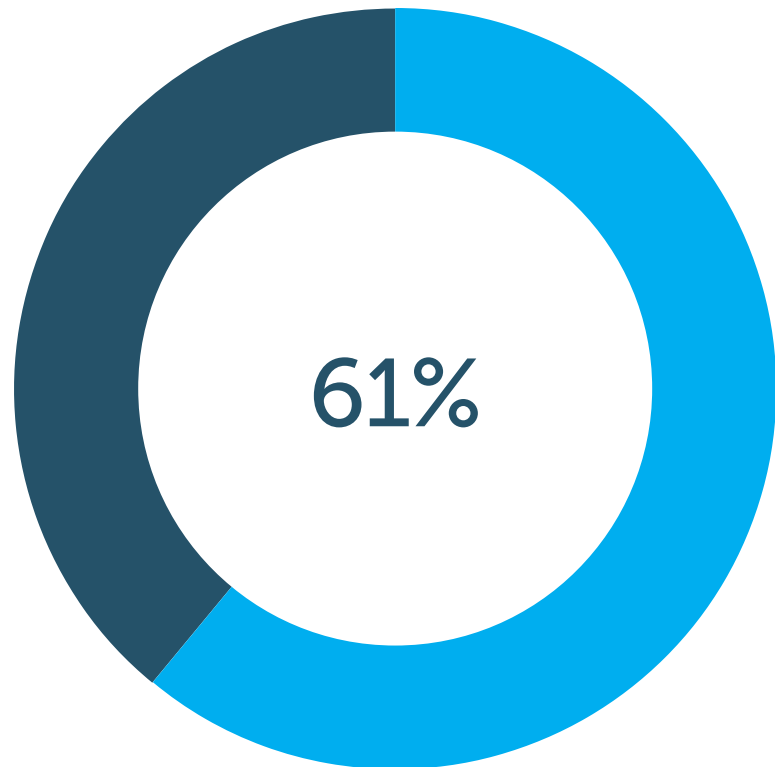
The top three advantages of enterprise mobile apps to departments using them as follows:

Increased productivity 51%

Better communication 47%

Reduced costs 31%
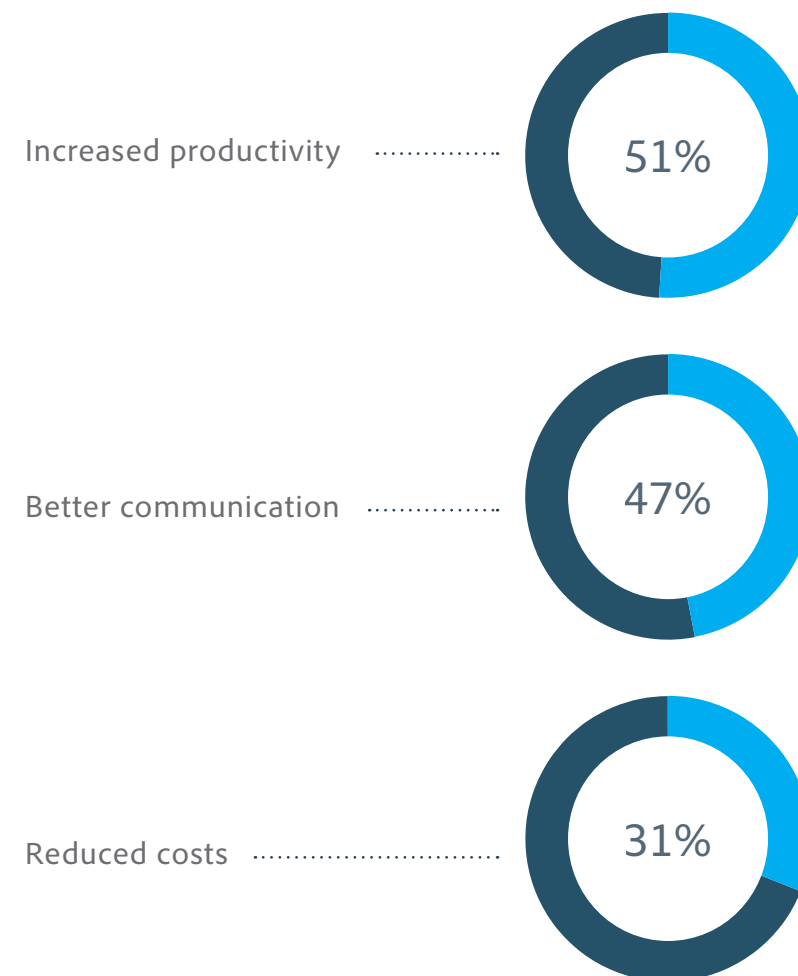
Apps deliver a competitive **ADVANTAGE.**

If a company isn't using enterprise mobile apps right now, they feel it. Without enterprise mobile apps, organizations risk the following:

