Study Methodology

IDC conducted a global survey of 292 director-level and above executives from IT and lines of business in US companies with 500 or more employees.

This was backed up by 12 in-depth interviews with line of business and IT executives from companies with a high level of information mobility.

The goals: understand the business benefits of information mobility and the current state of information mobility across organizations; learn what sets the most information-mobility mature organizations apart from other organizations.

Survey Participant Profile

Department

- IT Department: 45%
- Line of Business Management: 55%

Employee Count

- 500 to less than 1,000: 19%
- 1,000 to less than 5,000: 18%
- 5,000 to less than 15,000: 22%
- 15,000 to less than 30,000: 29%
- 30,000 or more: 12%

Survey Respondent Age

- 35 or younger: 20%
- 36 - 47 years old: 48%
- 48 or older: 32%
What Is Information Mobility?

Information Mobility is the ability to:

- Seamlessly move information between paper, digital and legacy formats (e.g. mainframe, microfilm), and from any IT platform to another.
- Find and integrate information within and across repositories whether on-premise or cloud, and...
- As a result, drive better business outcomes.
Information Mobility Is a Core Requirement for Today’s Mobile Workforce

Almost half of employees spend 50% or more of their time working from non-traditional locations.

- Primarily office worker: 54%
- Primarily mobile worker: 21%
- Primarily home remote worker: 14%
- Equal time in two to three of the above: 11%

They need access to key enterprise information and data to get their jobs done any time, anywhere, and on any device.

N=292. Source: Information Mobility Study, IDC, 2015
Few Companies Are Information Mobility Ready

IDC Categorized Respondents Into Four Levels of Information Mobility

- Candidates: 18%
- Beginners: 32%
- Contenders: 33%
- Champions: 17%

Only 17% of companies in the study had the highest level of information mobility; remaining 83% risk falling further behind.
Many Business Workflows Are Still Not Electronic and Not Optimized Across Departments

Automation of Core Business Process Document Workflows

- Most/all: 16%
- Some: 41%
- A few: 42%

Business Process Workflows Integration Across Departments

- Effectively done to a major extent: 3%
- Effectively done to a moderate extent: 23%
- Effectively done to a minor extent: 24%
- Not done effectively at all: 50%

N=292. Source: Information Mobility Study, IDC, 2015
Organizations Are Still Too Dependent on Paper

% Saying Critical Business Data Is Extracted From

- 67% Electronic documents
- 58% Paper documents
- 42% Images (electronic)
- 24% Video

Businesses still rely heavily on paper; over 58% rely on paper documents for critical business processes. This leads to suboptimal, inefficient workflows.

N=292. Source: Information Mobility Study, IDC, 2015
Employees Lack Adequate Tools to Search Across All Data Repositories

Automation of Core Business Process Document Workflows (% of employees)

- 50% of employees need to access 6+ data repositories,
- 18% of companies enable search across all.

Half of employees need to access 6+ data repositories, but only 18% of companies enable search across all.

N=292. Source: Information Mobility Study, IDC, 2015
Almost 40% of Enterprise Information Is Captured In Filing Cabinets or Employees’ Heads

Storage of Information and Institutional Knowledge

- 62% Electronic database(s)
- 23% Filing cabinets
- 15% Employees’ heads

Without searchable electronic databases, institutional knowledge can walk out the door when employees leave or retire.
Collaboration Tool Availability Is Lacking. . .

Provide To All Employees:

- Collaboration Tools: 27%
- Web Conferencing: 30%

Only 27% of companies provide collaboration tools to all employees, and only 30% provide basic web conferencing - creating a challenge for a mobile workforce.

N=292. Source: Information Mobility Study, IDC, 2015
Addressing Information Gridlock
Achieves Real Business Benefits

. . . As Is Cloud and Mobile Platform Support for Information Mobility

Percent of Employees that Can:

- Access most/all core apps via mobile devices: 29%
- Print as easily from cloud apps as from on-premise apps: 27%
- Print from most/all core apps via mobile devices: 24%
- Scan to most all cloud-based apps as to on-premise apps: 24%

Legacy technologies have not caught up to today’s mobile workforce.

