



# INDUSTRY SURVEY

*Conducted by IT World Canada in concert with The Strategy Institute*

**IT WORLD CANADA**



### About the Survey:

Mobile technology is revolutionizing the contemporary enterprise, freeing employees from their offices and allowing them to work in the field, on the road, and at home. This survey addresses the issues that accompany the increased use of mobile technology within the enterprise, including:

- The rate of adoption of mobile technologies and solutions
- The business drivers of mobile technology adoption
- The perceived benefits of mobile technology
- The risks and challenges associated with mobile technology

The results of this survey will be a key discussion point at the Mobile Enterprise Strategies Summit, October 23-24, 2013, at the Old Mill Inn, Toronto. For more information, or to register for this important conference, visit [www.mobileenterprisecanada.com](http://www.mobileenterprisecanada.com).

### Market Focus:

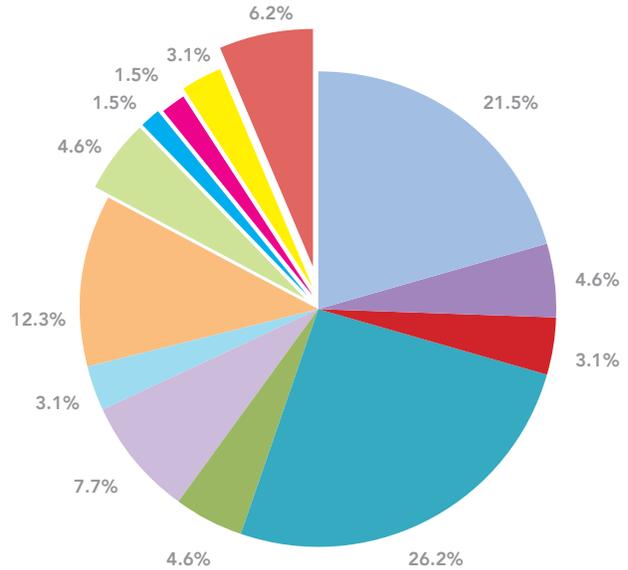
This survey targeted technology decision-makers at enterprises in the following sectors:

- Government (Federal, Provincial, Municipal)
- Private Corporation
- Transportation & Logistics
- Healthcare & Pharmaceutical
- Banking / Finance / Insurance
- Energy & Utilities
- Telecom
- Enterprise Solutions Provider
- Software Provider
- Wireless Carrier
- Device Manufacturer
- MDM Solutions Provider
- Application Developer
- Data Security Provider
- Consultant / Law Firm / Advisor

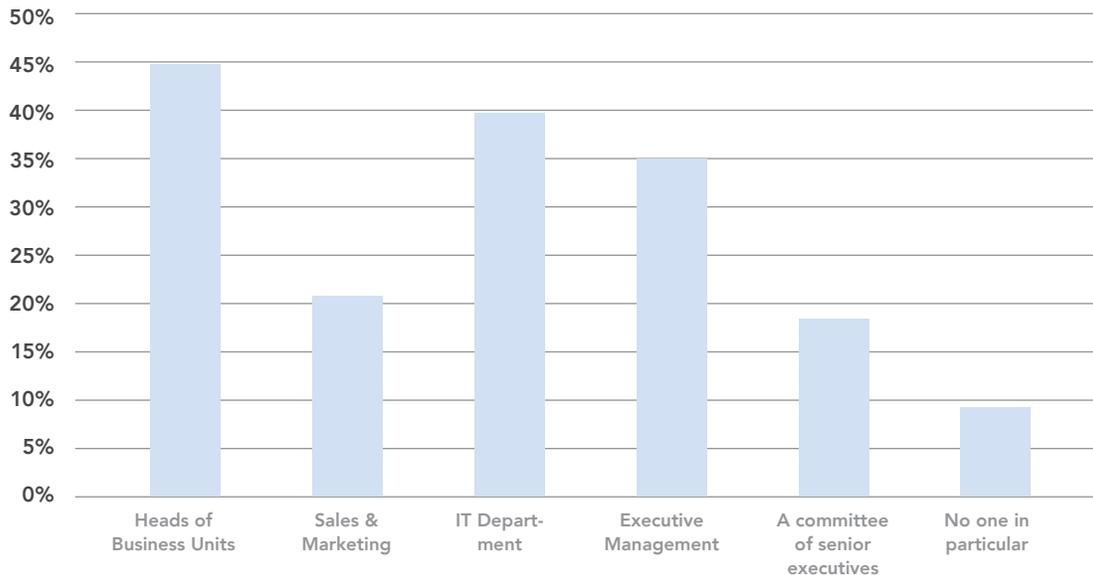
If you are interested in receiving further information, industry updates and market insights on this subject from the Strategy Institute, please write to [customercare@strategyinstitute.com](mailto:customercare@strategyinstitute.com) with the following subject line: "Enterprise Mobility Trends in Canada"

