

ENTERPRISE MOBILITY MANAGEMENT

MORE PRODUCTIVE MOBILE USERS.
MORE EMPOWERED IT.

3.5
MILLION

SMARTPHONES
deployed globally
by 2019¹

\$189
BILLION

TO ENGINEER
mobile platforms and
processes in 2017²

2.2
BILLION

MOBILE USERS
by 2018 —
80% of email users³

Source¹: Forrester Research, Inc., *Forrester Research World Mobile And Smartphone Adoption Forecast, 2014 To 2019 (Global: 2014)*

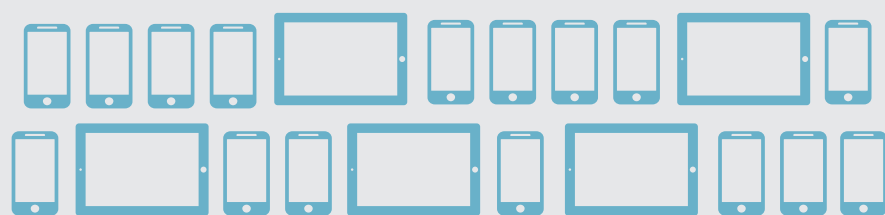
Source²: Matt Asay, 2015: *The Year Of The Mobile Singularity, 2014*

Source³: The Radicati Group, *Mobile Statistics Report, 2014*

3 MARKET TRENDS AND MOBILE OPPORTUNITIES

1.

Users want **ANY APP ON ANY DEVICE**



1.9B

POTENTIAL SMARTPHONE AND TABLET APPS
equal to 188M public websites
+ 188M internal websites
x 5 tasks per site

1M

IS THE NUMBER OF APPS WE HAVE TODAY
a ratio of almost 2,000:1⁴

Source⁴: Ted Schadler, *Plugging the Mobile App Gap, 2013*

2.

Need for a **MOBILE-CLOUD ARCHITECTURE**

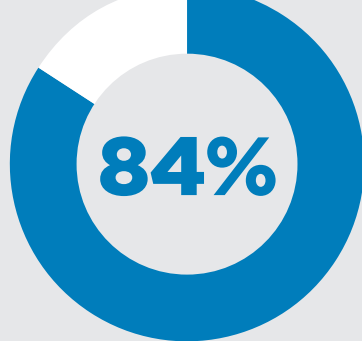


MORE THAN HALF OF CIOs SURVEYED
ranked "Achieving seamless user interaction
across devices" a top priority⁵

Source⁵: Teena Hammond, *82 percent of IT leaders consider security a top priority, 2014*

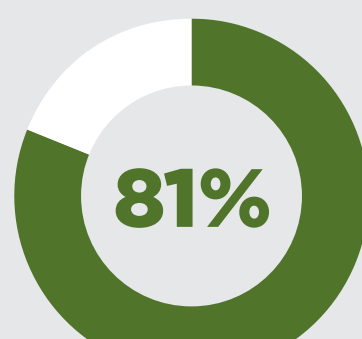
3.

Leverage mobility as a **BUSINESS PLATFORM**



RATED MOBILE SOLUTIONS
as a critical investment to get
closer to customers⁶

USE MOBILE TECHNOLOGY
to "fundamentally change the way
their organizations do business"⁷



Source⁶: IBM Institute for Business Value, *The Individual Enterprise, 2014*

Source⁷: IBM Global Business Services, *The "Upwardly Mobile" Enterprise, 2013*

TODAY'S MARKET CHALLENGES

INCREASING
mobile workforce

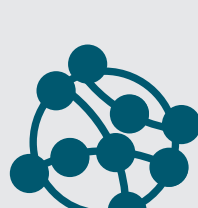
PROLIFERATION
of mobile devices

MAINTAINING
security and
compliance

ENABLING
critical applications



WHY ENTERPRISE MOBILITY MANAGEMENT?



Managing multiple
point solutions
NEED TO CONSOLIDATE



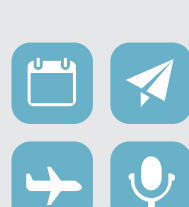
Limited IT resources
DO MORE WITH LESS



Growing mobility
deployment
GROWING SECURITY RISK



Adapt infrastructure
to mobile
EXTEND ROI



Workflows driven from
MISSION-CRITICAL APPS

AIRWATCH® EMPOWERS PRODUCTIVITY

Enable End Users with a **DIGITAL WORKSPACE**



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