Mobile Analytics

Today, knowledge starts at the end of your fingertips – literally – and getting answers in the moment is here. Embracing mobile apps will have a profound impact on your organization – helping you streamline operations and serve your customers better.

Is your enterprise going mobile?

By 2015, the world's mobile worker population will reach **1.3** billion representing **37.2%** of the total workforce

Are your retail associates able to provide a better customer experience when equipped with mobile technology?

75% Retail associates report providing a better in-store shopper experience

67% Shoppers cited a better experience in store with associates and managers using the latest mobile technologies

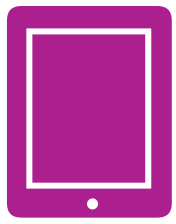
Are you accurately targeting your customer at the point of sale?

>3/4
Retailers have seen customers become more responsive to offers

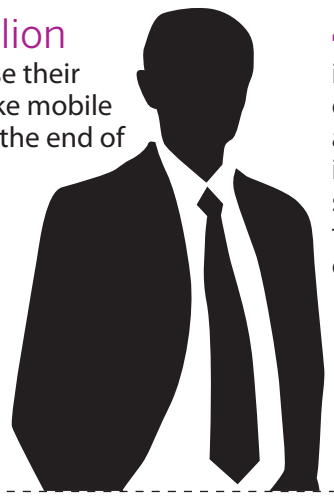
75%
Retailers reported a rise in demand for a more personalized service

1,000,000
Businesses began using mobile point of sale (MPOS)

Are your bank employees and customers empowered to use mobile technology?



490 million
People will use their phone to make mobile payments by the end of 2014



40.8%
iPad business deployment activations were in financial services - four times that of any other industry

Is your hospital staff using mobile technology to help improve patient outcome?

21%
Expect to adopt this technology within 12 months

1/4
Healthcare providers use electronic tablets within their practice

2/3
Healthcare providers cite improving use of mobile technology a priority over next 12 months

What are the 10 things that mobile analytics can do for you?

Are your decisions backed by data?

$2.01 billion
Annual revenue growth, if the median Fortune 1,000 business increased the usability of its data by just 10%

33%
Business intelligence functionality will be consumed via handheld devices by 2013

Mobile analytics puts the brilliance and power of data in your hands at the moment you need it and in the way you like to see it. The result? Answers instantly from anywhere. Every day, businesses are learning more about how mobile technology can increase their productivity. Shouldn't you do the same?

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