Less efficient operations	61%
Looking outdated	51%
Missing out on new clients/sales	47%
Being outsold by competitors	38%
Losing existing clients	35%
High employee turnover	28%
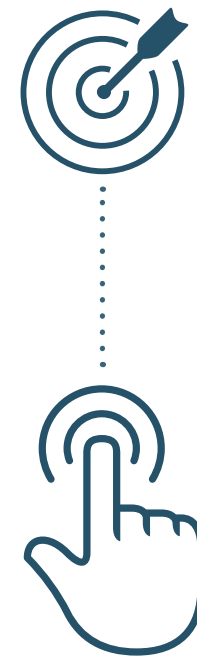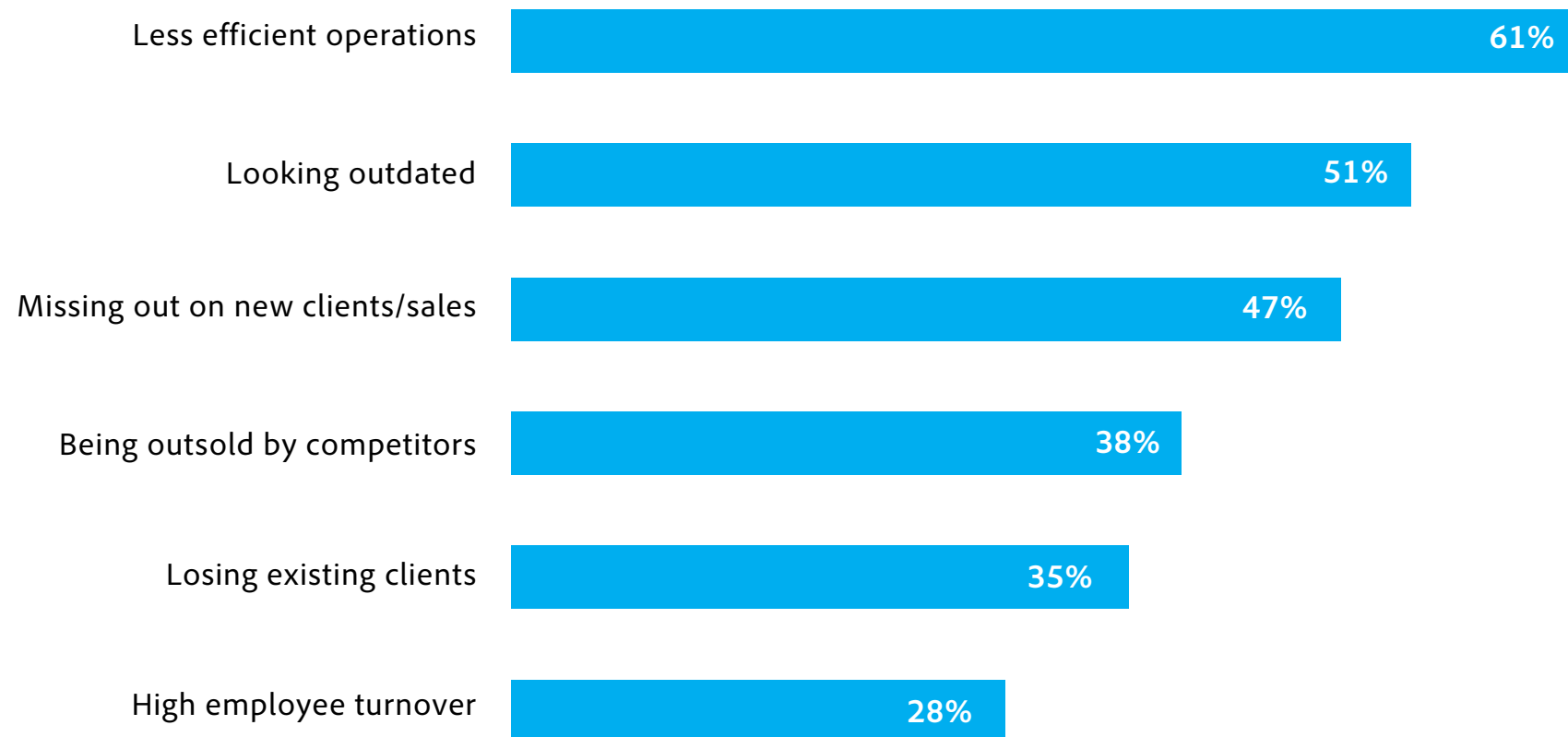
But company departments **HAVEN'T** brought their strategies in line to compete.

