



Multi-Client Study

September 2008

Enterprise Mobile Applications: A Study of Strategies and Adoption Trends

A J.Gold Associates Research Report

“This Multi-Client Study was undertaken with the purpose of researching and analyzing the needs of both large and small companies for mobile applications... We surveyed approximately 340 companies across a broad array of vertical industries, in both North America and to a lesser extent Western Europe ... the primary focus was in business oriented back office and personal productivity applications... with the intent of discovering the processes involved in choosing which projects to complete, how they were chosen, and who was involved in the various phases of the projects. We identified mobile applications for various industries and across various platforms (e.g., notebooks, smart phones, special purpose devices)...the reasons for wireless connectivity, the usage patterns, and the types of technology employed....the vendors used ... the key constituents who were involved ... their perspective of the overall project, vendors, ... the time to delivery and cost/ROI ...”

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