Mobile and SAP: Not Just for Large Enterprises

As the world goes mobile, the question for your small or midsize business isn't if or when it will embrace the change– it's how. What's your plan?

Mobile adoption is happening fast.

Consumers are setting the pace.

1 billion
smart devices shipped in 2011. **This will almost double by 2016.**[1]

31 billion
apps downloaded in 2011. **This will grow to 66 billion by 2016.**[2]

Smart businesses are catching up.

77%
of businesses empower their employees with mobile devices[3]

66%
of businesses have already deployed mobile apps[3]

the worldwide mobile worker population will represent
37.2%
of the total workforce by 2015[4]

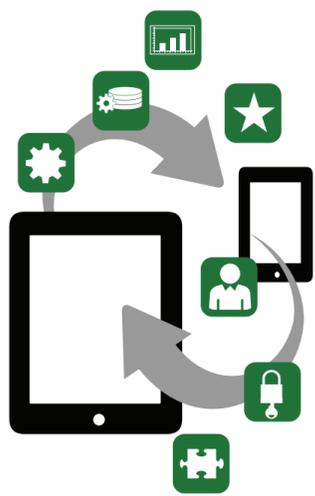### Small and midsize businesses are blazing the path toward enterprise mobility.

▶ **80%** equip employees with smart mobile devices

33% use mobile CRM[5]

25% use mobile field service management[5]

24% use mobile time management and capture[5]

Are you ready to face the enterprise mobility challenge?

Device and app diversity is an issue...

3.5 devices per mobile worker[6]

13 business and productivity apps per device

And BYOD proliferation adds to the challenge...

82% of tablet owners use their tablets for work[6]

However

only **25%** get their tablets from their employer[6]

...which makes device management an issue.

only **27%** of companies believe their mobile security is adequate[7]

59% of small and midsize businesses cite lost or stolen devices as their #1 mobile concern[5]

and yet only **35%** have implemented mobile device or security management solutions[5]

SAP can help you build your mobile enterprise – big or small.

with

☑ A broad set of readily available mobile apps

☑ Highest level of mobile security on employee and corporate devices

☑ Development and management of apps across multiple device types

SAP® mobile solutions are proven.

20,000+
customers use SAP mobile solutions

Gartner ranks SAP as a world leader among mobile application development platforms providers.[8]

Mobile solutions from SAP give you choice and flexibility.

Hundreds
of apps from SAP and our partners

40%
designed by our partners with industry-specific expertise

Ease and scalability
Use rapid-deployment solutions to get up and running quickly

Deployment options
Choose from hosted or on-premise options

Backend agnostic
Connect to any application and database – either SAP or a third party

Join the mobile revolution.

Learn how you can transform your small or midsize business at sap.com/solutions/mobility.

SAP The Best-Run Businesses Run SAP™

Sources

1: Combined total from "Worldwide Quarterly PC Tracker," "Mobile Phone Tracker," and "Media Tablet Tracker" (IDC, March 28, 2012)

2: Press Release: "Consumer Mobile App Revenues to Pass $50bn by 2016 Fuelled by Smartphone & Tablet Growth" (Juniper Research, February 7, 2012)

3: "Mobility Strategy and Solutions – Global Market Pulse" (The CIO Custom Solutions Group, November 2011)

4: IDC Worldwide Mobile Worker Population 2011-2015 Forecast, doc #232073 (IDC, December 2011)

5: Laurie McCabe, Sanjeev Aggarwal, and Dwight Davis. "Mobilizing for Success: Boosting the Power of Business Applications with Mobile Solutions" (SMB Group, December 2011)

6: "Mobile Darwinism," iPass Global Mobile Workforce Report (iPass, March 6, 2012)

7: Nick Jones, "CIO Attitudes Toward Consumerization of Mobile Devices and Applications" (Gartner, May 25, 2011)

8: "Magic Quadrant for Mobile Application Development Platforms" (Gartner, April 2012)