### Enterprise Mobility Trends in Canada - Industry Survey

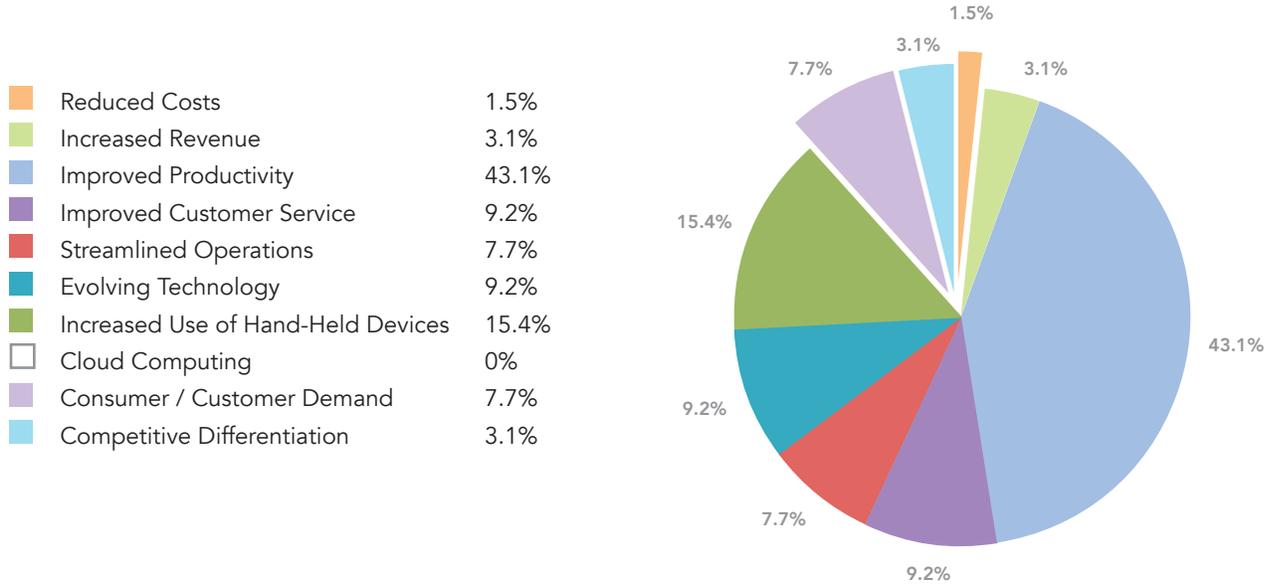
Government (Federal, Provincial, Municipal)	21.5%
Private Corporation	4.6%
Transportation & Logistics	3.1%
Healthcare & Pharmaceutical	26.2%
Banking / Finance / Insurance	4.6%
Energy & Utilities	7.7%
Telecom	3.1%
Enterprise Solutions Provider	12.3%
Software Provider	4.6%
Wireless Carrier	1.5%
Device Manufacturer	0.0%
MDM Solutions Provider	1.5%
Application Developer	3.1%
Data Security Provider	0.0%
Consultant / Law Firm / Advisor	6.2%