The **majority of departments** (62%) believe it's important to have their enterprise mobile app strategy be ahead of their competitors.
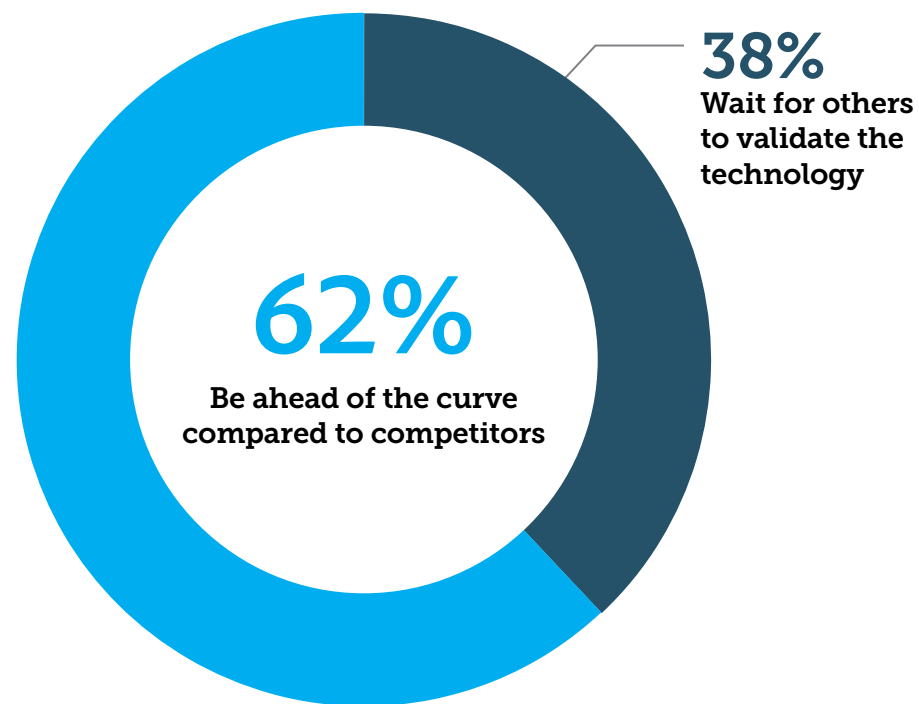
However, most departments (66%) believe they're just **on-par with or behind** their competitors.

38%
Wait for others to validate the technology

62%
Be ahead of the curve compared to competitors

34%
Ahead of the curve

66%
On par or behind the curve
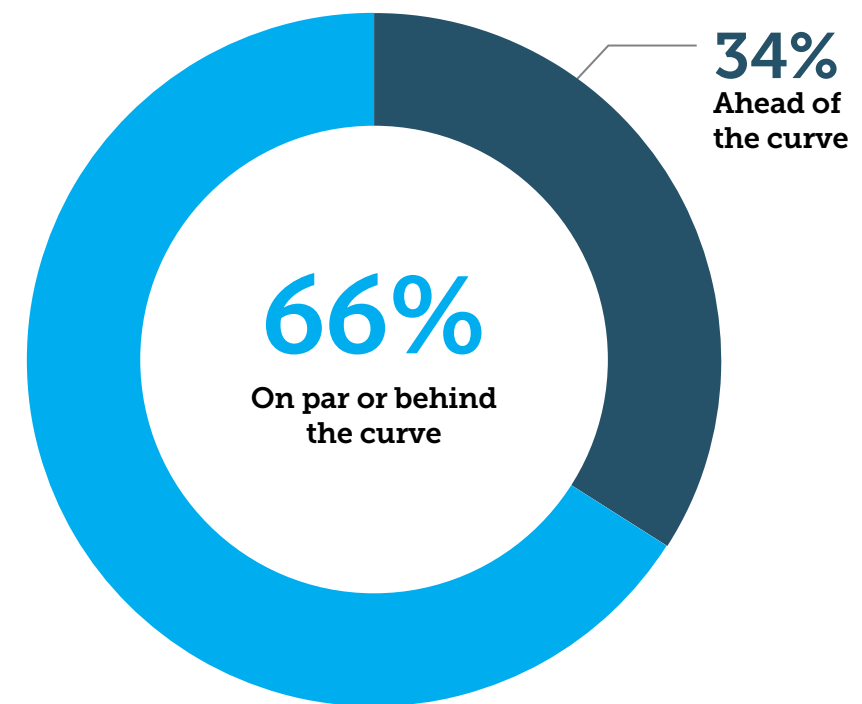
FIVE STEPS to creating a competitive mobile apps strategy.

1 Focus first on mission-critical apps that meet the needs of a mobile workforce.

Look first for opportunities to deploy apps that replace or supplement current core desktop applications in order to meet the needs of a highly mobile workforce—like customer service, sales enablement, messaging and collaboration, field service, and more. Then expand opportunistically to areas where mobile and device-specific features will yield productivity and competitive benefits.

How important are each of the following types of enterprise mobile apps to your organization's success today? In three years?

