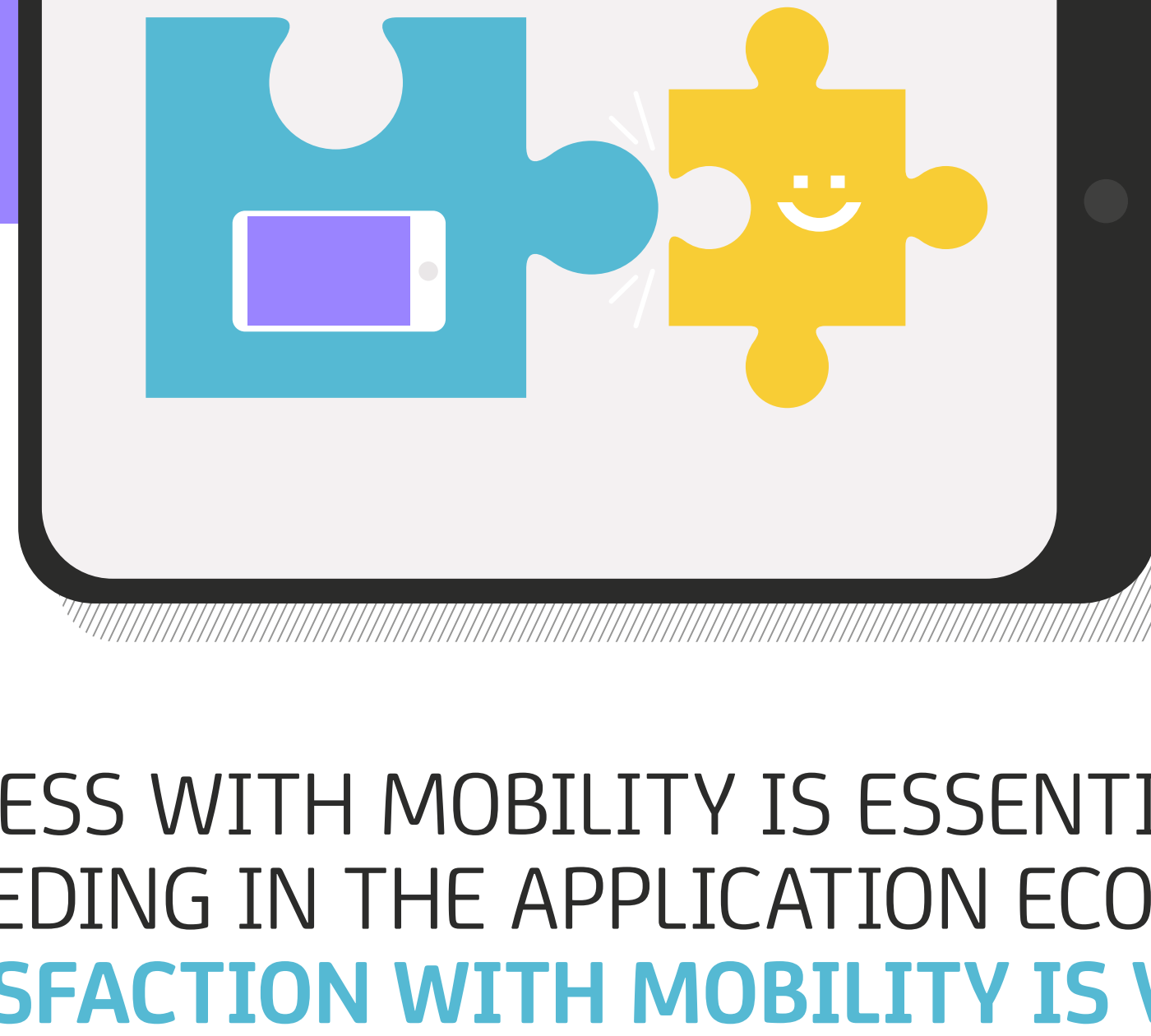


HOW TO SOLVE THE MOBILITY CUSTOMER EXPERIENCE PUZZLE



SUCCESS WITH MOBILITY IS ESSENTIAL TO SUCCEEDING IN THE APPLICATION ECONOMY... YET **SATISFACTION WITH MOBILITY IS VERY LOW**

