Enterprise mobile applications - the 'convergence of everything'
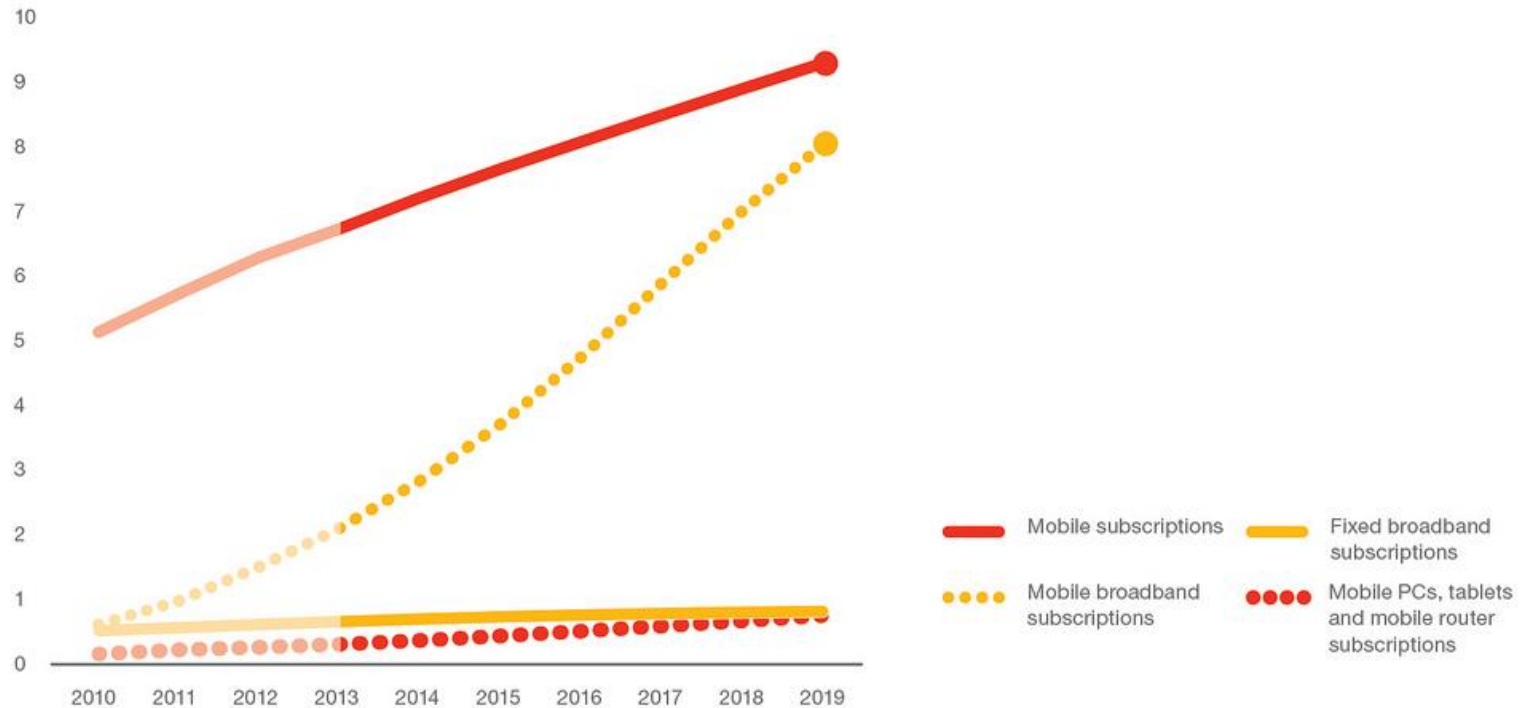
Brian Williamson
techUK, The future of enterprise applications
15 May 2014

Most connections will be mobile globally
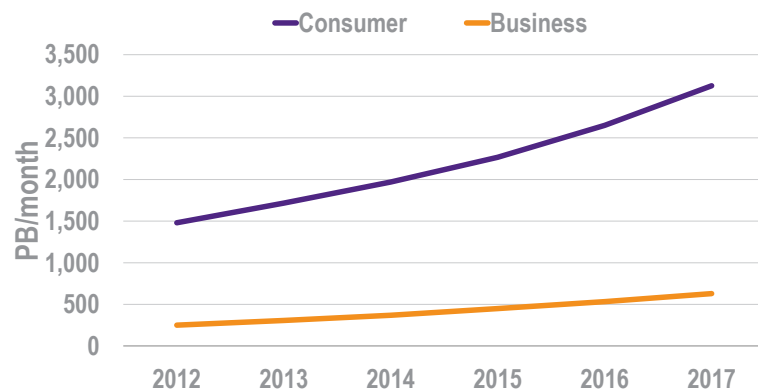
Subscriptions/lines (billion)