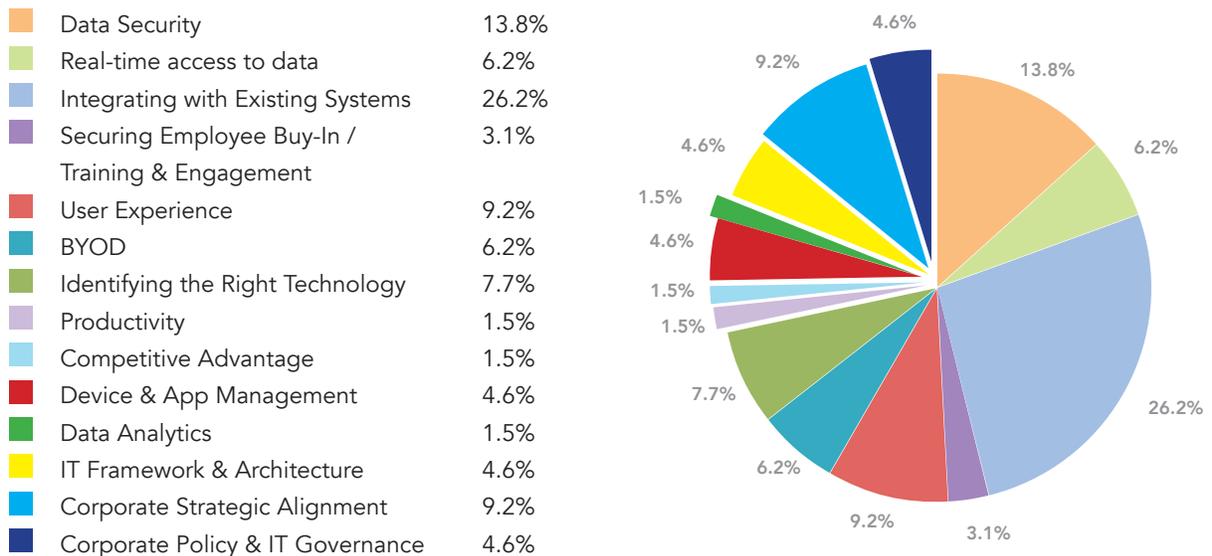
### Which of the following roles are driving the use of mobile solutions in your organization?



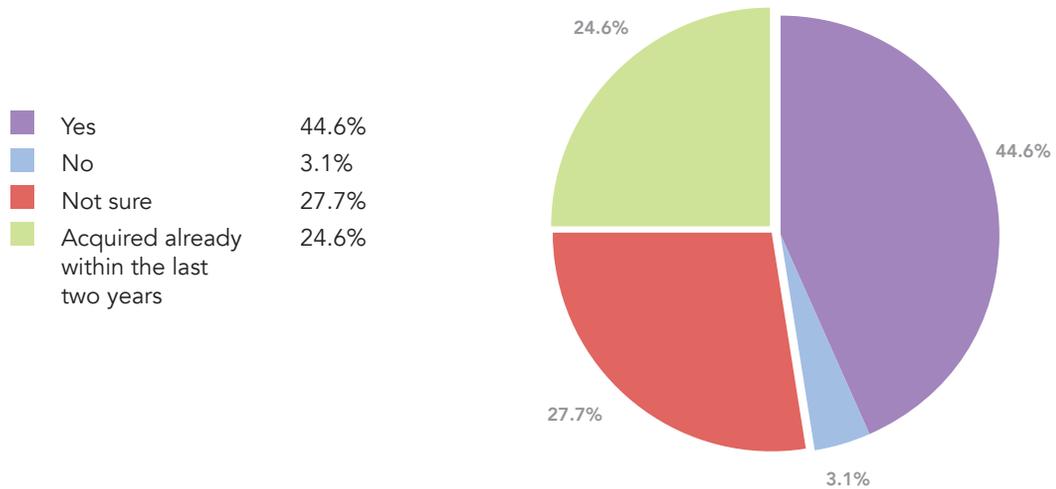
### What, in your opinion, is the biggest driver for investing in mobile and wireless technologies?