■ Mission critical today   ■ Mission critical in 3 years

	Today	In 3 years
Messaging and collaboration systems	57%	59%
Customer service and support	55%	61%
Customer relationship management	54%	59%
Sales enablement	54%	59%
Distribution and systems	50%	55%
Field service	49%	57%
Enterprise resource planning (ERP)	45%	53%
Inventory management	42%	50%
Employee training apps	39%	49%
Employee onboarding and benefits apps	36%	47%
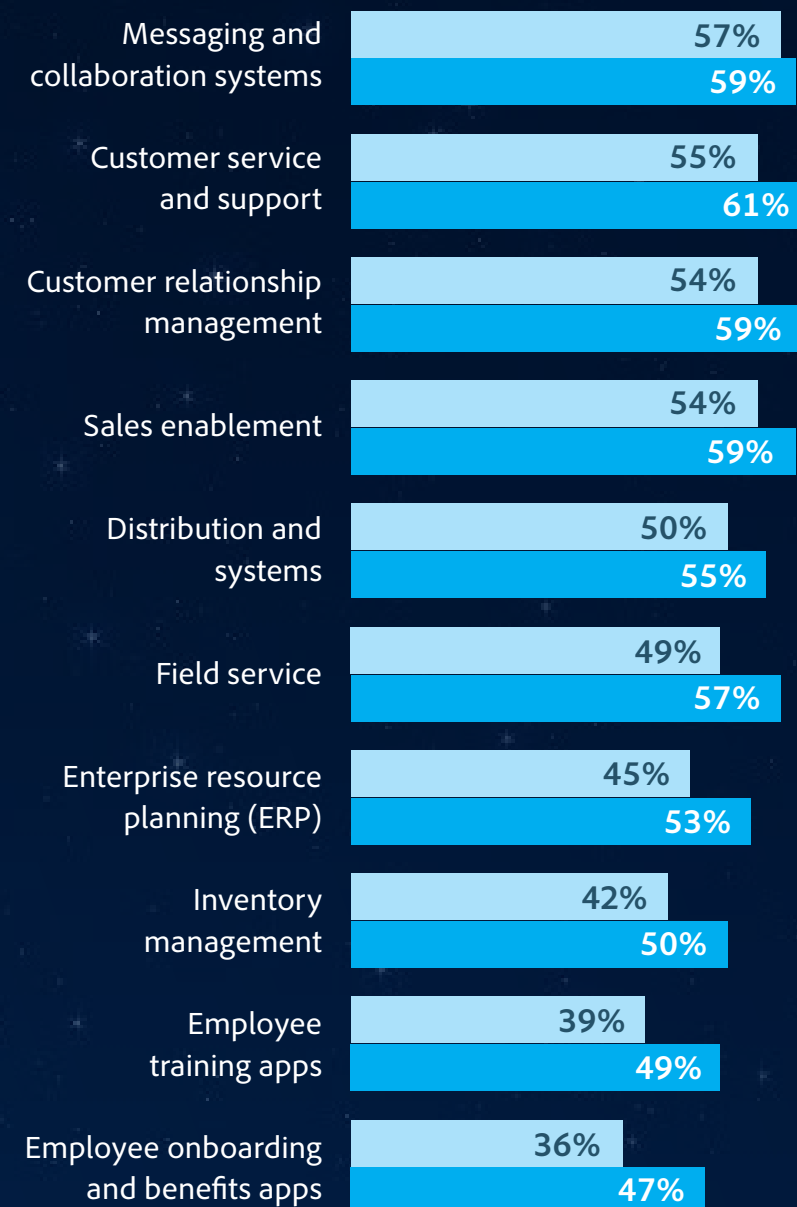
FIVE STEPS to creating a competitive mobile apps strategy.

2 Deploy key capabilities for success.

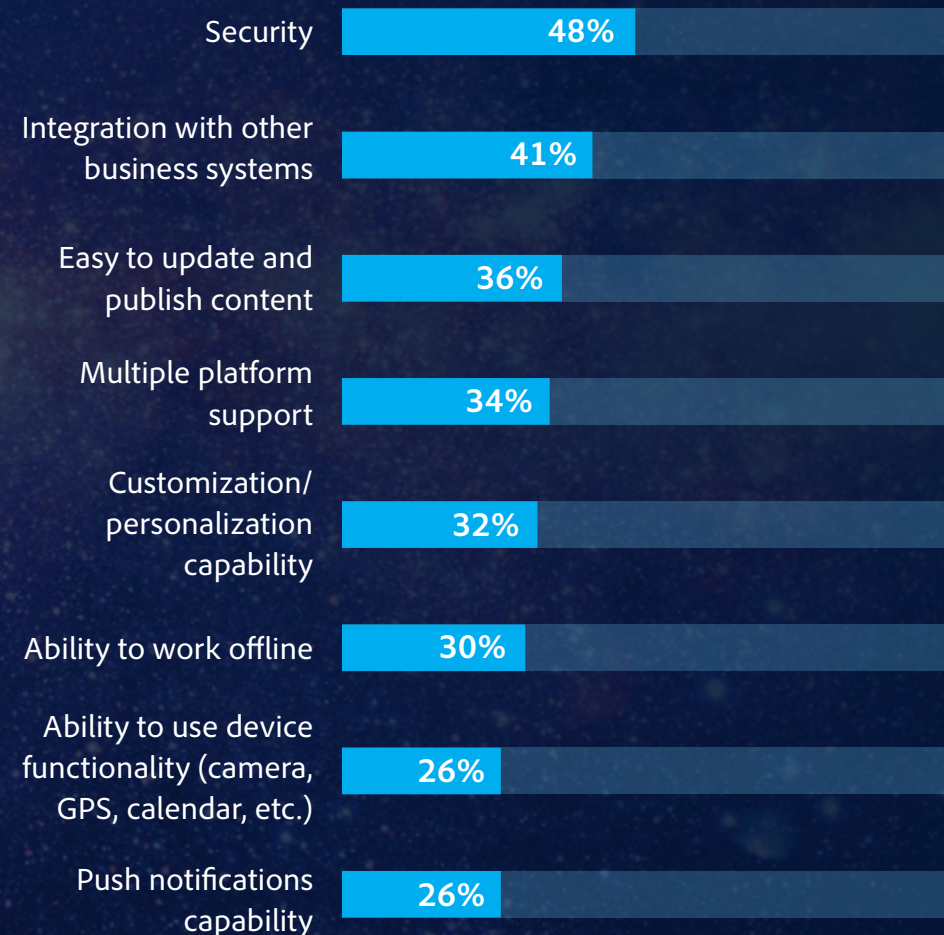Scope the core capabilities you will need in place for success with the apps you plan to deploy—and invest in those features most likely to drive success. Depending on the apps function and the target audience, certain features and capabilities will be more important than others.