Source: Ericsson (November 2013)

Legend:
- Mobile subscriptions
- Fixed broadband subscriptions
- Mobile broadband subscriptions
- Mobile PCs, tablets and mobile router subscriptions

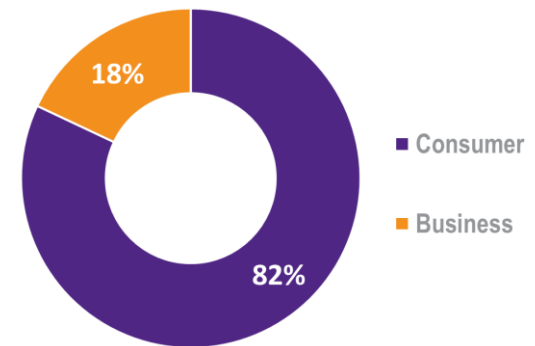The centre of gravity for application development is shifting to mobile

Most traffic is consumer traffic

UK consumer and business IP traffic

Source: Plum Consulting, Cisco

Share of mobile data traffic by category
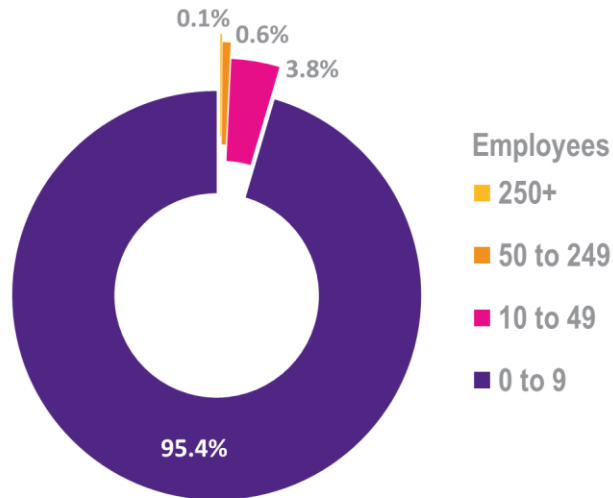

Source: Plum Consulting,Cisco

Though consumer traffic includes access to enterprise services

Most enterprises are small + consumerization of IT

Most enterprises are small

0.1% 0.6%
3.8%
95.4%

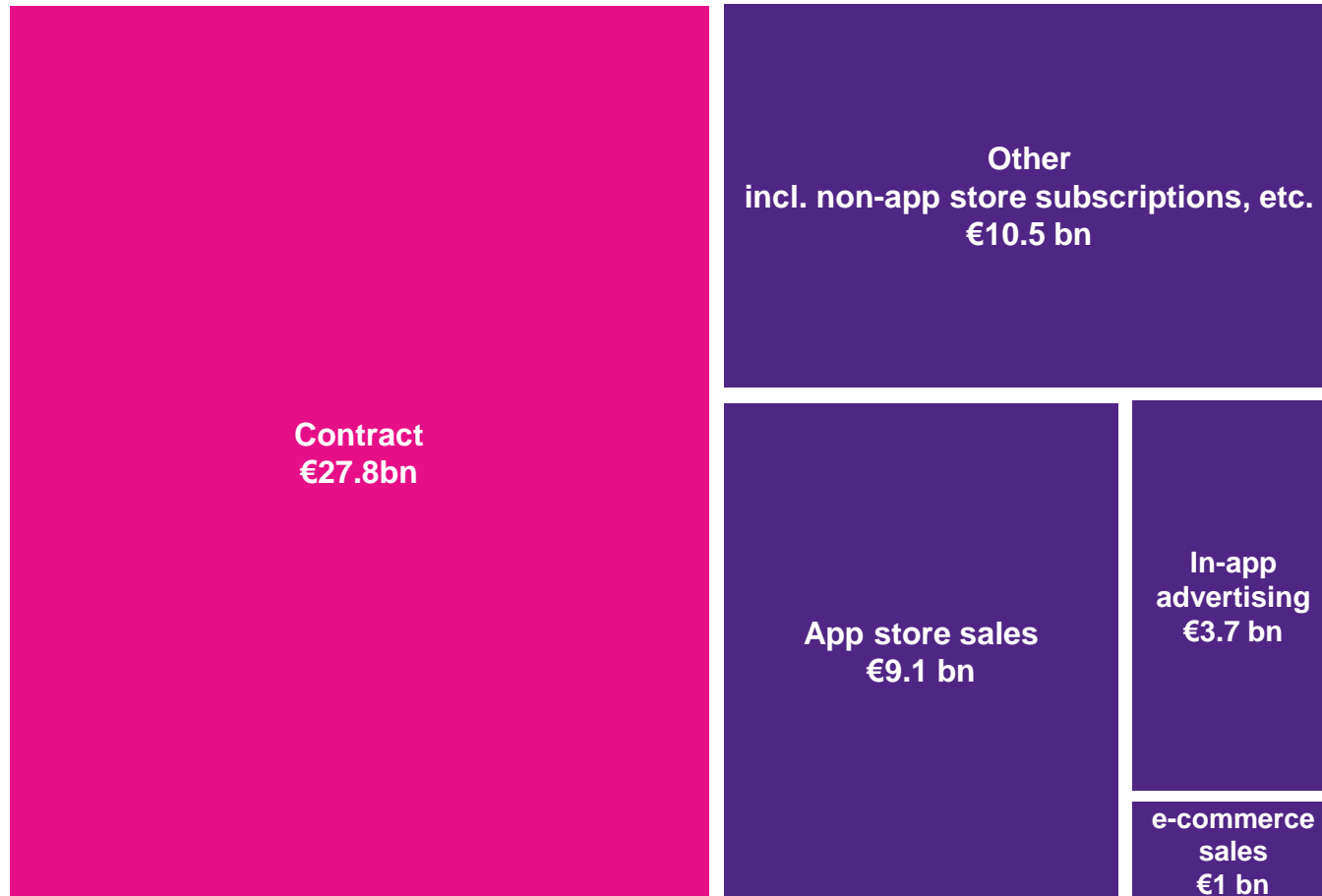**Employees**
- 250+
- 50 to 249
- 10 to 49
- 0 to 9