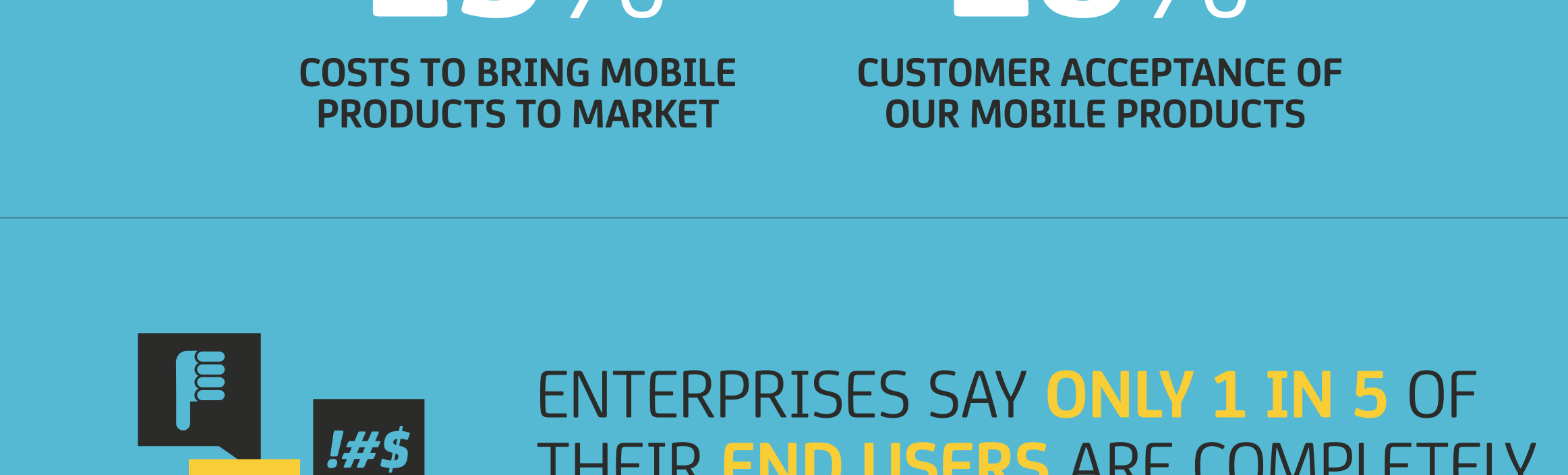
THE PUZZLING REALITY ABOUT MOBILITY



ON AVERAGE ONLY **1 IN 4**

SENIOR IT AND BUSINESS EXECUTIVES ARE **COMPLETELY SATISFIED** WITH THEIR MOBILITY INITIATIVES