Security is key, because devices are often out in the field and on-the-go with employees. And integration with other business systems speaks to the bidirectional benefit of enterprise apps—sharing information more broadly with field staff and partners, as well as more efficiently collecting information from remote locations and audiences. Also, look for a solution that can keep up with your change velocity—and can quickly and easily push out content to your employees and teams.

Which of the following are the top features and functions your department looks for in an enterprise mobile app?

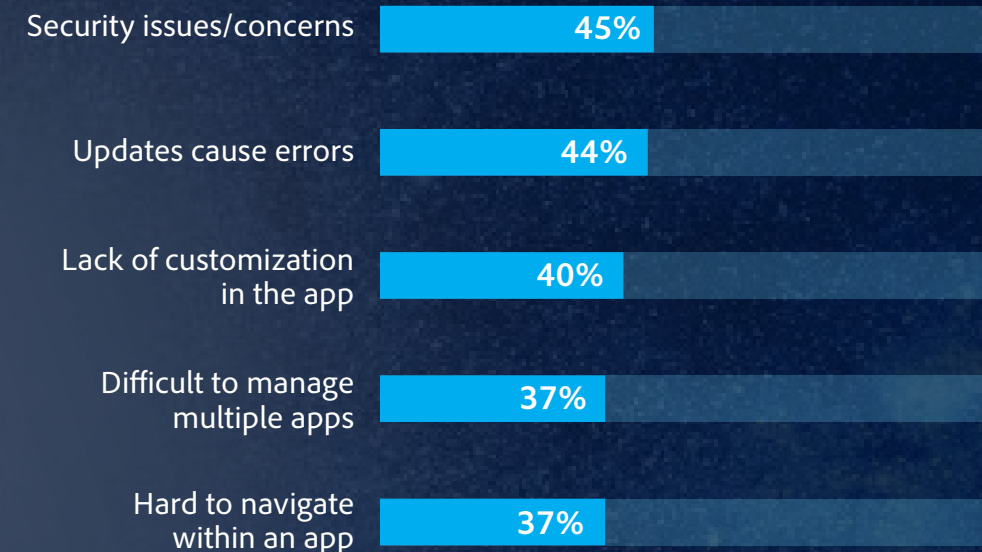| Feature	Percentage
Security	48%
Integration with other business systems	41%
Easy to update and publish content	36%
Multiple platform support	34%
Customization/ personalization capability	32%
Ability to work offline	30%
Ability to use device functionality (camera, GPS, calendar, etc.)	26%
Push notifications capability	26%

FIVE STEPS to creating a competitive mobile apps strategy.

3 Centralize app management.

Use a centralized app dashboard to gain insight into app performance, overcome challenges, barriers to adoption, and find new opportunities. Manage the lifecycle of your apps and gain insight into usage or security anomalies. Use analytics to discover errors and navigation issues within your apps, as well as opportunities to personalize and customize the user experience.

Which of the following are the biggest points of frustration you experience when using enterprise mobile apps?
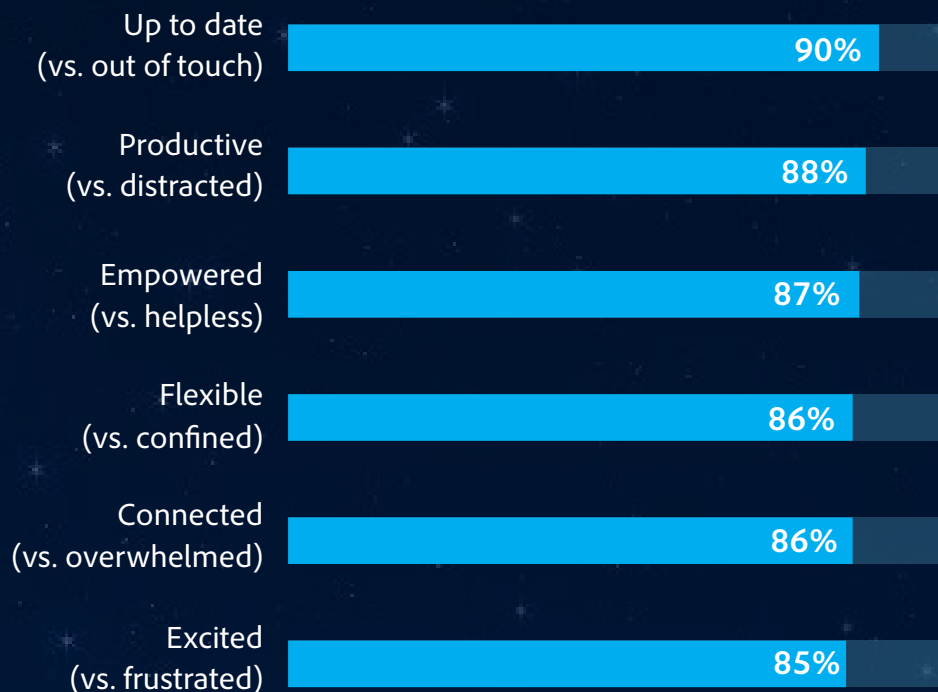
Security issues/concerns	45%
Updates cause errors	44%
Lack of customization in the app	40%
Difficult to manage multiple apps	37%
Hard to navigate within an app	37%

FIVE STEPS to creating a competitive mobile apps strategy.