Source: Plum Consulting, BIS

Consumerization of IT

- Bring your own device (BYOD)

- Bring your own application (BYOA)

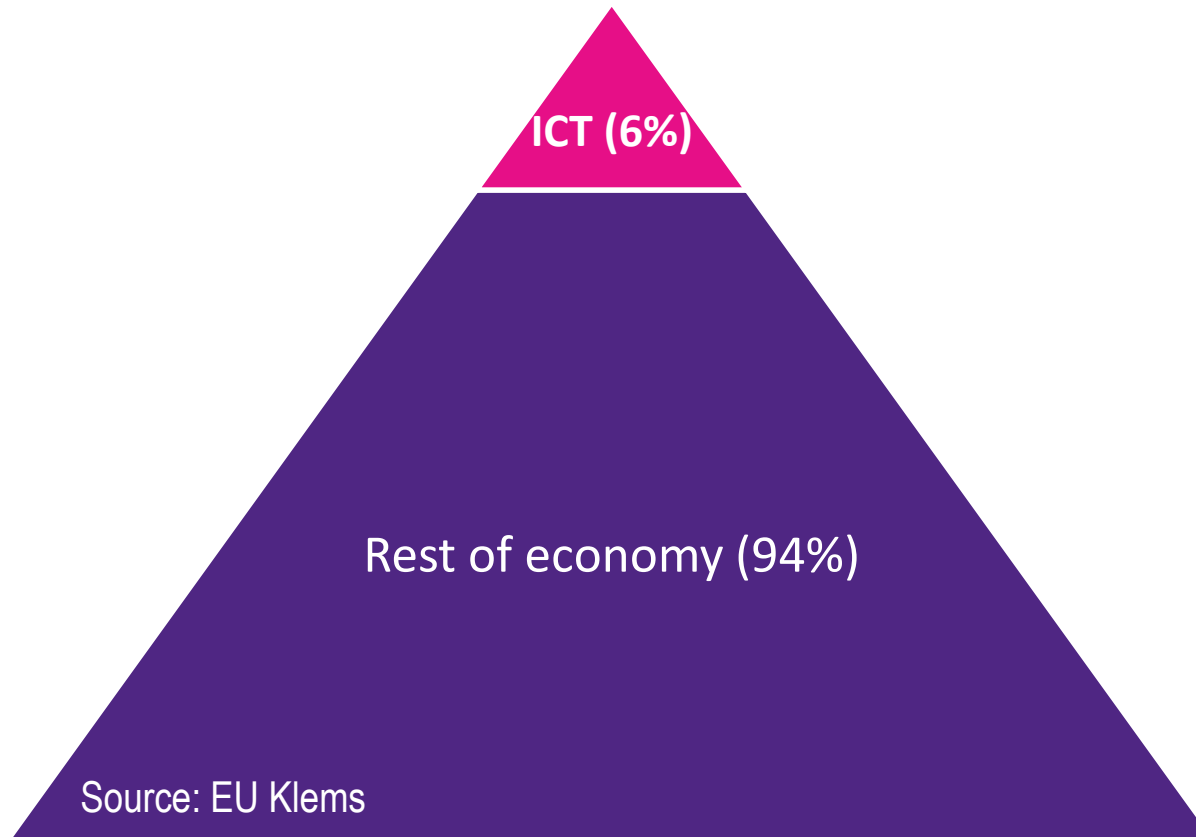- By 2015 only 60% of enterprise IT expenditure managed centrally (Gartner)