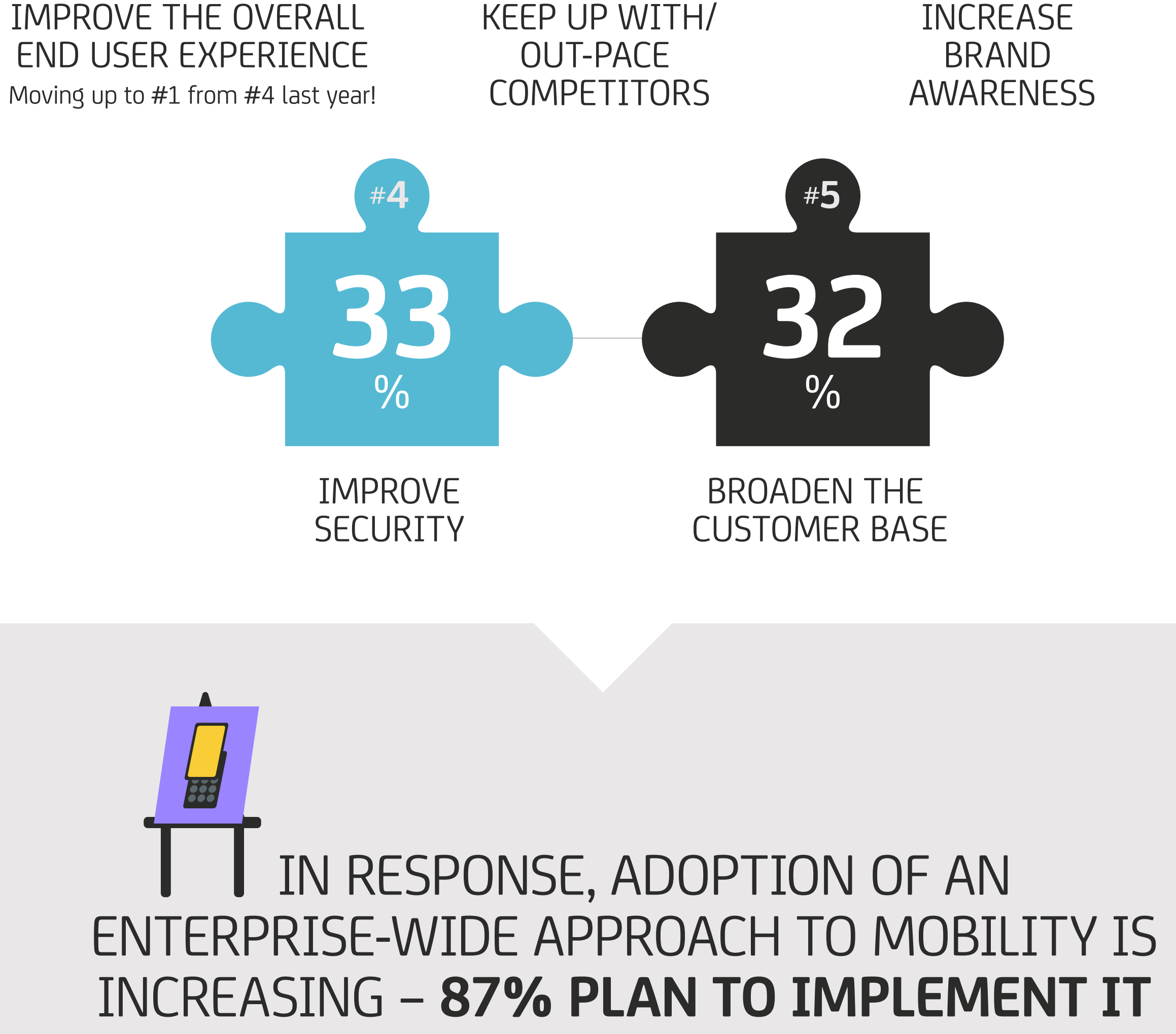
PERCENT OF EXECUTIVES COMPLETELY SATISFIED



ENTERPRISES SAY **ONLY 1 IN 5** OF THEIR **END USERS** ARE COMPLETELY SATISFIED WITH THEIR MOBILITY PRODUCTS OR SERVICES.

