In a recent Cisco survey conducted by Illuminas, 400 mid-market and enterprise IT decision makers in the U.S. were asked how their organizations are addressing mobility. How does your company stack up?

Company-Wide Mobility Strategy

- An organization-wide mobility strategy makes implementation easier.
- 63% of those with a mobile strategy say integrating mobility solutions is easy and straightforward.
- Of those without a strategy in place, only 43% say it is easy and straightforward.

Benefits of mobility:

- 72% say increased productivity.
- 79% say increased overall business efficiencies.
- 58% say cost savings.

Top mobility initiatives:

- 51% say mobile security.
- 44% say mobile device management.
- 40% say VPN access.

Who are organizations supporting with mobility initiatives?

- 88% say employees.
- 78% say partners.
- 70% say customers.

Challenges of mobility:

- 82% say managing security risks.
- 78% say increased IT infrastructure costs.
- 77% say delivering a secure, consistent experience across devices.

Supporting Employees

- 86% of enterprise apps adapted for mobile will grow.
- 91% say email/calendar.
- 87% say intranet.
- 83% say video conferencing.
- 89% say productivity applications.

Supporting Customers

- 76% say collaboration applications.
- 74% say custom business applications.
- 72% say enterprise applications.
- 75% say unified comms/IP tel/voIP.
- 72% say virtualized desktops.

Organizations are using mobility to build relationships:

- 74% say encouraging immediate purchase.
- 69% say plan to implement functionality that will enable sales in the future.
- 68% say managing security risks is enough of a challenge to prevent them from moving forward with a mobility initiative.

Despite security concerns, supporting customer-centric mobility initiatives is seen as key to business success.