



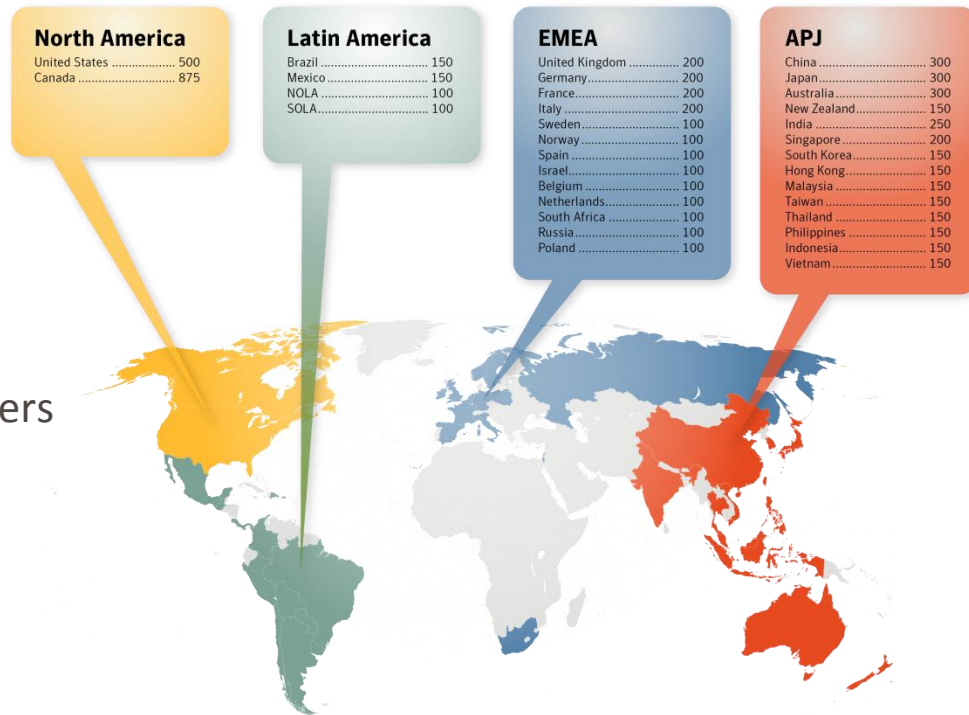
State of Mobility Survey

Italy Results



Methodology

- Survey performed by Applied Research
- 6,275 global organizations
 - 43 countries
 - NAM 2
 - LAM 14
 - EMEA 13
 - APJ 14
 - SMBs: Individuals in charge of computers
 - Enterprises: Tactical IT, Strategic IT and C-level professionals
- Cross-industry



Key Findings

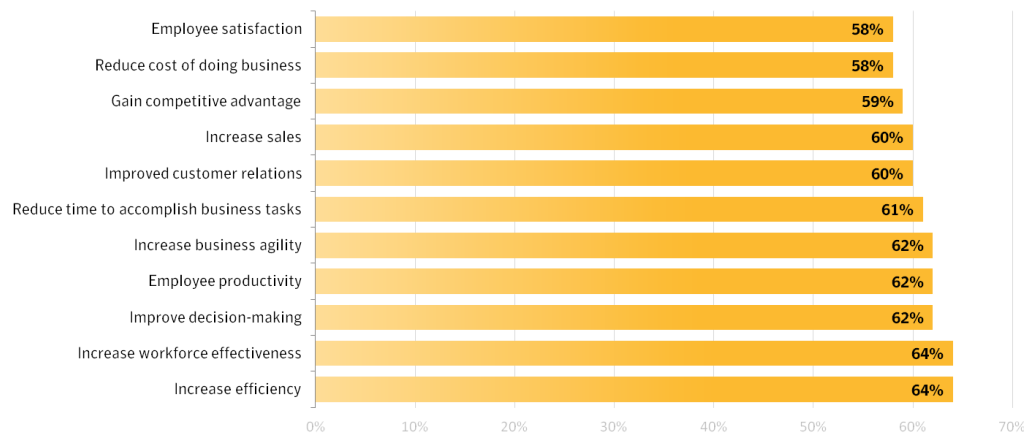
- Mobile devices now critical business tools
- Mobile initiatives significantly impacting IT resources
- Mobility risks impacting organizations



Mobile Devices Now Critical Business Tools

- 66% discussing custom mobile applications
- 46% running line-of-business apps, 61% discussing corporate app stores
- It's all about business agility
 - Efficiency
 - Workforce effectiveness
 - Improve decision-making
- Results exceed expectations