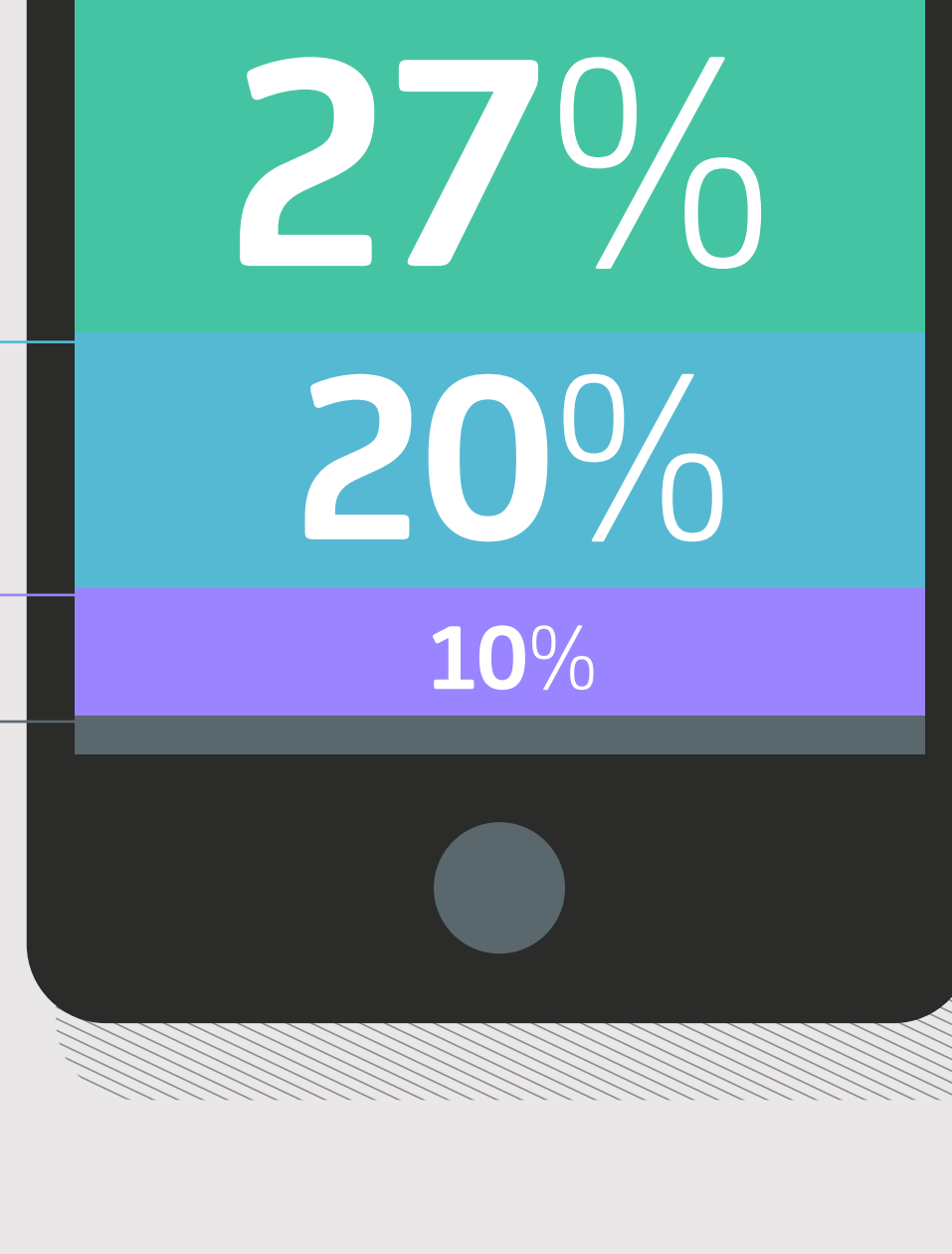
IMPROVING THE OVERALL CUSTOMER EXPERIENCE IS ONE OF THE TOP PRIORITIES OF ENTERPRISES WORLDWIDE AND HAS SIGNIFICANTLY GROWN IN IMPORTANCE OVER THE LAST YEAR.

TOP 5 PRIORITIES FOR YOUR ORGANIZATION'S MOBILITY PROJECTS



IN RESPONSE, ADOPTION OF AN ENTERPRISE-WIDE APPROACH TO MOBILITY IS INCREASING – **87% PLAN TO IMPLEMENT IT WITHIN TWO YEARS** VERSUS 78% IN 2013

