

# The Mobile Tipping Point

Widespread consumer adoption of mobile technology has triggered a fundamental shift within financial services organizations. According to a new MobileIron study conducted by Ponemon Institute, "The Changing Mobile Landscape in Financial Services," enterprise mobility has introduced disruptive employee and business demands that are shifting CIOs to a new model of enterprise IT.

Financial services CIOs face a tidal wave of disruption



expect the majority of their employees to use email and apps on mobile devices in 12 months

## Mobile becomes the majority:

**69%** say their CIO believes smartphones and tablets will replace most desktops and laptops

## Productivity drives BlackBerry migration:



**44%** BlackBerry device share drops in 12 months  
**30%**

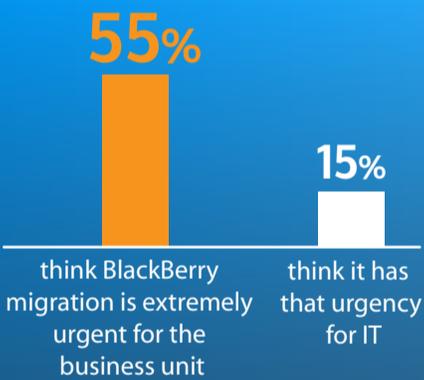
**49%** of mobile devices will be BYOD in 12 months

Primary motivation for migration:

- 1 Employee productivity
- 2 Employee demands
- 3 Availability of apps

**49%** expect their organizations to manage **zero** BlackBerry devices in 12 months

## IT and business priorities are misaligned:



## New skills are required:

Respondents say the most important factors to maintain an effective mobile strategy over time are:

- 1 Agility
- 2 Resources
- 3 Technologies
- 4 Knowledge
- 5 Collaboration
- 6 Leadership
- 7 Security

## Mobility is shifting CIOs to a new model of enterprise IT:



Expect changing demographics to drive different demands for apps and training



Redefine risk profiles and security controls around mobile architectures



Establish a governance model that supports decentralized strategy and execution



Develop an iterative security framework that promotes innovation

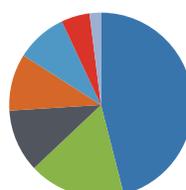


Set speed and collaboration as core metrics for IT performance

### Survey methodology

The study was conducted by Ponemon Institute on behalf of MobileIron and released in March 2014. It included an online survey of 400 IT and IT security practitioners in financial services organizations such as banking, insurance and brokerage in the United States. [Download the full report](#) with methodology.

400 IT and security practitioners



- Banking
- Insurance
- General services
- Brokerage
- Investment mgmt
- Payment processing
- Other

Survey commissioned by:



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