4 Understand how your organization views enterprise mobile apps.

Enterprise apps clearly have the potential to contribute to improving employees' views about what they are working on and how work gets done. The increased perception of productivity, connectedness, and empowerment associated with enterprise app usage are a great potential corporate competitive benefit.

However, the efficient adoption of new tools and technologies is never a given. Therefore, a sound enterprise app strategy should include programs to measure and enhance employee satisfaction through surveys, analytics, training, updates, and program communications (planned enhancements, news, and development roadmaps).

Does using enterprise mobile apps make you feel?

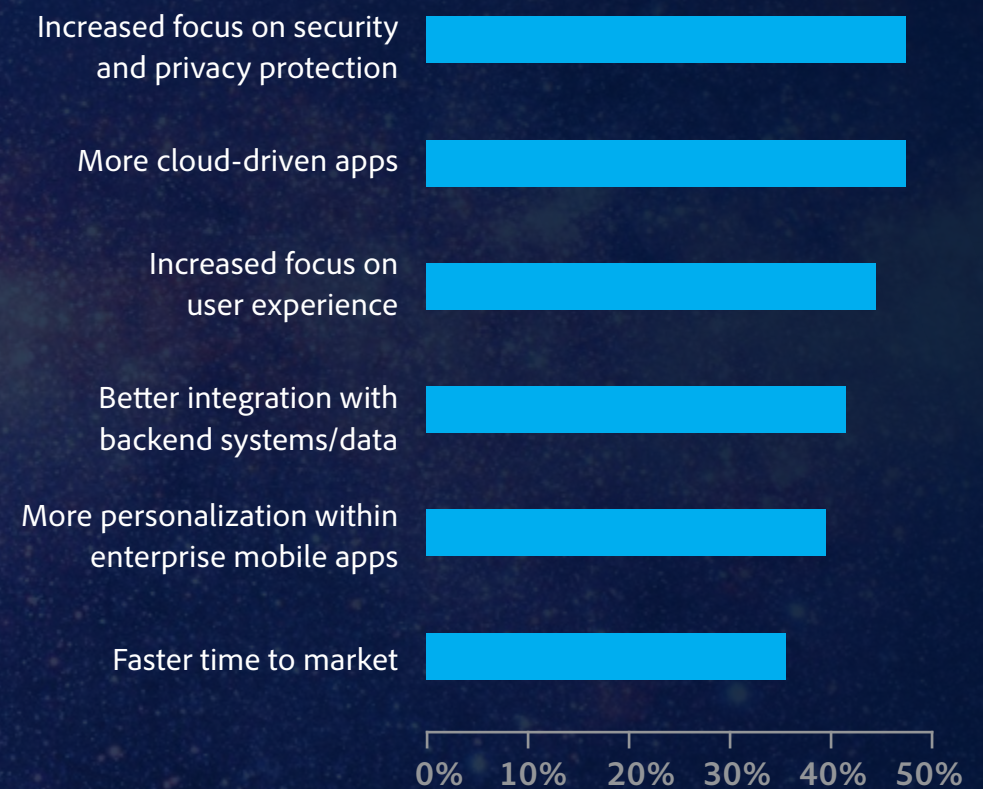| Feeling	%
Up to date (vs. out of touch)	90%
Productive (vs. distracted)	88%
Empowered (vs. helpless)	87%
Flexible (vs. confined)	86%
Connected (vs. overwhelmed)	86%
Excited (vs. frustrated)	85%

FIVE STEPS to creating a competitive mobile apps strategy.

5 Stay up to date with changes.

Make sure to future-proof your enterprise mobile app program by investing in and even staying ahead of changes in requirements for how apps are built and used. As your organization gains deeper app adoption and supports broader use cases, requirements will evolve—make sure to stay current with the changes.

Key among these changes is the need to connect your enterprise apps to your cloud-driven systems (like CRM, ERP, PIM, and others) and back-end data stores. And because of the proprietary nature of the information in these apps, delivering a secure experience is paramount to success.

How do you expect the enterprise mobile app industry will change in the next 12 months?

|	
Increased focus on security and privacy protection	
More cloud-driven apps	
Increased focus on user experience	
Better integration with backend systems/data	
More personalization within enterprise mobile apps	
Faster time to market	

0%   10%   20%   30%   40%   50%

TAKING ACTION:
Delivering a mobile app strategy.

The most common workflows for building enterprise apps are complicated and unwieldy, relying heavily on UX and UI designers and IT resources.