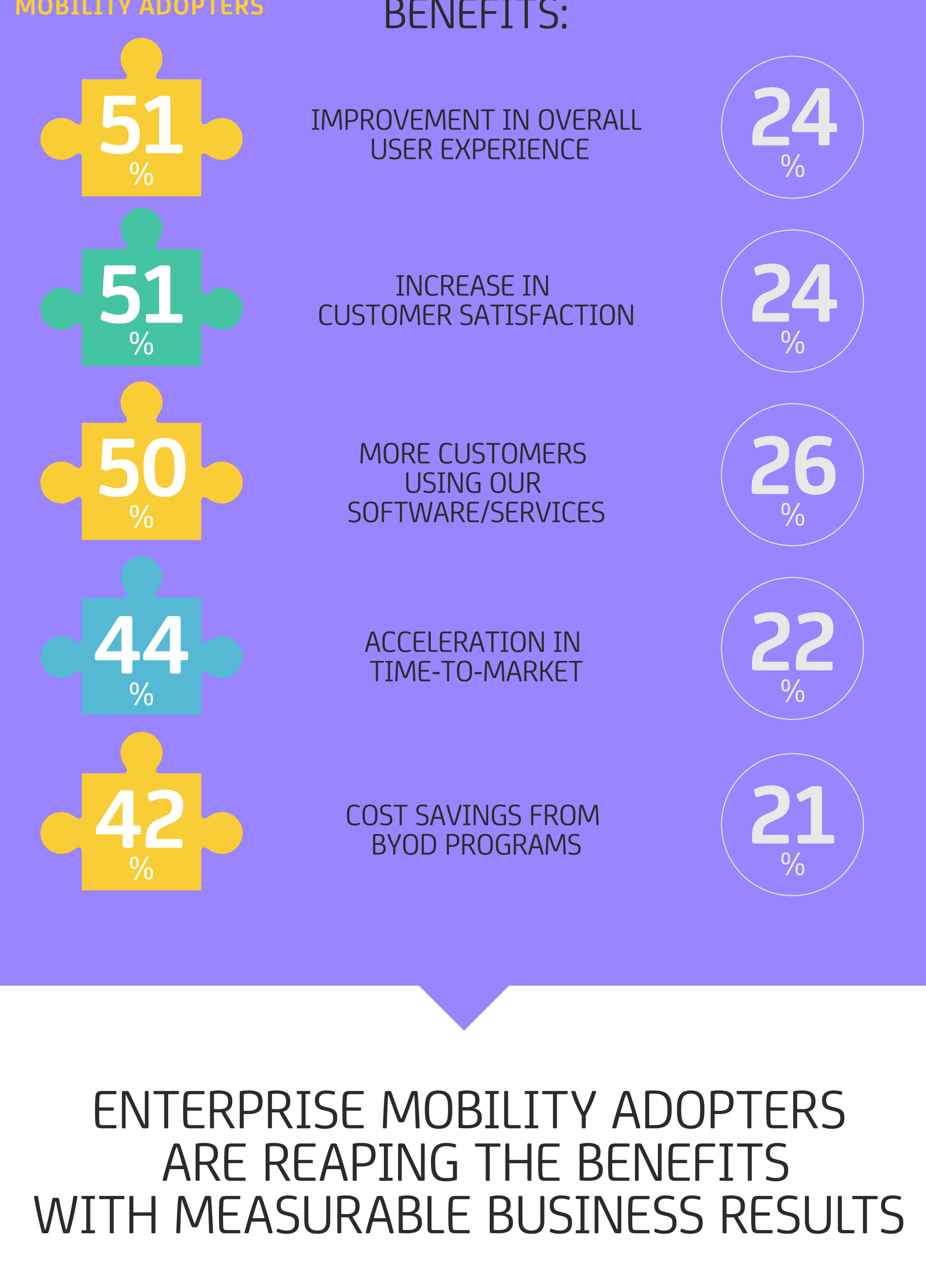
- HAVE ENTERPRISE MOBILITY STRATEGY NOW
- WILL HAVE WITHIN 1 YEAR
- WILL HAVE WITHIN 2 YEARS
- WILL HAVE >2 YEARS
- NEVER WILL HAVE 3%



