



## Mobile isn't a device. It's data.



*There are four times as many mobile phones in use today as there are personal computers and tablets—and twice as many as there are TVs.*



*A typical mobile user engages with a device 150 times every day, including 23 times for messages, nine times for social media and six times for news.*

Few technologies have transformed human behavior as quickly as mobile. Two out of three people in the world keep mobile devices within reach at all times. A typical user reaches for that device 150 times every day—sending messages, researching, collaborating. There are four times as many mobile phones in use as there are personal computers, and twice as many as there are TVs.

Those numbers tell the story of mobile's growing influence on a Smarter Planet. But mobile isn't a story about devices. It's about data.

The 5.2 million gigabytes of mobile data generated each day is a renewable supply of valuable insights. It comes from not just phones and tablets but also machine-to-machine exchanges, such as vehicles connecting with utilities, car makers, even roads.

Data generated by such connectivity tells us more about the way people and processes interact. But getting the most out of mobile requires changes in how a smarter enterprise works.

### Precise data means precise service.

By 2015, 40 percent of all business-oriented devices will be mobile. One company that's made the transition to getting more from this new influx of mobile-generated data is ZurickDavis. This executive-search firm recently upgraded from using inefficient e-mail chains to using a mobile-oriented social-networking tool.

Making that switch helped recruiters document opportunities and candidates in the field, in real time. Because the data is now more up to date, searches are completed and positions are filled 25 percent faster.

### New technology. New productivity.

Mobile technology makes a smarter enterprise more productive than seemed possible even a few years ago. An information technology company,

Zylog Systems, recently found itself rebuilding each customer's mobile applications for multiple platforms as well as for that customer's specific needs. By building one code base that supports all mobile platforms, Zylog simplified its application maintenance and upgrades and helped cut its development costs by 60 percent.

The exchange of mobile data that helps serve customers also gives companies a detailed real-time picture of what customers want. One airline automated much of its pre-boarding process by embedding RFID technology into frequent-flyers' cards and luggage tags. The data from these mobile devices generates valuable information while reducing check-in times by as much as 75 percent.

### Securing mobile data with mobile data.

Today, 93 percent of companies consider mobile security equal to other security concerns. Helping protect corporate and personal data requires a strategy that encompasses devices, network connections and access to enterprise resources.

Standard practices for mobile technology have yet to be determined, but a few enterprises are taking a forward-thinking approach. Rather than relying only on passwords to verify employees, they're using analytics to recognize employees based on their mobile behaviors—letting enterprises secure their networks with insights from the data itself.

### Data makes us all smarter.

Wherever mobile technology ultimately leads us, its power is becoming apparent. Competing on a Smarter Planet means building a strategy that not only incorporates mobile data but strives to put mobile first. A smarter enterprise that looks at all operations through the lens of mobile capabilities will view each mobile interaction as an opportunity to engage, learn and lead. To find out more, visit us at [ibm.com/mobilefirst](http://ibm.com/mobilefirst)



*With many workplaces practicing a "bring your own device" policy, 93 percent of companies express concerns about mobile security.*

LET'S BUILD A SMARTER PLANET.

