ENTERPRISE MOBILITY MANAGEMENT

MORE PRODUCTIVE MOBILE USERS.
MORE EMPOWERED IT.

3.5 BILLION
SMARTPHONES deployed globally by 2019[1]

$189 BILLION
TO ENGINEER mobile platforms and processes in 2017[2]

2.2 BILLION
MOBILE USERS by 2018 — 80% of email users[3]

Source[1]: Forrester Research, Inc., Forrester Research World Mobile And Smartphone Adoption Forecast, 2014 To 2019 (Global, 2014)
Source[2]: Matt Asay, 2015, The Year Of The Mobile Singularity, 2014
Source[3]: 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 2,000:1[4]

Source[4]: 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 priority[5]

Source[5]: Teena Hammond, 82 percent of IT leaders consider security a top priority, 2014

3. Leverage mobility as a **BUSINESS PLATFORM**

84%
RATED MOBILE SOLUTIONS
as a critical investment to get closer to customers[6]

81%
USE MOBILE TECHNOLOGY
to "fundamentally change the way their organizations do business"[7]

Source[6]: IBM Institute for Business Value, The Individual Enterprise, 2014
Source[7]: 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**

One **IDENTITY**

Seamless content **COLLABORATION**

Anywhere access to corporate **RESOURCES**

Broadest device **CHOICE**

Suite of productivity and **BUSINESS APPLICATIONS**

Ability to **SELF SERVICE**

To learn more about **Enterprise Mobility Management** solutions from AirWatch, visit
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