The traditional version of this entire process can be frustrating and complex, taking anywhere from nine to eighteen months to complete. At the speed that today's businesses change, that's just too much time. Look for a centralized platform that can consolidate these workflows into a cohesive process.

App Prototyping for UX Design
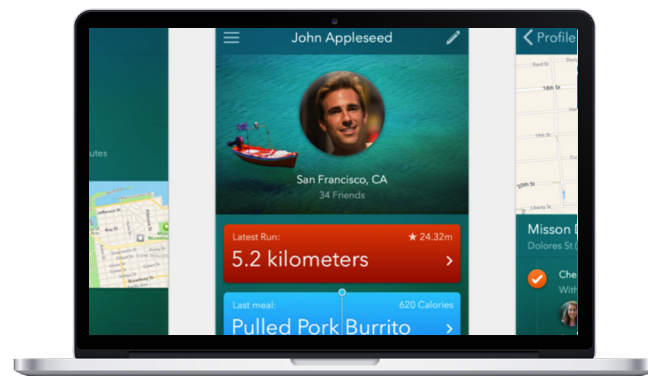
UX teams are tasked with creating app prototypes, which are then handed off to outsourced developers or over-worked IT departments.

Mobile App Development Platforms (MADPs)
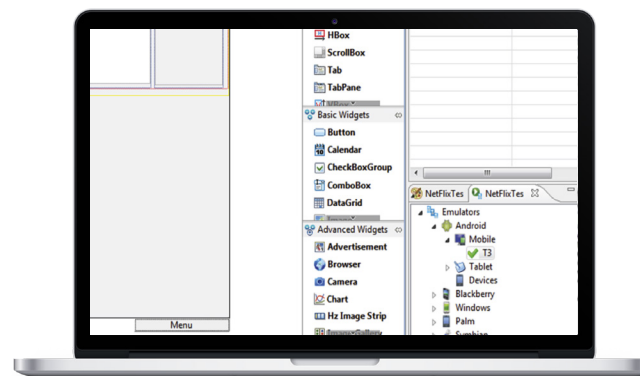
IT, who often operate with cumbersome, manual workflows, builds the app. UX and IT then attempt to synchronize desires and reality.

Point App Services

Organizations then need to research and vet the necessary services, like analytics and push notifications, and create individual partnerships with contractors and consultants who can install and maintain them.

TAKING ACTION:
Streamlining tooling and workflows.

The app workflow doesn't have to be this hard. Instead, marketers and line-of-business owners can pursue tools and technologies that address the needs of app users and the business by breaking from the traditional workflow.

It's critical to find a mobile app solution that will do the following:

Dramatically decrease time to market by putting the control of app design and content updates in the hands of marketers and line of business owners.

Integrate with content management systems to access existing content from across the enterprise and make it easy to keep your app content fresh and up to date.

Deliver a built-in set of app services that provide all you need to engage your audiences, optimize and personalize their experience, and measure the outcome.
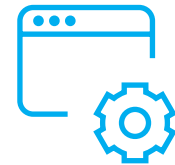
Take the heavy burden off of IT and instead include them when it's time to integrate with the systems you rely on to run your business, like CRM, ERP, and PIM.

TAKING ACTION:
Build. Manage. Measure. Optimize.

1. Build.

The process of building apps that are designed to make employees and business partners more efficient and informed needs to be fast and easy, enabling the enterprise to keep pace with the speed of business. In order to remove the complications, fragmentation, and untenable costs associated with building apps, companies need to invest in a solution that fits into their existing workflow, leverages existing content, and ties into the systems that help power business, like CRM, ERP, and more.

Most importantly, companies need to invest in a platform that allows those who have serious business challenges to solve— designers, marketers, and line-of-business owners—to own the process of creating and updating apps.

2. Manage.

While apps are proving to be valuable business tools, companies can quickly become overburdened with the management of hundreds of apps proliferating across the enterprise.

Controlling all app management under one roof gives companies the power to update content seamlessly across the organization. Having central control of apps means easily performing updates without wasting time and money.

Managing multiple versions and types of apps can be a time-consuming and expensive headache, but using a centralized management system for existing and new apps, whether native or hybrid, can lead to a reduction in cost over the lifetime of the app.

