



Methodical considerations:
Market survey regarding the use of mobile
business application within 100 Danish
companies

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About the survey

Mobile business applications are a growing industry.

But how many Danish companies use mobile business applications in their professional work today?

On behalf of this HiQ and The Danish IT Industry Association (ITB) has lunched this survey among 100 Danish companies to cover the extent and the character of the use of and need for mobile business applications.

The objective and goal with the survey:

- Advantage and barriers in the use of mobile business applications
- Potential of development in companies within mobility
- To cover how far the Danish companies are in the implementation of mobile business applications

Methodical considerations

- Recruitment of respondents by telephone to get permission to invite respondents to online survey via e-mail
- E-mails containing direct link to survey is sent out individually
- Respondents answers survey online and will receive the survey results by e-mail

Target groups

- 100 Danish companies within industries as; finance, banking, insurance, industry, medico, telecom, and system integrators
- Companies in the capital city area divided between annual turnover, line of business and numbers of employees

Annual turnover	
More than 1. bill. DKr.	30 %
700 – 1 bill. DKr.	3 %
400 – 699 mill. DKr.	5 %
100 – 399 mill. DKr.	17 %
50 – 99 mill. DKr.	11 %
Less than 50 mill. DKr.	21 %
Other	13 %

Company size	
Small to mediumsize (0-199 empl.)	51 %
Large companies (200-999 empl.)	18 %
Giant companies (1000+)	31 %

Line of business	
Bank, finance, insurance	6 %
Industry	17 %
Medico	11 %
System integrators	11 %
Telecom	24 %
Other	31 %



Market survey regarding the use of mobile business application within 100 Danish companies

August 2008

- ✓ **Mobile business applications are used in a majority of Danish companies**
- ✓ **A majority of companies sees mobile business applications as a way to develop and improve their business**
- ✓ **Barriers to entry are low but changes internally has been identified as an obstacle. Companies are ready to go now or in the near future**
- ✓ **“The green potential” is identified as an opportunity amongst a majority of companies**
- ✓ **The number of mobile business applications are increasing**



✓ **Mobile business applications are already a reality in many companies in all segments**

- ✓ Almost all companies have identified mobile business applications as way to develop and improve their business
- ✓ A majority of all companies have just started or is in the process of finding out what to do

1. To what degree does your company use mobile business applications?	SME	Large companies	Corporates	Average
To a high degree, we are in the process of developing solutions	14 %	11 %	32 %	19 %
To some degree, we are still in the developing phase	37 %	50 %	42 %	41 %
We do not use mobile business applications but find the idea of doing so interesting	39 %	28 %	16 %	30 %
We do not use mobile business application, and I do not believe it is of great interest to us	10 %	6 %	3 %	7 %
Do not know	0 %	0 %	7 %	3 %

Why invest in mobile business applications?

✓ The three key drivers to introduce mobile business applications are:

- ✓ Increased efficiency
- ✓ Increased service levels to customers
- ✓ Improved communication (customer and internal)

3. Which business gains, if any, could be achieved in your company when introducing mobile business applications?	SME	Large companies	Corporates	Average
Efficiency gains	73 %	61 %	65 %	68 %
Increased service levels and better communication with customers.	51 %	61 %	68 %	58 %
Increased usability	33 %	50 %	42 %	39 %
Increased turnover over time	24 %	22 %	26 %	24 %
Secure future solutions from a technical standpoint	18 %	17 %	36 %	23 %
Great possibilities – more customers and better solutions	16 %	28 %	29 %	22 %
New marketing possibilities giving new possibilities to retain customers and creating a greater level of loyalty	12 %	22 %	29 %	19 %
Achieve a more efficient product development	6 %	17 %	23 %	13 %
Increased turnover short term	10 %	0 %	13 %	9 %
I do not think that mobile business applications can help my business develop	10 %	11 %	0 %	7 %
Do not know	4 %	0 %	0 %	2 %

- ✓ **There are three overall areas where improvement are expected:**
 - ✓ Work tools for the professional
 - ✓ Internal communication in distributed organisations
 - ✓ Quality, process and workflow efficiencies

