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Business use of Smart Phone devices will double in the next 3 years while laptop deployments will slow dramatically.

- *SMB and Enterprises will dramatically increase their deployment of mobile business applications on smart phones to the detriment of laptops.*
- Over the next 3 years, business deployment of smart phone devices will increase at a rate 4 times greater than that of notebooks, and business applications deployed to smart phone devices will grow at twice the rate of those deployed to notebooks.

Northborough, MA, November 21, 2008: Analysis of data and a **Key Finding** (see below) from a major business-oriented mobile application research report is being released by J. Gold Associates. The study, *Enterprise Mobile Applications: A Study of Strategies and Adoption Trends*, polled more than 340 large and small companies in North America and Western Europe to gauge their adoption of mobile technologies within their business. This extensive study contains information on business issues and challenges across the full life cycle of deployment. A broad array of data was gathered and analyzed, starting at the planning, strategy, implementation and budgeting phases, moving through the approval process, major supplier choices, and outsourcing decisions, and ending with quantitative results of total costs, ROI and satisfaction with the solution.

Key Finding: **SMB and Enterprises will dramatically increase their deployment of mobile business applications on smart phones to the detriment of laptops.**

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Says Jack Gold, President and Principal Analyst of J.Gold Associates about this key finding, "Our intent was to identify what types of devices and from what suppliers the organizations were deploying for their mobile initiatives. Additionally we identified which types of applications were being used. We also identified what organizations expected the growth rates of these devices and applications to be in the next 1 and 3 years." The key findings include:

Smart Phone Devices

The respondents indicated that the median number of smart phones devices would grow:

- 30% in 1 year
- 100% in 3 years.

Further, they indicated that access to corporate applications from these devices would grow:

- 71% in 1 year
- 196% in 3 years

Clearly, organizations responding to our survey envision a dramatic growth in the use of smart phone devices and access to corporate, business-oriented mobile applications.

Notebooks

The respondents indicated that the median number of notebook computers would grow:

- 0% in 1 year
- 25% in 3 years

Further, they indicated that access to corporate applications from notebooks would grow:

- 75% in 1 year
- 100% in 3 years

The respondents indicated that the level of notebook growth would be much slower than that of smart phone devices.

Conclusions:

Over the next 3 years, business deployment of smart phones devices will increase at a rate 4 times greater than that of notebooks, and business applications deployed to smart phone devices will grow at twice the rate of those deployed to notebooks.

REPORT DETAILS

The full report includes detailed quantitative information on all phases of mobile deployments in large and small business, including;

- Information on why certain decisions are made, who makes them, who has approval capacity, and what companies are spending on mobile projects,
- What kinds of projects they are deploying, who is paying for them and how much,
- What vendors they are selecting,
- How many projects they will be deploying now and in the future, how much they plan to spend, and what they plan for ROI and cost savings,
- When they turn to outside vendors and for what functions,
- What is the overall satisfaction level of companies with their mobile projects.

The research report is available for purchase from J.Gold Associates, LLC.

Further information can be obtained by contacting Jack Gold, Founder and Principal Analyst, J.Gold Associates, LLC, at 508-393-5294, or by email at jack.gold@jgoldassociates.com.]

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Jack E. Gold is founder and principal analyst at J.Gold Associates, LLC and a former vice president at META Group, with over 35 years in the computer and electronics industries.

About J.Gold Associates, LLC:

J.Gold Associates is a **Technology Analyst Firm** providing its clients with insightful, meaningful and actionable analysis of trends in the computer and technology industries and the resultant implementation challenges that affect corporate operations. We maintain a broad based knowledge of the technology landscape and its implications for organizational strategies, and bring that expertise to bear in our work. We cover the needs of business users in enterprise and SMB markets, plus focus on emerging consumer technologies that will quickly be re-purposed to business use.

J.Gold Associates provides strategic consulting, advisory services, syndicated research and in-context analysis to help its clients make important technology choices and to enable improved product deployment decisions. We work with our clients to produce successful new product strategies and deployments through strategy workshops and reviews, business and strategic plan coaching and reviews, assistance in product selection and vendor evaluations, needs analysis, competitive analysis, and ongoing expertise transfer. We can provide companies with a trusted and expert resource to maximize investment and minimize risk.