accenture digital

Growing the Digital Business: Spotlight on Mobile Applications

Accenture Mobility Research 2015

Globally Accenture surveyed nearly 2,000 executives in nine industries and 15 countries around the world, to explore how companies are applying digital technologies to improve their organizations. The following focuses on mobile applications.

87%
...said mobile apps are necessary to fully realize the benefits of digital

82%
...think enterprise mobile apps are an integral part of their organization

81%
...believe mobile apps are key to unlocking vital data across their business

87%
...said there is high demand among their customers for effective mobile apps

85%
...believe apps will be the dominant interface of the future

Types of mobile apps currently used

Top 5

46%
Productivity apps

44%
Sales, customer service and information apps

43%
Management apps

43%
Operational apps

35%
Mobile learning and collaboration apps

Key measures in place to make the most of mobile apps

Top 5

58%
Regular updates to functionality
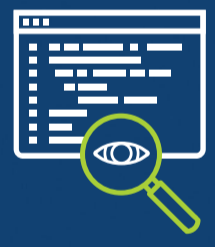
56%
An intuitive user interface

54%
Mobile security integrated with enterprise security

54%
Ability to exchange data via cloud

52%
A comprehensive testing program

Post-implementation app services used

Top 5

55%
Bug-fixing/ tracking

54%
Quality Assurance tests

48%
Usage reporting/ analytics

45%
Crash reporting

44%
Emergency support

Read the full report at **www.accenture.com/mobile–apps–research.**

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