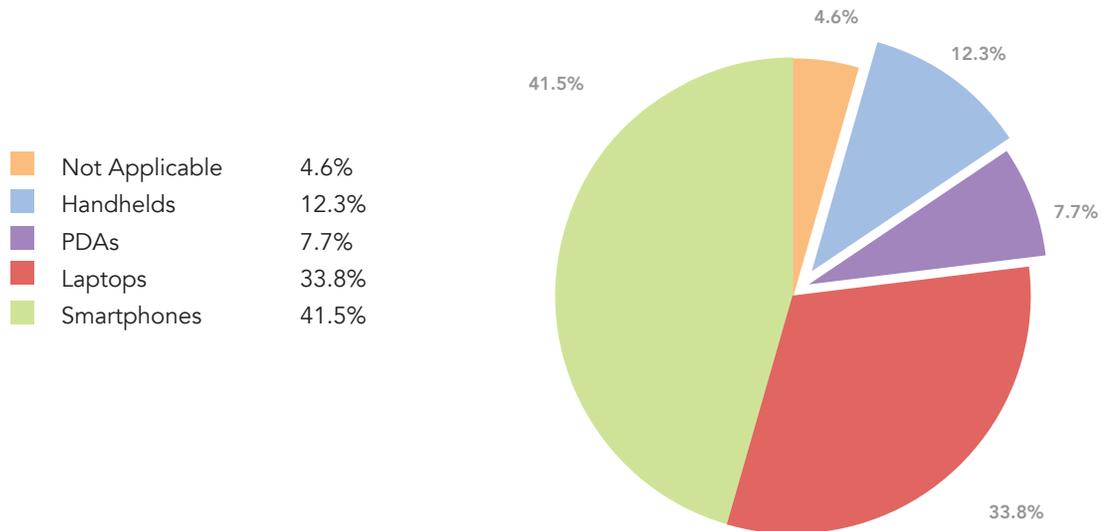
### What is your biggest 'mobile' challenge as an organization today?



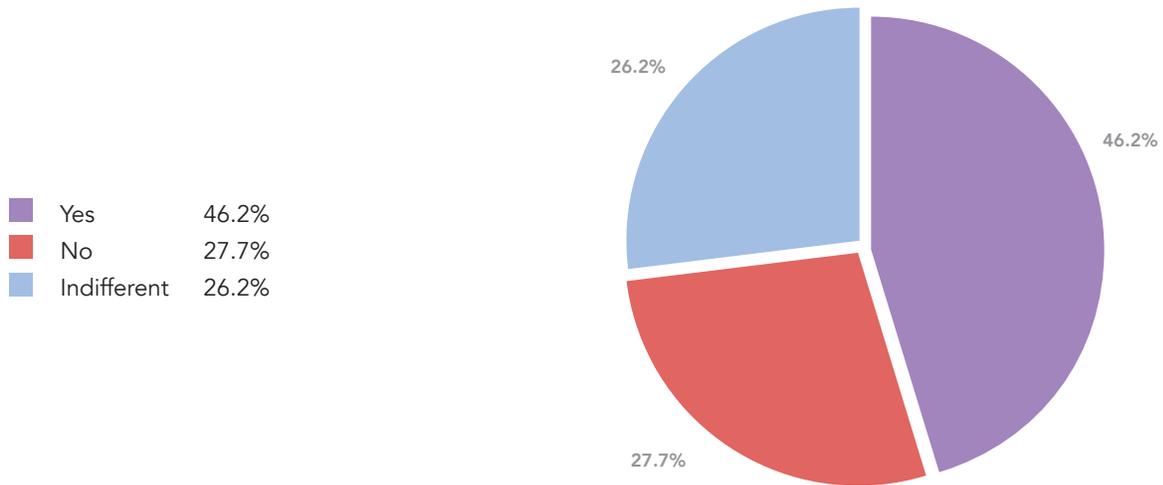
### Is your organization looking to invest in Enterprise Mobility solutions or technology over the next two years?



