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**MOBILITY FIRST**

*Mobility is challenging businesses to rethink and transform core technologies, skill sets, and business processes to effectively adopt a mobile-first approach. Stay tuned to know what's in store for you...*

By Amit Singh

Enterprise mobility has been the prime focus of IT investments in 2016 and will remain so well into 2017. According to IDC, the Indian enterprise mobility market is expected to grow from \$12.7 billion in 2016 to \$15.2 billion by 2020, at a CAGR of 5 percent. As enterprises continue to push their digital transformation agenda and focus on mobilizing business processes, IDC expects the India market to grow much faster in 2017 to reach \$13.7 billion, an increase of 7.8 percent over 2016.

**Enterprise Mobility**

Enterprise mobility is a broad term that encompasses a wide range of technologies and services. It includes everything from mobile devices and applications to cloud services and security. The goal is to enable employees to work from anywhere, at any time, and on any device. This is a significant challenge for many organizations, as they must ensure that their data and applications are secure and available across all devices and networks.

**Cloud Services**

Cloud services are a key component of enterprise mobility. They allow organizations to store and access their data and applications from anywhere. This is particularly important for mobile devices, which often have limited storage and processing capabilities. Cloud services also provide a secure and scalable environment for applications and data. However, organizations must ensure that their cloud services are secure and compliant with relevant regulations.

**Mobile Applications**

Mobile applications are another key component of enterprise mobility. They allow employees to access their work from their mobile devices. This is particularly important for sales and field service employees, who need to be able to access their work from anywhere. However, organizations must ensure that their mobile applications are secure and compliant with relevant regulations.

**Security**

Security is a major concern for organizations implementing enterprise mobility. Mobile devices and applications are often used in unsecured environments, which makes them vulnerable to theft and loss. Organizations must implement robust security measures to protect their data and applications. This includes things like mobile device management (MDM) and application security.

**Integration**

Integration is another key challenge for organizations implementing enterprise mobility. Mobile devices and applications must be able to integrate with existing enterprise systems and applications. This is often a complex task, as it involves connecting different systems and data sources. Organizations must invest in integration tools and services to make this process easier.

**Conclusion**

Enterprise mobility is a complex and challenging task for many organizations. However, it is also a key opportunity for organizations to improve their productivity and efficiency. By investing in the right technologies and services, organizations can successfully implement enterprise mobility and gain a competitive advantage.



Anuj Mathur, CEO, Q3 Technologies

"In India the mobile app industry is seeing rapid and unprecedented expansion. While consumer apps are following global trends and are growing with the smartphone and tablet markets, the trends in the enterprise applications space are unique. While India missed the initial phase of development, we see Indian enterprises now catching up fast with the 'mobile-first' approach," shares Anuj Mathur, CEO, Q3 Technologies.

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