N=292. Source: Information Mobility Study, IDC, 2015
Support for Key Cloud and Mobile Platforms Is a Blind Spot for Senior Management

Greatest Level of Senior Management Support For.

- 40% Providing the platforms and training to maximize employee ability to collaborate
- 37% Enabling printing and scanning with cloud-based core enterprise applications
- 36% Enabling Smartphone and tablet printing and scanning with core enterprise applications
- 35% Enabling Smartphone and tablet access/use of core enterprise applications/information repositories

40% or fewer respondents perceive strong senior management support for key platforms that enable employee mobility

Source: Information Mobility Study, IDC, 2015. Scale 1 to 4, 1=no support and 4=greatest level of support, top box charted
There Is a Significant Gap Enabling Document Capture on Mobile Devices

Document Capture on Smartphones and Tablets

Over 80% of organizations need to enable document capture on mobile devices, yet fewer than 20% have fully enabled it.

This gap points to the challenge organizations are having keeping up with mobile technology.
Information Mobility Has Positive Impact on a Broad Range of Business Metrics. . .

Those Saying Information Mobility Has Positive Impact On:

- Revenue: 77%
- Business process workflow: 72%
- New customer acquisition: 70%
- Customer retention: 68%
- Profitability: 68%
- Operational costs: 62%
- Time to market for new products and services: 59%

% of respondents

N=292. Source: Information Mobility Study, IDC, 2015
...And Drives Significant, Quantifiable Economic Benefits

Organizations with the highest information mobility maturity see almost $25k in annual benefit per employee, combining $17k in savings from productivity gains and operating cost reductions with $7.2k in revenue gains.

Source: IDC Information Mobility Business Value Research Study, 2015
Technologies Drive Significant Productivity Benefits

Employee Productivity Increase by Technology

<table>
<thead>
<tr>
<th>Technology</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tablets &amp; Smartphones</td>
<td>13%</td>
</tr>
<tr>
<td>Search</td>
<td>9%</td>
</tr>
<tr>
<td>Collaboration</td>
<td>6%</td>
</tr>
<tr>
<td>Portals</td>
<td>4%</td>
</tr>
<tr>
<td>On-Line Files</td>
<td>3%</td>
</tr>
<tr>
<td>Big Data</td>
<td>3%</td>
</tr>
<tr>
<td>Scan &amp; Print</td>
<td>1%</td>
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</tbody>
</table>

Deploying a full range of business apps to mobile users enabled companies to see a 13% increase in productivity.

Source: IDC Information Mobility Business Value Research Study, 2015
Information Mobility Maturity Leads to Better Business Outcomes

Key Enablers of Highest Level of Information Mobility:

- Strong senior management support
- Innovative organizational culture where IT supports business outcomes
- Use of information technology like BPM software, enterprise social networks, intelligent capture and search

Impact of Info Mobility Maturity on Key KPIs

- Revenue
- Business process workflow
- Time to market
- New customer acquisition
- Profitability
- Operational costs (reduction)

IDC identified four levels of information mobility maturity — Champions, Contenders, Beginners and Candidates — by correlating information mobility to business outcomes. Only 17% of companies fell into the most mature Champion category, meaning that 83% of companies are missing out on major business upside.

N=292. Source: Information Mobility Study, IDC, 2015
Key Takeaways

There are compelling reasons for organizations to increase their Information Mobility maturity NOW:

- Better time to market
- Improved business process workflows
- Reduced costs
- Increased revenue

Achieving high levels of Information Mobility maturity requires senior management commitment:

- It’s a strategic decision across the organization
- It will not be effective if left to individual departments

Information Mobility maturity requires investment in the right technologies:

- Enterprise cross-repository search and collaboration tools
- Integration of workflows across departments
- Mobile and cloud enterprise application on-ramps and off-ramps (printing and scanning)

To learn more about the Information Gridlock Whitepaper, please click here