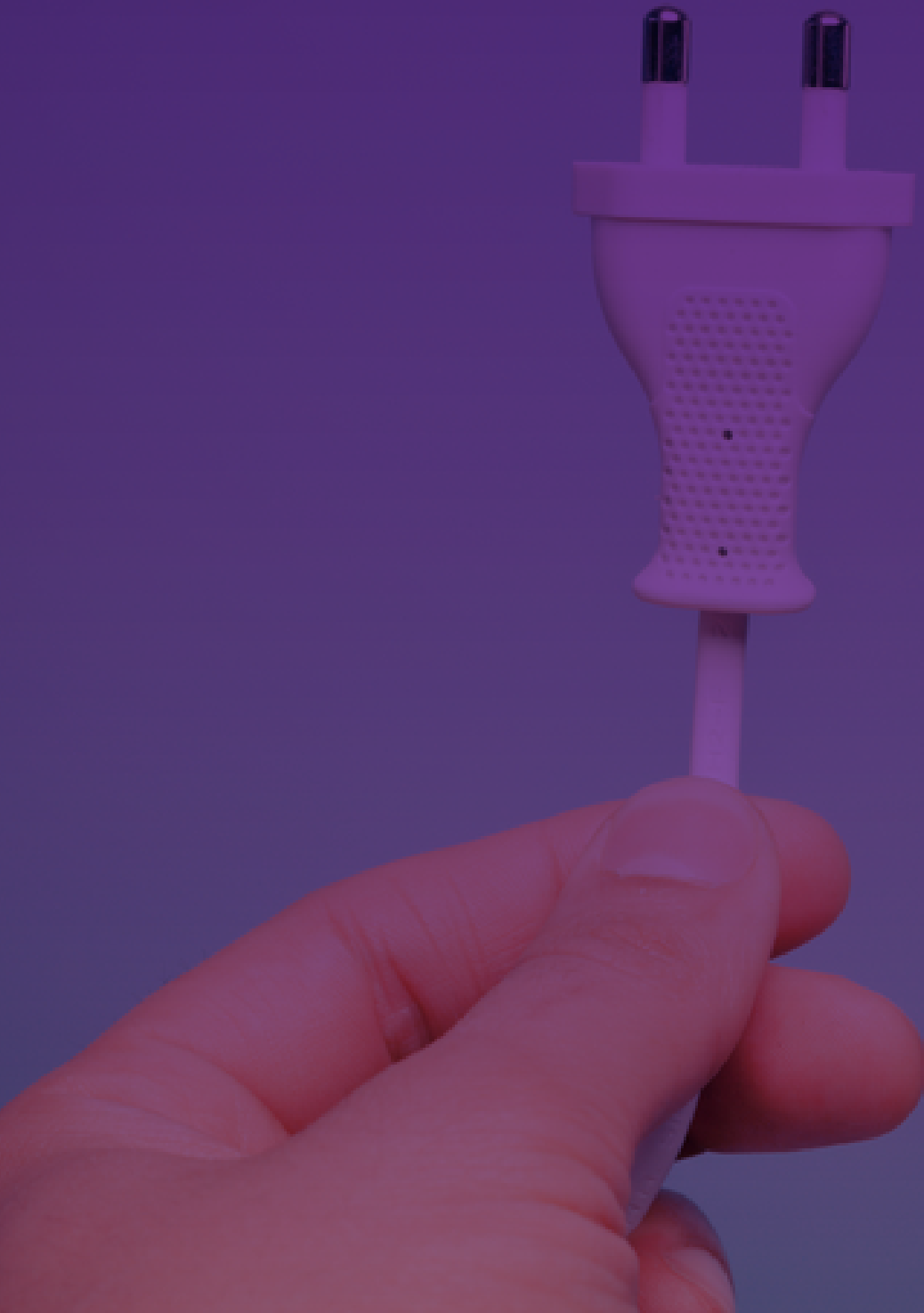
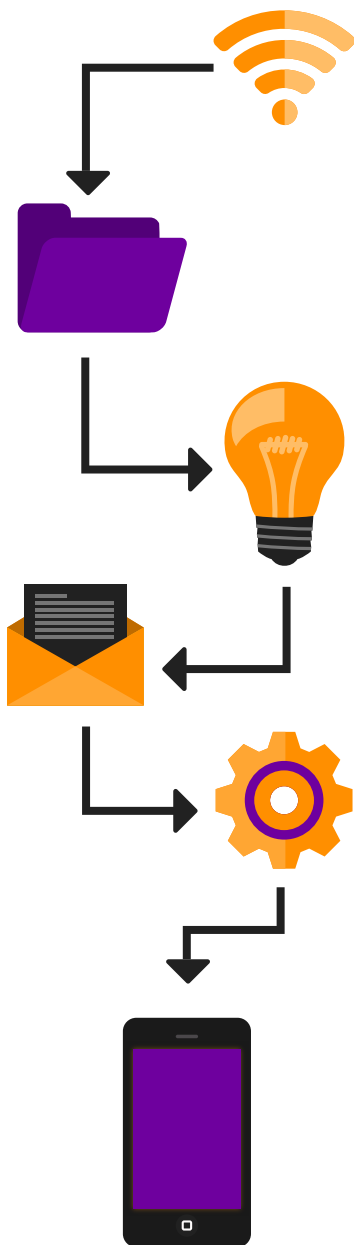