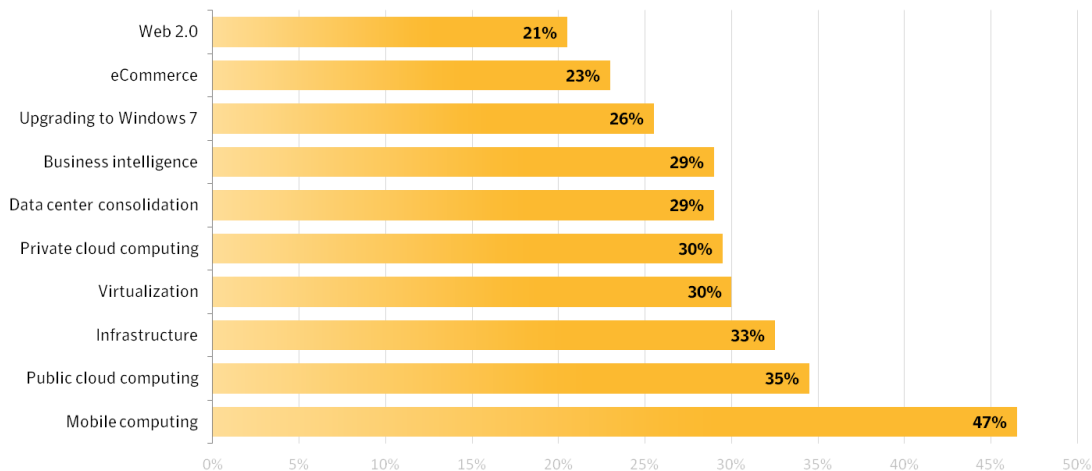
Q25: Please indicate how important each of the following business benefits are for mobile computing: (Somewhat/Extremely important)



Mobile Initiatives Significantly Impacting IT Resources

- Almost half say mobile computing somewhat to extremely challenging
- IT priorities: Reducing cost & complexity, security, backup

**Q32: What are the top three computing initiative risks in terms of the level of risk they introduce for your organization?
(In the top 3)**

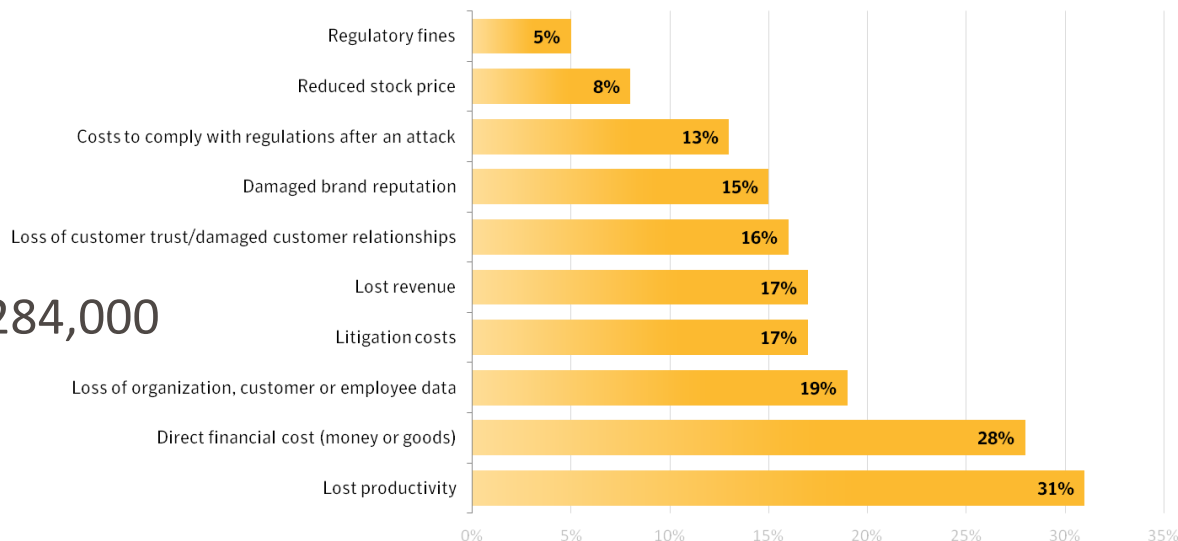


Mobility Risks Impacting Organizations

- Top costs cited:
 - Lost productivity
 - Direct financial costs
 - Loss of data
 - Litigation costs
 - Loss of revenue

- Average annual cost: \$284,000

Q30: Which losses have you incurred due to mobile computing during the past 12 months?



Recommendations

- Enable broadly
- Think strategically
- Manage efficiently
- Enforce appropriately
- Secure comprehensively