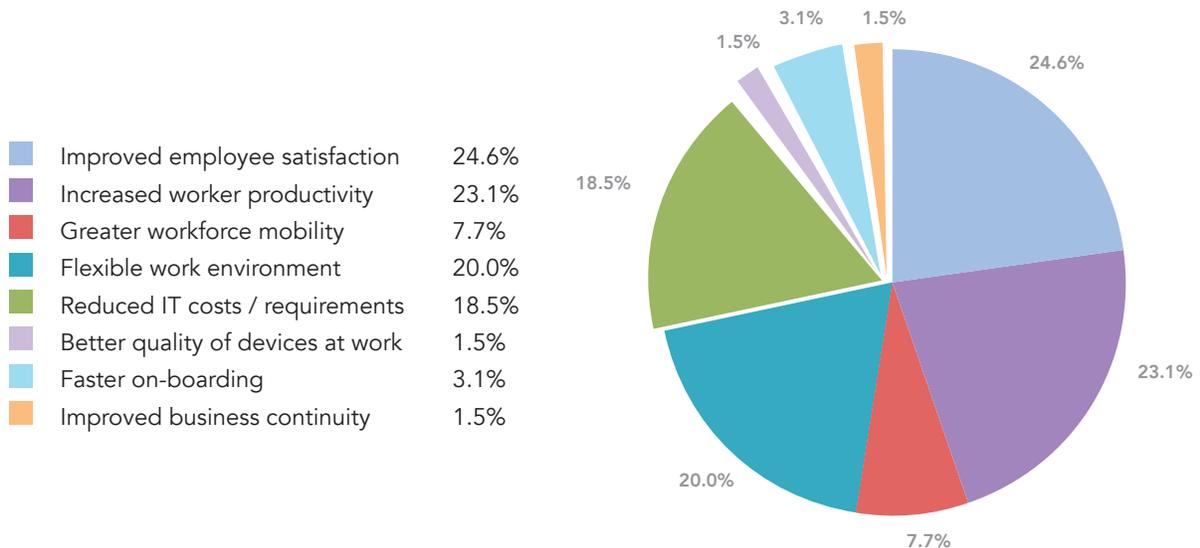
### Which devices is your workforce utilizing in the field?



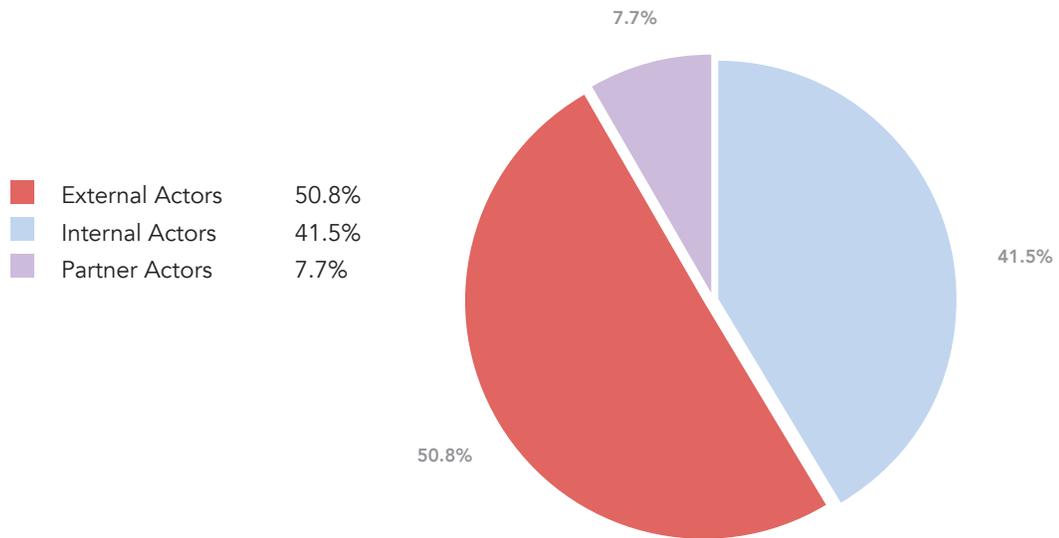
**Does BYOD (Bring Your Own Device) make Enterprise Mobility a tightrope walk in your corporate culture?**