UNPLUGGED AND IN CHARGE:

COMPANIES PREPARING FOR THE NEXT GENERATION OF DATA USERS



INFORMATION OVERLOAD

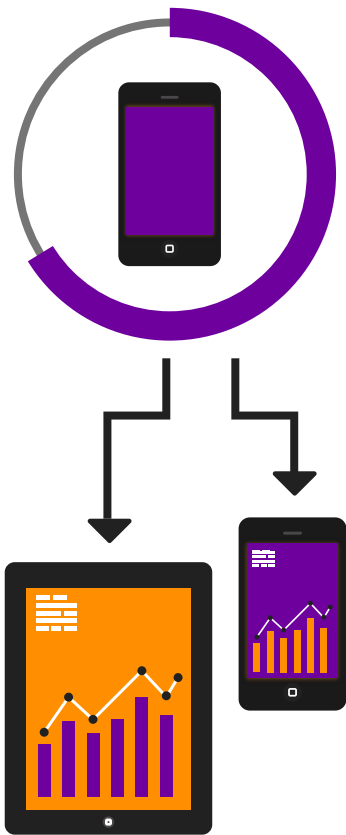


With access to readily and rapidly available digital information literally at our fingertips, it seems anyone can—and does—interact with massive amounts of data at any given time.

The reasons for this digital information boom are manifold. The most evident of these, are tremendous advents in technology that have produced a plethora of gadgets with “smart” capabilities aimed at simplifying life, connecting individuals and delivering information at warp speed. In today’s world, access to almost any type of information can be retrieved with a few clicks or taps—leaving a trail of data that can be collected and analyzed to create transformational experiences in the worlds of business, healthcare and security, for starts. When optimized, generated data can add value to the many constructs we depend on; therefore, it’s unsurprising that the information management sector has seen tremendous growth and is currently estimated to be worth \$100 billion and growing.¹ It’s simple: Companies are trying to make sense of the data they generate, and given the proliferation of mobile data—which has added to the mix—they’re making the right investment.

¹ **Unplugged and in charge:** Companies preparing for the next generation of data users

CONSUMPTION NATION



This increase in the availability of mobile data is largely due to the emergence of wireless technologies, such as smartphones, tablets and laptops, which are all now equipped with functionalities once reserved for wired instruments. According to statistics, in 2015, global mobile devices and connections grew to 7.9 billion—an increase from 7.3 billion in 2014; further, this figure is expected to reach 11.6 billion in 2020.² Estimates also point to 95% of North America’s installed base being converted to smart devices and connections by the end of 2020.² In the U.S. alone, 70 percent of the population now owns a smartphone.³ In all, an increase in smart devices inevitably yields an influx of data traversing mobile networks—currently accounting for 89% of current mobile data traffic and expected to multiply by an estimated 300% by 2017.⁴

It’s safe to say mobile data consumption—and generation—is on a rapid growth trajectory. In 2015, U.S. wireless subscribers consumed close to 10 trillion megabytes—more than double what was used in the previous year. In addition, considering from 2013 to 2014, data consumption in the U.S. grew by approximately 137%, one can expect that as Americans continue to use smart devices as their go-to online tools, this figure will continue to rise in upcoming years. Driving this trend are rapid mobile connections (read 3G and 4G networks), content-rich applications and services on mobile devices and the ability to simply “do more” on these gadgets. In an effort to stay on top of these developments, wireless carriers have invested over \$175 billion to boost their coverage and capacities.³

AT THE TIP OF YOUR FINGERS



For certain, the ubiquity of these mobile devices can be attributed to the fact that most people are dependent on them for just about any and everything. From streaming music and movies to ordering food and finding the perfect love match, doing more on mobile devices has never been easier. According to findings from a 2015 study conducted by the Pew Research Center: 62% of smartphone owners used their phone in the past year to look up information about a health condition, 30% to take a class or retrieve educational content, 57% for online banking, 43% to look up information about a job and 18% to submit a job application.⁵ Overall, the results highlight the magnitude of time spent on mobile devices, such as smartphones, and thus the heavy consumption of mobile data.

