



Mobility is radically altering the way in which people interact with each other, bolstered by the addition of new information sources and newly surfacing technology trends.

Numerous factors are contributing to the rapid transformation of the mobility landscape. The proliferation of mobile devices is increasing due to the availability of more affordable and feature-rich hardware form factors; mobile technologies are maturing across various operating systems; and accessibility of information is improving - making it more user friendly to consume information on mobile devices.

As mobile technologies and supporting ecosystems further mature (for example the progression from 3G to 4G LTE and 5G, integration of NFC, interoperability etc.), mobility will become more ubiquitous among enterprise users as well as customers.

How? Enterprise users will be able to leverage mobility to achieve faster decision making, increase efficiency through greater connectivity and exploit increased availability of rich information. Customers will be able to interact with businesses as well as among each other by tapping the power of social.

And businesses will be able to interact with their customers in new innovative ways (e.g. mobile apps collaborated with social).