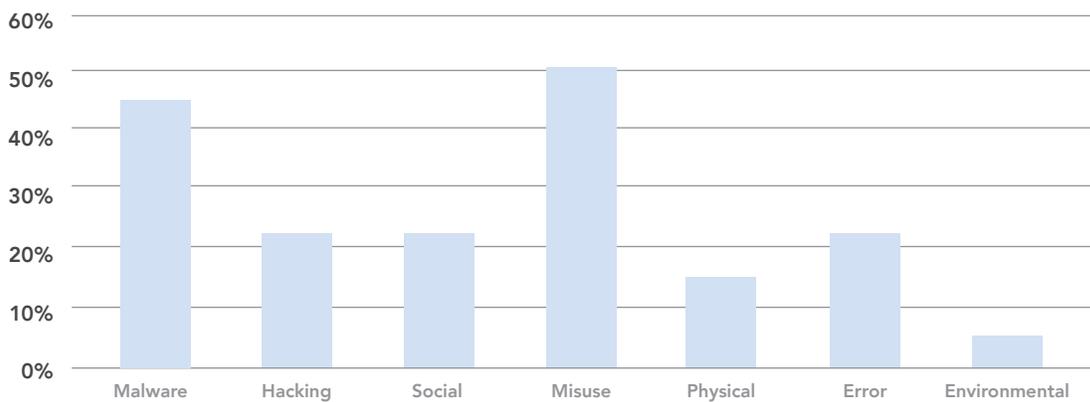
**What, in your opinion, is the biggest benefit that BYOD can bring to a Mobile Enterprise?**



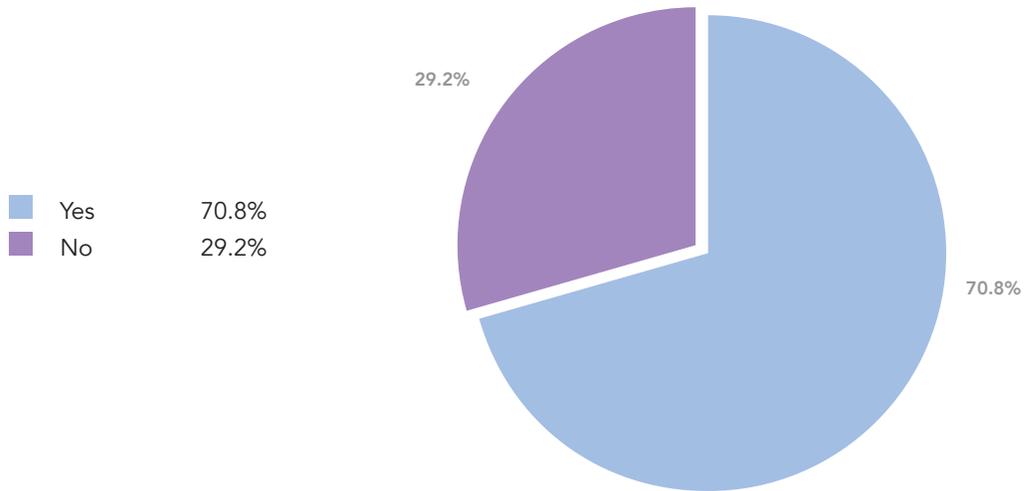
### What do you think are the biggest threat actors to enterprise data security?