It's no secret that millennials—those born after 1980⁶—are avid users of emerging mobile technologies, and as they comprise one of the largest population segments and the largest proportion of smartphone owners in the U.S.,⁷ they are a force to be reckoned with—particularly as they enter the job market. This younger generation is accustomed to using their smartphones for just about everything, and in the workforce, this translates to a heavy reliance on these technologies to meet objectives and streamline tasks. Indeed, according to a recent poll, a significant number of millennial workers are using their mobile devices to perform their professional duties. Given the rapid rate at which technology is evolving, it behooves organizations to stay abreast of developing trends, while incorporating and supporting mobility in the workplace.⁸



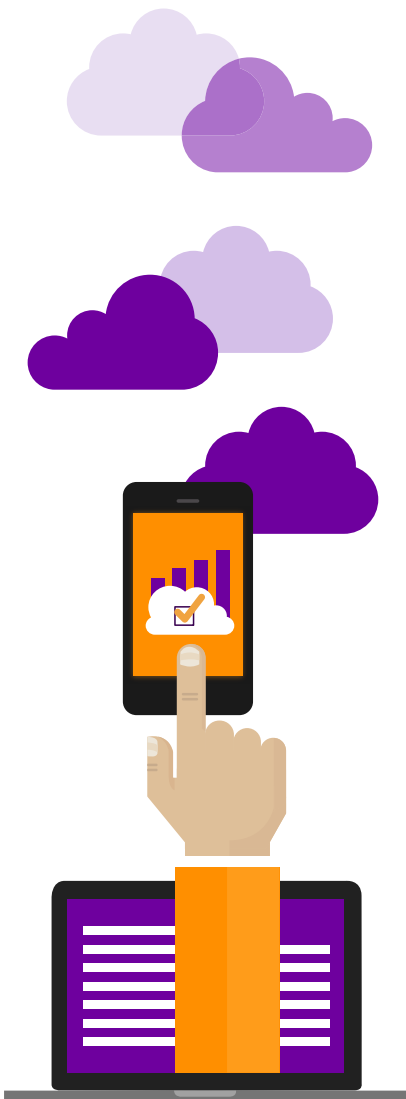
But it's not just the younger generation. Sure, this group makes up the lion's share of mobile device ownership and are more than twice as likely to be early adopters of technology versus older populations, more likely to use the internet and more inclined to generate, share and interact with content.⁹ However, a large number of older adults are engaging in many mobile functions. As an example, it was reported that 47% of the 45 to 54 year olds surveyed in a study stream 15 minutes or more of mobile video apps over cellular networks per session, whereas only 40% of 18 to 24 year olds stream more than 15 minutes.¹⁰



The most recent figures on monthly data usage by age group provides a more detailed picture: 13-24 year olds used 855 MB of data, 25-44 year olds used 990 MB of data, while those 45 years and above used considerably less—a total of 435 MB of data combined.¹¹



A WINNING APPROACH



As the world becomes increasingly mobile and the quest for data in its many forms becomes more rampant, the pressure is mounting for companies to prepare for this trend of insatiable consumption. We are at a critical juncture in which operators and service providers will have to plan future network deployments that will create an adaptable environment in which the multitude of mobile-enabled devices and applications of the future can be deployed.² Moreover, companies will be forced to devise cost-effective methods for converting mobile network usage into profitable returns, especially as major investments are made to optimize these networks.

This is a worthy investment, because a company's viability in today's technologically-driven world is greatly dependent on its willingness to embrace a mobile-first mentality.



¹ www.economist.com/node/15557443 | ² www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/mobile-white-paper-c11-520862.html | ³ www.benton.org/headlines/americans-data-usage-more-doubled-2015 | ⁴ techcrunch.com/2013/07/03/mobile-data-use-to-grow-300-globally-by-2017-led-by-video-web-traffic-says-strategy-analytics/ | ⁵ www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/ | ⁶ www.pewresearch.org/topics/millennials/ | ⁷ www.nielsen.com/us/en/insights/news/2014/mobile-millennials-over-85-percent-of-generation-y-owns-smartphones.html | ⁸ blogs.clicksoftware.com/index/why-you-need-to-accommodate-the-generation-mobile-workforce-or-else/ | ⁹ www.uschamberfoundation.org/reports/millennial-generation-research-review | ¹⁰ www.gartner.com/newsroom/id/3098617 | ¹¹ www.nielsen.com/us/en/insights/news/2011/new-mobile-obsession-u-s-teens-triple-data-usage.html | ¹² www.forbes.com/sites/joshsteimle/2014/02/12/mobile-is-the-future-of-everything/#571b1c2652a8

