



REGIONAL FORUMS for **SENIOR IT LEADERS**

CIO

PERSPECTIVES



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CIO Executive Council
Leaders Shaping the Future of Business



New York City CIO Perspectives Sounding Board Scenario

“Creating Competitive Advantage with Mobile Apps”

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The Mobile Landscape



- Web capable mobile phones and smartphones are untethering customers from laptop or PC-based shopping experiences, and, **by 2013**, the combined installed base of smartphones and browser-equipped enhanced phones will **exceed 1.82 billion units**.
- The adoption of social activity via mobile phones has tripled, **from 8% in 2007** to **24% in 2009** and continues to grow exponentially.
- From 2013 onward, this combined installed base will be **greater** than the installed base for PCs.
- By 2015, companies will generate **50%** of Web sales via their social presence and mobile applications



The Challenges

Finding the right mobile apps expertise.

THE WALL STREET JOURNAL

“Mobile App Talent Pool is Shallow” – April 15, 2011

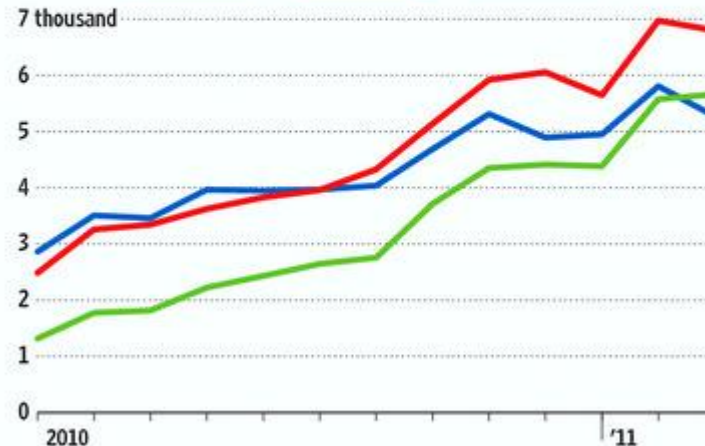
For Hire

Number of online job postings seeking experts in the main smartphone operating systems

BlackBerry

iPhone

Android



Source: Indeed.com

The Challenges

- *Developing and integrating apps on multiple platforms.*



- *Prioritizing requests with the greatest business payoff.*



- *Establishing a mobile app development strategy.*



Questions



Finding and using mobile expertise: How can IT organizations identify the right staff to work on mobile apps?

Governance for app requests: What are effective ways to manage myriad requests received for internal and customer-facing apps?

Integration across multiple platforms: How should IT organizations manage the app development process across different platforms/devices and ensure that apps integrate with all of these platforms and with the Windows environment?

Evaluating mobile technology: How can we best educate ourselves and our staff on all of the different end-user devices currently available and those devices that are emerging?

Managing risk and security: What measures reduce the inherent security risks of mobile devices and apps for internal users and external customers?