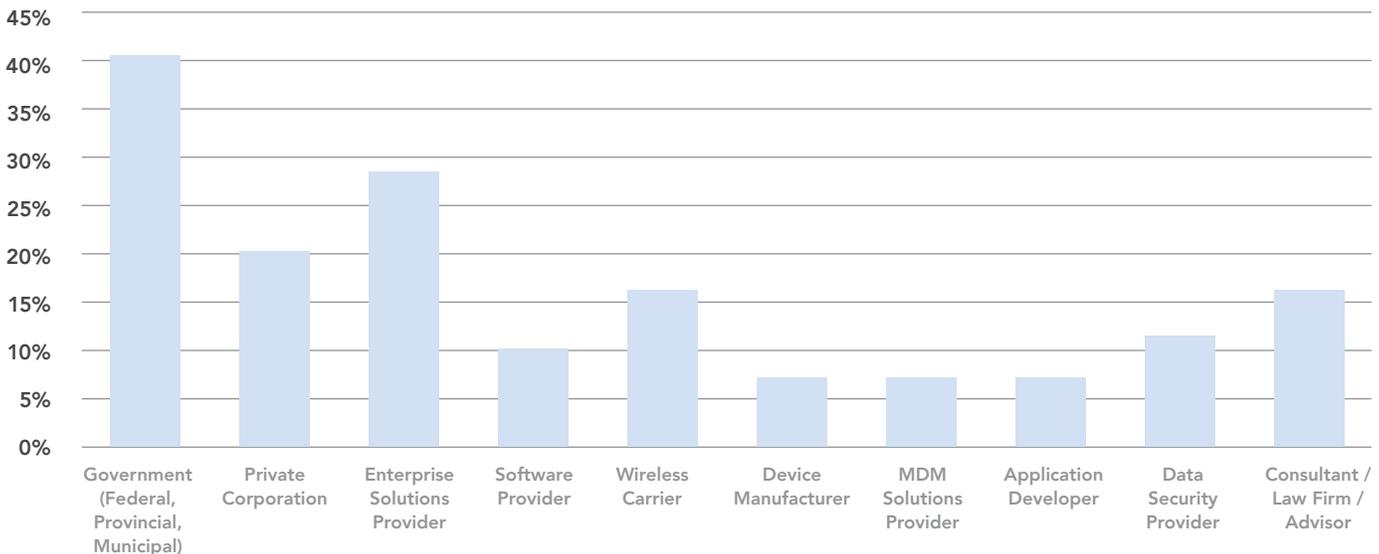
### What threat actions do you face more frequently?



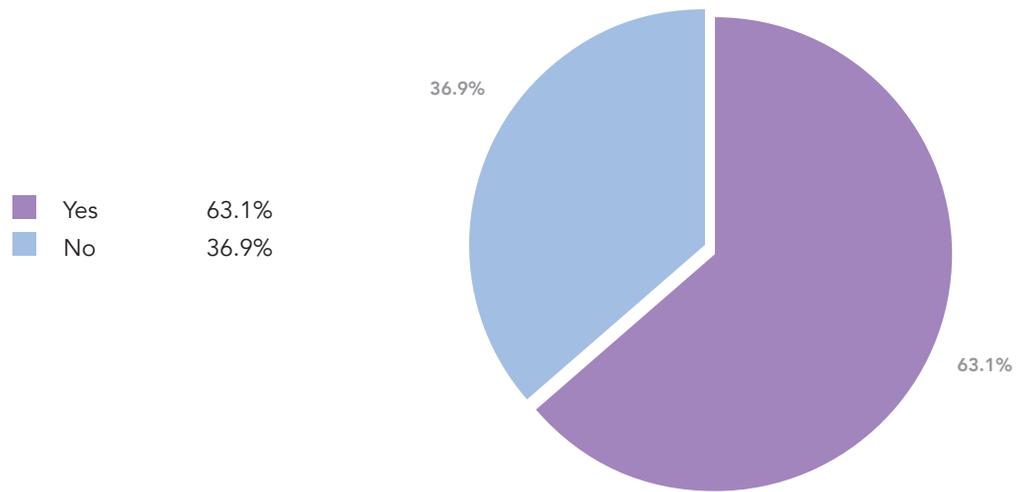
**Does your organization support and/or operate with comprehensive IT Governance policies and procedures?**



**If given an opportunity, whom would you like to meet next to discuss issues you've highlighted in the above questions?**



Would you consider an opportunity to meet with an expert or a key decision-maker from this sector?





