

The Mobile Tipping Point

Widespread consumer adoption of mobile technology has triggered a fundamental shift within financial services organizations. According to a new MobileIron study conducted by Ponemon Institute, "The Changing Mobile Landscape in Financial Services," enterprise mobility has introduced disruptive employee and business demands that are shifting CIOs to a new model of enterprise IT.

Financial services CIOs face a tidal wave of disruption



expect the majority of their employees to use email and apps on mobile devices in 12 months

Mobile becomes the majority:

69%

say their CIO believes smartphones and tablets will replace most desktops and laptops

Productivity drives BlackBerry migration:



44%

BlackBerry device share drops in 12 months

30%

49%

of mobile devices will be BYOD in 12 months



Primary motivation for migration:

- 1 Employee productivity
- 2 Employee demands
- 3 Availability of apps

49%

expect their organizations to manage zero BlackBerry devices in 12 months

IT and business priorities are misaligned:

55%

think BlackBerry migration is extremely urgent for the business unit

15%

think it has that urgency for IT

48%

Who is most responsible for the organization's mobile strategy?

19%

Line of business

16%

Shared

CIO



50%

say their organization has no mobile strategy

CIO

New skills are required:

Respondents say the most important factors to maintain an effective mobile strategy over time are:

- 1 Agility
- 2 Resources
- 3 Technologies
- 4 Knowledge
- 5 Collaboration
- 6 Leadership
- 7 Security

Mobility is shifting CIOs to a new model of enterprise IT:



Expect changing demographics to drive different demands for apps and training



Redefine risk profiles and security controls around mobile architectures



Establish a governance model that supports decentralized strategy and execution



Develop an iterative security framework that promotes innovation

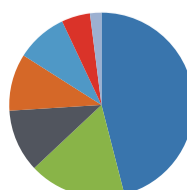


Set speed and collaboration as core metrics for IT performance

Survey methodology

The study was conducted by Ponemon Institute on behalf of MobileIron and released in March 2014. It included an online survey of 400 IT and IT security practitioners in financial services organizations such as banking, insurance and brokerage in the United States. [Download the full report](#) with methodology.

400 IT and security practitioners



- Banking
- Insurance
- General services
- Brokerage
- Investment mgmt
- Payment processing
- Other

Survey commissioned by:



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