3. Measure.

Built-in analytics can deliver a treasure trove of information, giving you unprecedented insight into how often employees access and actively use apps, which content or products are most compelling, how effective your engagement strategies are and more. You also gain important information for strategic planning, instead of updates being driven by speculation and anecdotes. With analytics, organizations can make data-driven decisions that best serve the needs of the business.
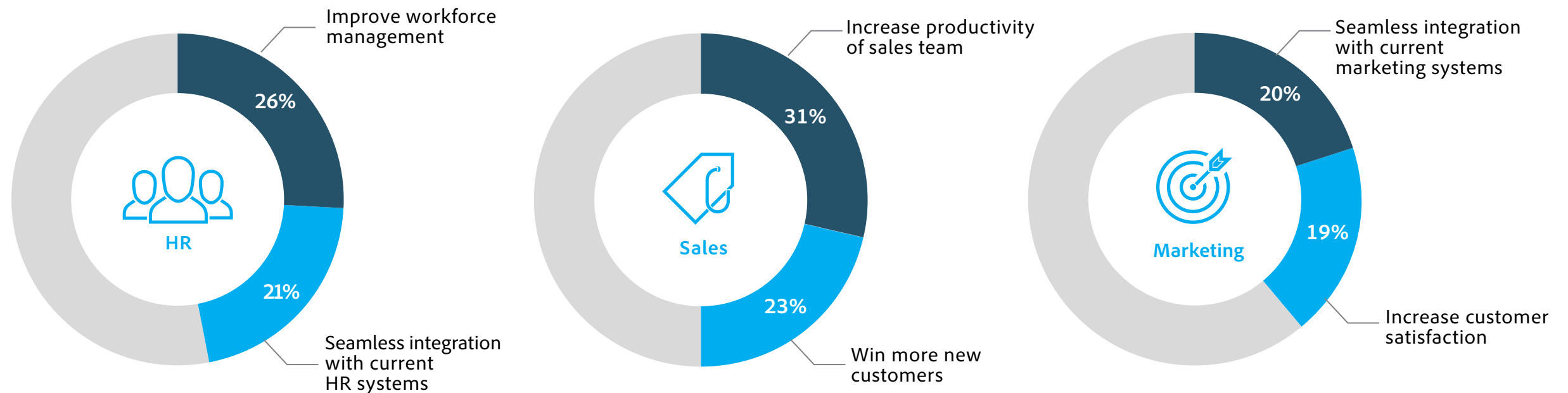
4. Optimize.

Having access to built-in tools that deliver personalization and optimize the experience means a greater ability to ensure that the company is getting the best return on investment possible. By using push notifications or in-app messaging with deep links, audiences can be alerted about new content that drives them straight to what needs to be seen.

Delivering specific messages to specific audiences streamlines the process of internal memos or notifications, and up-todate content eliminates mistakes. This level of optimization helps an enterprise harness productivity potential.

Companies **WIN BIG** with <u>enterprise</u> apps.

Enterprise apps can deliver a winning strategy to your organization, including efficiencies, revenue, and workforce productivity.

Top choices for "biggest win" in your ideal enterprise mobile app?

HR
- Improve workforce management — **26%**
- Seamless integration with current HR systems — **21%**

Sales
- Increase productivity of sales team — **31%**
- Win more new customers — **23%**

Marketing
- Seamless integration with current marketing systems — **20%**
- Increase customer satisfaction — **19%**

You can go to the NEXT LEVEL.

Clearly we are at a a point of inflection for the adoption of apps as tools within the enterprise. The majority of firms have now adopted apps as training, productivity, and communication tools.

Additionally, firms are reporting significant ROI, increasing investments, and direct competitive advantage from their investments. However, there are reported challenges and potential roadblocks. Consider the five steps outlined in this report as a guide to improving your investments and taking the productively of your enterprise apps program to the next level.

ADOBE can help.

Adobe offers solutions that can help you manage and deliver engaging mobile app experiences quickly and painlessly. Adobe Experience Manager Mobile provides everything you need to quickly build, manage, deliver, and optimize powerful apps for business. It works with the systems you have and because it's part of Adobe Marketing Cloud, it integrates perfectly with all of Adobe's cloud solutions. So it's easy to gain insights from analytics and personalize your app experiences. With Experience Manager Mobile, you can create the apps that audiences care about:

- **Leverage content for mobile:** You'll be able to populate your apps easily with existing content from other sources, such as your CMS system or product database including AEM Sites and AEM Assets. We also support a wide variety of formats, including HTML, InDesign, PDF, and Microsoft PowerPoint.

- **Build and extend apps:** Using intuitive design tools and frameworks for iOS, Android, and Windows, designers and marketers can quickly create beautiful screens and nuanced navigational structures, all backed by native working code.

- **Easily manage apps:** Keep your content up-to-date by keeping control in the hands of your content creators. Push new content to your app without resubmissions or reinstallations and without involving IT or developers.

- **Engage, measure, and optimize:** Deliver push notifications and in app messages without hassle and track campaign performance, including social sharing. And setting up Adobe Analytics is fast and painless. There's no need to integrate inefficiently with multiple vendors or solution providers to be able to see what's working and how.

You'll reduce app management costs and time to market, beating today's inefficient workflows. And you'll collect relevant customer insights along the way, continuing to move onward—and upward.

Sound good? Learn more >

Methodology.

Edelman Intelligence conducted a five-country online survey on enterprise mobile apps, including respondents from the United States, Germany, United Kingdom, China, and India. In this report, data is presented based on the global sample.

Who?

HR, sales, and marketing managers+ working at organizations with 1,000+ employees and who have budget influence for their department.

How many?

US: 500
UK: 250
INDIA: 250
CHINA: 250
GERMANY: 250

How?

20-Minute Online Quantitative Survey

When?

July 25, 2016 – August 12, 2016

What counts?

Margin of error is:

±4.4% in the US

±6.2% in all other countries

All survey data was collected from those with budget influence for their department.. In addition, ROI data in the survey was collected specifically from those with influence over the purchase/usage of enterprise mobile apps.