RED HAT MOBILE

THE MOBILE LANDSCAPE

I.T. DECISION-MAKERS SURVEY

MOBILE MATURES IN THE ENTERPRISE

90%

of IT decision-makers plan to **GROW** investment in 2016

24%

average **INCREASE** in mobile app budgets in 2016

40%

average number of custom apps **GROWS** from 15 to 21

THE OBJECTIVES OF MOBILE

24%

MOBILIZE

existing web-based applications

37%

AUTOMATE

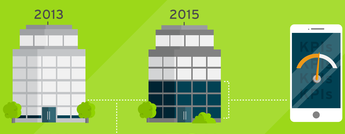
current business processes

35%

TRANSFORM

the way we do business

MOBILE STRATEGY AND MEASUREMENT



7%

of the organizations have fully implemented mobile strategy

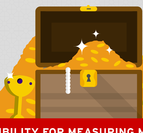
52%

51%

of the 52% in 2015, fully support the ***use of KPIs***

85%

of organizations use some form of **key performance indicator**



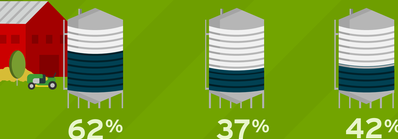
75%

positive return on investment reported on mobile app projects

RESPONSIBILITY FOR MEASURING MOBILE SUCCESS

	NOW	IN ONE YEAR
LINE OF BUSINESS MANAGEMENT	17%	42%
I.T. MANAGEMENT	72%	43%
CHIEF MOBILITY OFFICER	11%	14%

DECISION-MAKING FOR MOBILE APP DEVELOPMENT



62%

led by IT

37%

mobile center of excellence

42%

led by lines of business

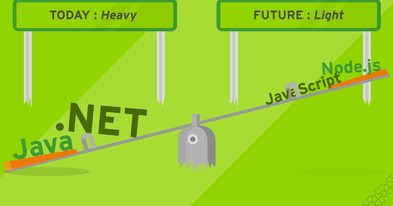
MOBILE TOOLS AND TECHNOLOGY

Mobile app development platforms 54%	API management 51%
Cross-platform development tools 54%	Rapid mobile app development 37%
Native SDKs 53%	Mobile Backend-as-a-Service 31%

85%

see **open source** as important to mobile app development

BACK-END INTEGRATION LANGUAGES



DOWNLOAD THE FULL SURVEY

FOR MORE INFORMATION VISIT:
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Source: October 2016 Red Hat, Inc., commissioned Vanson Bourne to poll the views of 200 IT decision-makers from private sector organizations with at least 2,500 employees across the U.S. and Western Europe.

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