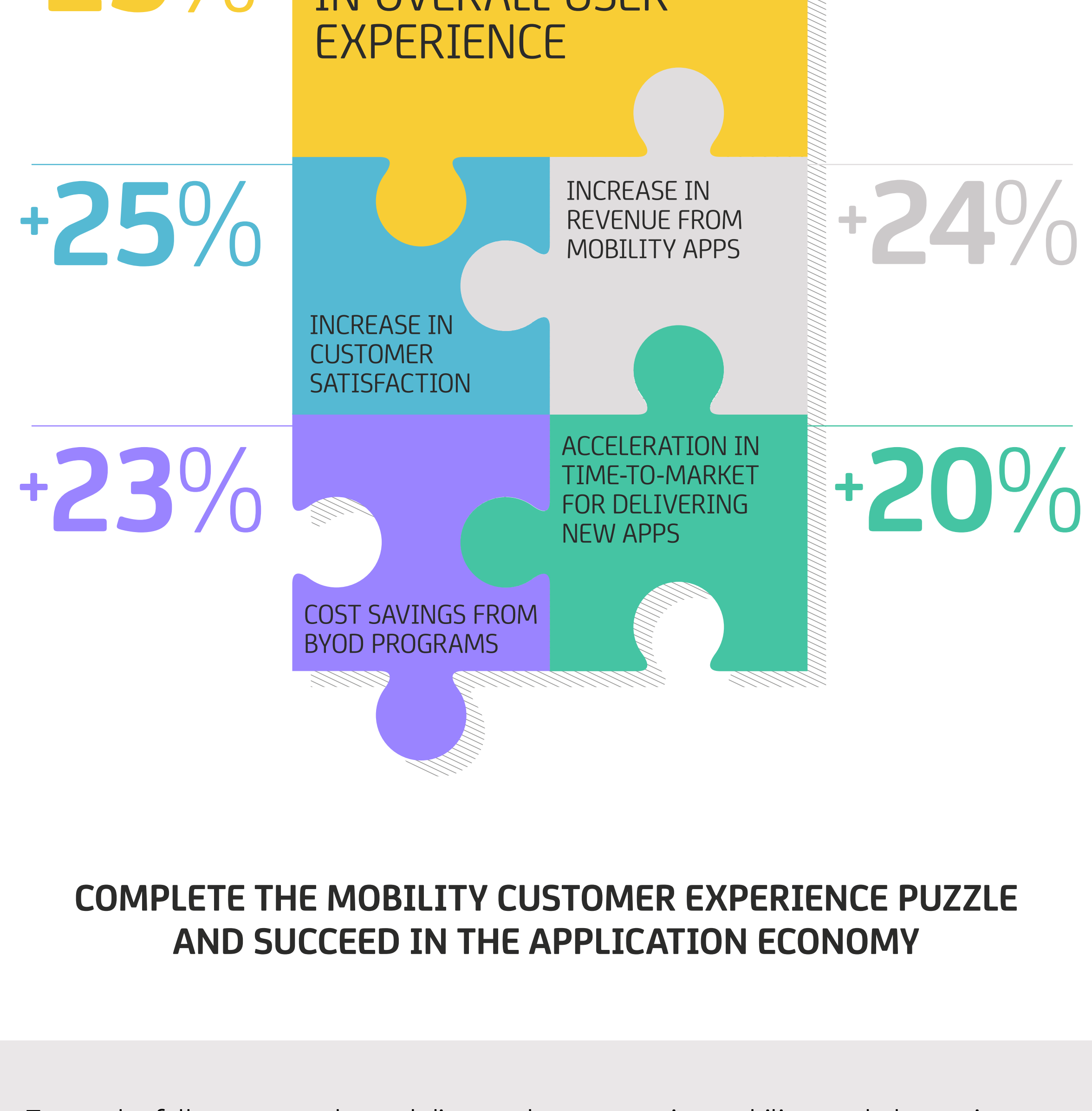
THE BENEFITS TO AN ENTERPRISE MOBILITY APPROACH ARE SIGNIFICANT



PUTTING THE PIECES TOGETHER



ENTERPRISE MOBILITY ADOPTERS ARE REAPING THE BENEFITS WITH MEASURABLE BUSINESS RESULTS



COMPLETE THE MOBILITY CUSTOMER EXPERIENCE PUZZLE AND SUCCEED IN THE APPLICATION ECONOMY

To see the full survey results and discover how enterprise mobility can help you improve your customers' mobile experience and succeed in the application economy

Download the research paper
"Mobility: Why Your Customers Aren't Satisfied and What to Do About It"

This global research study was commissioned by CA Technologies and conducted by Vanson Bourne in July 2014. A total of 1,425 senior business and it executives were surveyed.