# The Second Annual MOBILE ENTERPRISE

Strategies Summit

Maximize Productivity | Drive Competitive Advantage | Hone Device and App Management | Strengthen Security  
Generate Cost Savings | Exploit Data Analytics | Enhance User Experience | Improve Training and Employee Engagement

Wednesday, October 23rd and Thursday, October 24th, 2013 | Old Mill Inn & Spa | Toronto, ON

## Hear from these Leaders:



**Attila Barta, Ph.D.,**  
*Head of Architecture PCG  
and BMO Insurance,*  
**BMO Financial Group**



**David Wallace,**  
*CIO,*  
**University of Waterloo**



**Sergio Jerez Rico,**  
*Mobile & eGovernment Director,*  
**Barcelona City Council, Spain**



**David Del Giudice,**  
*Chief Architect, Enterprise IS,*  
**AstraZeneca**



**Laurie Boulden,**  
*PMP, Supervisory Management  
and Program Analyst,*  
**US Department of Homeland  
Security**

## Source insights from 12 LOCAL, NATIONAL AND INTERNATIONAL mobile IT leaders:

- |                      |  |
|----------------------|--|
| 1. TELUS             | 7. U.S. Department of Homeland Security (DC)     |
| 2. AztraZeneca       | 8. GE Capital (Chicago)                          |
| 3. Altus Group       | 9. BMO Financial Group                           |
| 4. City of London    | 10. University of Waterloo                       |
| 5. City of Windsor   | 11. Barcelona City Council (Spain)               |
| 6. SickKids Hospital | 12. The Global Enterprise Mobility Alliance (UK) |

## Source 12 innovative mobile solutions for your organization:

- App Development & Management:** Standards, processes and governance model
- Mobile Data Analytics:** Improve enterprise productivity and decision-making
- Policies, Procedures & Templates:** Source process/don't reinvent the wheel
- User Experience:** Intuitive interfaces to increase employee engagement
- IT Framework & Architecture:** Lessons from public and private sectors
- Mobile Device Management:** Reduce support costs and business risks
- Security Best Practices:** Protect your data to avert threats and breaches
- Training & Engagement:** Build employee mobile capacity for greater output
- Backend Integration:** Eliminate redundant processes to save costs and time
- Cost Savings:** Identify opportunities to stretch your budget
- Strategic Alignment:** Support business objectives vis-à-vis your IT strategy
- Competitive Advantage:** Drive your business edge through mobile platforms



Association Partners:



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## Mobile enterprise is one of the **MOST IMPORTANT** issues facing CIOs, CTOs and IT executives now!

### Source solutions to your challenges on apps, devices, infrastructure, and data now.

Realize cost savings, boost employee productivity, improve service delivery, and ensure your organization's competitive advantage and future.

Designed uniquely to give you the solutions you need today. With a stellar line of CIOs, CTOs and top IT executives, hear real-world examples of the latest challenges and solutions. Get ideas, tips and insights to plan, implement, execute, and support your mobile enterprise initiatives in 2014 and beyond.

Reduce your costs and business risks with effective mobile device management strategies. Source the framework, processes, and best practices for enterprise app development and management. Create consistent and user-friendly interfaces across platforms to increase engagement and productivity.

On a strategic and operational level, see how mobile data analytics can improve business intelligence and decision-making. In addition, realize the business advantages possible through mobile enterprise.

Hear lessons learned from national and international IT leaders. Network with your peers from the public and private sector and exchange knowledge to advance IT practices.

Gain a clear vision on how you can meet the needs of your organization and users without compromising your IT priorities and budget.

**Your first step, this summit!**

### Source 12 innovative mobile solutions for your organization:

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2. **Mobile Data Analytics:** Improve enterprise productivity and decision-making
3. **Policies, Procedures & Templates:** Source process/don't reinvent the wheel
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