4. Which of the following efficiency gains, if any, could be achieved when using mobile applications?	SME	Large companies	Corporates	Average
Increased efficiency for the individual	68 %	67 %	74 %	69 %
Better communication with field workers	55 %	61 %	61 %	58 %
Achieve more efficiency processes and workflows	43 %	67 %	65 %	54 %
Save time when coordinating internally	41 %	39 %	55 %	45 %
Optimize / automate internal processes	37 %	44 %	45 %	41 %
Decrease the number of errors due to miscommunication	33 %	28 %	39 %	34 %
Save time for invoicing and order management	6 %	17 %	13 %	10 %
I do not believe that mobile applications can create efficiency gains in my operation	12 %	11 %	3 %	9 %
Do not know	4 %	0 %	3 %	3 %

The survey shows business impact from mobile business applications on

- ✓ The development of the companies business processes and workflows
- ✓ The ability to continue grow the business
- ✓ Change the way your business segment develop
- ✓ Environment (grøn IT)
- ✓ IT-security – opportunity or threat



What is needed when continuing the development of mobile business applications?

- ✓ **Does the companies have in-house resources to free up for the development of mobile business applications?**
 - ✓ More then 50 % of all companies will prioritize the development of mobile business applications
 - ✓ More then 50 % of all companies have a need for external competence
- ✓ **When is knowledge and competence needed?**
 - ✓ There is a need. For corporate companies it's now
 - ✓ The others are following. The need is identified but still pending
- ✓ **What type of mobile business applications are required within the next 3 years**
 - ✓ More of the same
 - ✓ New technology and new applications



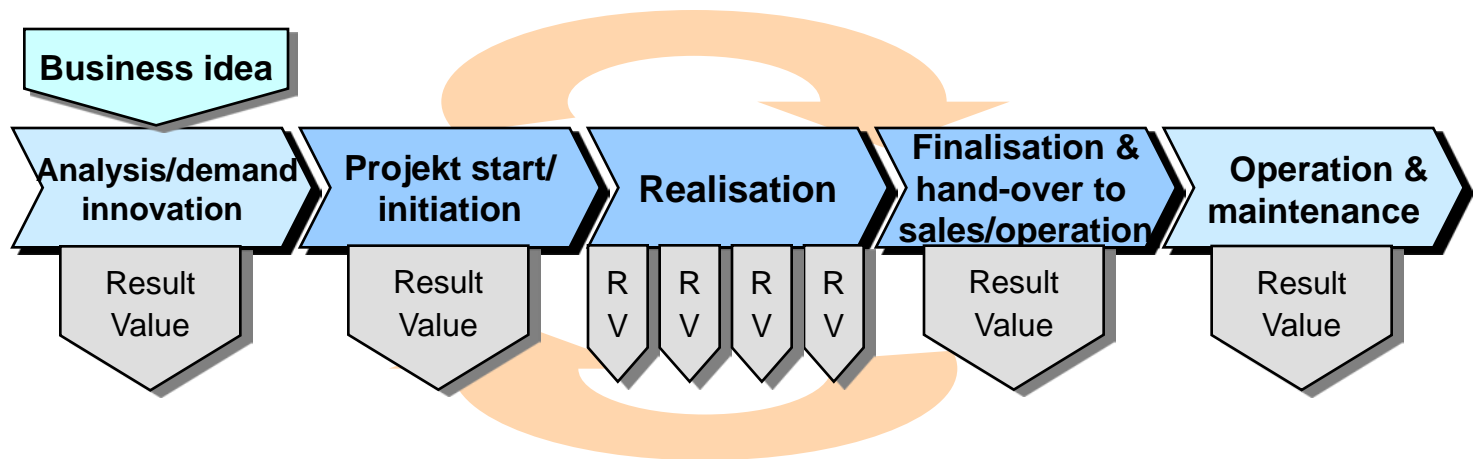
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Few companies are using mobile applications as a part of their business proposition or as a business differentiator



Why did HiQ do this survey together with ITB?

- ✓ To find out where companies are in relations to mobile business applications regardless of segment
- ✓ To Learn about how we can assist companies when developing and implementing mobility strategies
- ✓ We believe the technology and the applications can bring value and new business propositions to our customers
- ✓ We can add this value





Consultancy with an attitude