Driving adoption & development of productivity apps (2nd fastest growth category after messaging)

However enterprise apps market is large

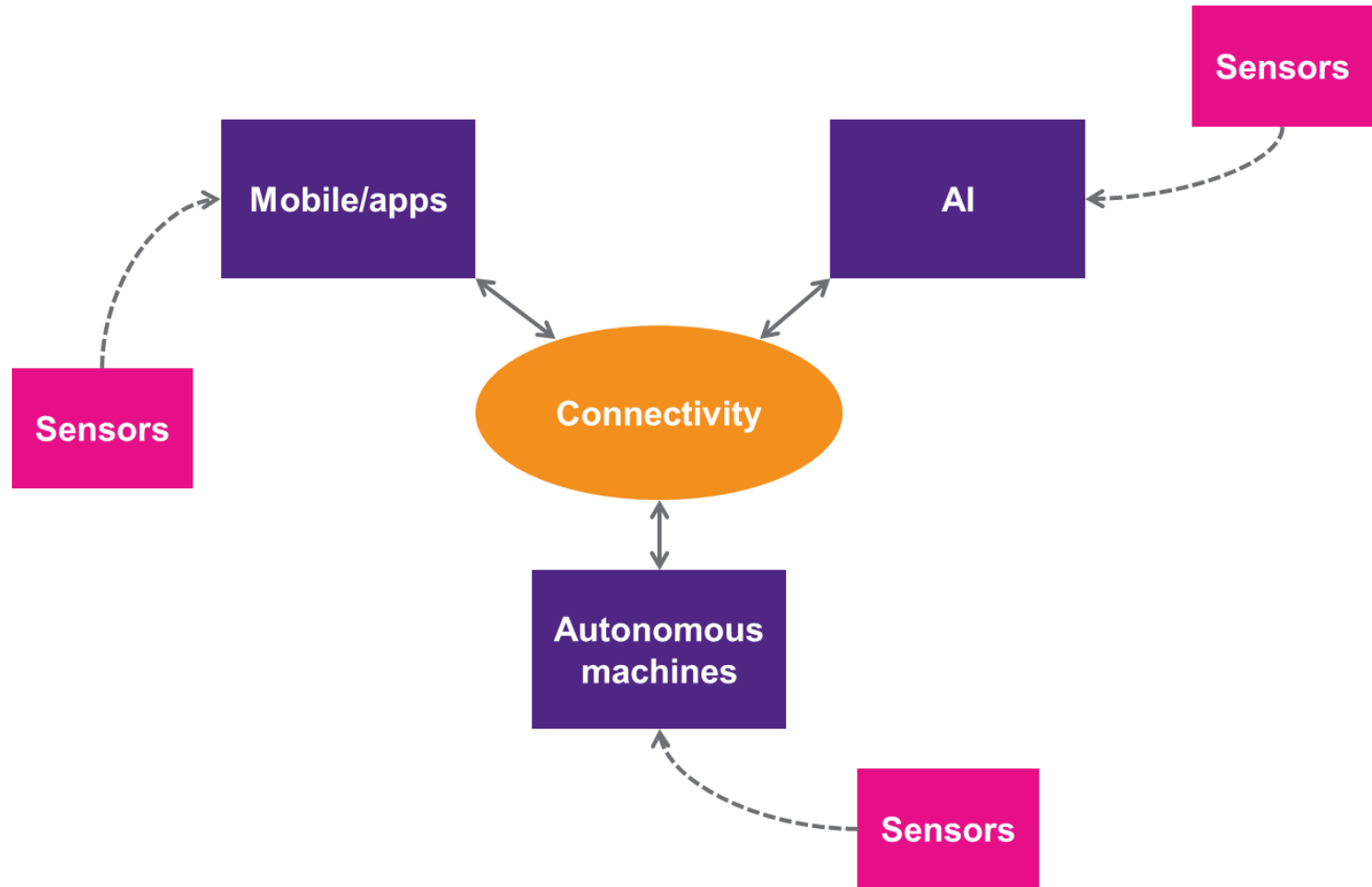**Contract €27.8bn**

Other incl. non-app store subscriptions, etc. €10.5 bn

App store sales €9.1 bn

In-app advertising €3.7 bn

e-commerce sales €1 bn

Source: Plum Consulting & Vision Mobile (Sept 2013) "The European App Economy"

Potential for 'convergence of everything'

ICT (6%)

Rest of economy (94%)

Source: EU Klems

Mobile one of three drivers of 'creative destruction'

Mobile/apps

AI

Sensors

Sensors

Connectivity

Autonomous machines

Sensors

Blurring of online-offline boundary key to transformation of rest of economy

If we are prepared to let it happen…