



Enterprise Mobility Surveys

Yankee Group Enterprise Mobility Surveys probe what mobile employees and organizations think and how they spend their time and money on connectivity-related services, digital media and applications. Using a continuous methodology, our surveys provide an ongoing pulse of current attitudes, while also revealing insights that predict future motivations and behaviors. The surveys reach nearly 7,000 workers and IT decision-makers (ITDMs) in the U.S., with updates delivered quarterly.

Yankee Group surveys are built on a constantly evolving questionnaire, ensuring the content stays topical and fresh. They are delivered in four quarterly waves with a full year of historical data, enabling trending analysis. Each wave of deliverables includes the data in PowerPoint, Excel and SPSS, plus the supporting questionnaire and MarketSight access. Yankee Group Enterprise Mobility Surveys are available in two modules: Employee and IT Decision-Maker. Purchase one to target your specific interest, or buy both to get the full picture.

The **Employee** module asks workers for their perspective on enterprise mobility. It focuses on:

- Employees' work habits: Where do they work and what makes them productive?
- Mobility: How often do they travel for work? What technologies do they use when away?
- Tools, devices and productivity: How do they use consumer tools? How do they make connectivity choices?
- Device source: Are devices purchased by the employee, the employer or a mix of both?
- Connectivity choices: What kinds of wireless connections do they use? How do they select their connectivity type? Where do they connect from?
- Carrier satisfaction: How satisfied are they with their voice and data services? How are the services acquired? Who pays for them?
- Network generation: Do they understand 3G/4G? What do they think of 4G? Who are the perceived leaders in supplying 4G solutions?

The **IT Decision-Maker** module surveys enterprise mobility decision-makers in IT departments and line-of-business managers who make or budget IT decisions. It focuses on:

- Organizational attributes: What is the cultural decision-making process and corporate approach to mobile and remote workers and applications?
- Mobile devices and OSs: What devices are sanctioned by (or otherwise brought into) the organization? How are they supported? What OSs are proposed?
- Connectivity and wireless broadband: How do companies and mobile and remote workers connect? What is the role of wireless broadband in businesses?
- Mobile applications: How are companies choosing vendors? What are they looking to implement?
- Managed mobility: How do companies address the complexity of increasingly complicated mobile networks and employee relationships? What is the appetite for outsourcing as a solution?

Go Premium

All Yankee Group Enterprise Mobility Survey modules can be customized. Add your own survey questions and customize your output files. Premium means you have a solution tailor-made to fit your needs. Contact us for complete details at info@yankeegroup.com.

How do companies leverage Yankee Group survey insights to succeed? Our invaluable data helps:

Service providers understand enterprise needs and behaviors to better target product development and marketing efforts, including customer satisfaction and intention to churn.

Application vendors and integrators identify how enterprise applications are being used to better determine future needs.

Device manufacturers see what motivates and hinders enterprise adoption, helping them tailor current marketing and future product development efforts.

IT managers understand worker attitudes and behaviors to improve employee productivity.

Organizations benchmark themselves to stay competitive and plan future technology investments.