



Wireless email on smartphones: Deployments in business—trends, benefits, and barriers

Background

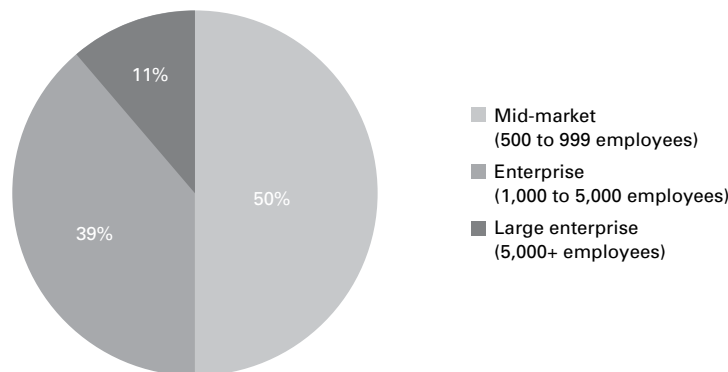
This whitepaper is based on the key conclusions of a market research project conducted by global research leader Harris Interactive on behalf of Palm, Inc. Although corporate wireless email seems ubiquitous in some circles—a mandatory part of any mobile solutions offering—the maturity and breadth of deployments show room for a tremendous amount of growth. The upside potential is great given the overwhelmingly positive satisfaction levels and the intention to increase the breadth of deployments indicated by survey respondents. This whitepaper steps through research findings which lead to that conclusion.

Research methodology

In August of 2006, Harris Interactive conducted an online quantitative study in the U.S. with a total of 959 firms, targeting individuals who play a key role in wireless email solution purchase and deployment decisions. Respondents were representative of a wide variety of company sizes including mid-size businesses (500-999 employees), enterprises (1,000-4,999 employees), and large enterprises (5,000+ employees).

Nearly half of the sample came from mid-size companies (50%), with enterprises (39%), and large enterprises (11%) rounding out the remainder of the sample.

Respondent profile



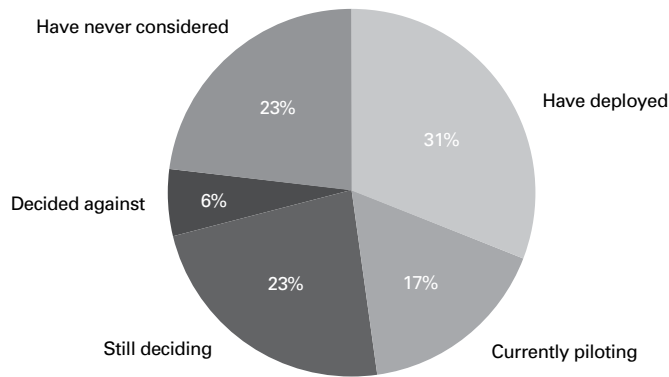
Base: All wireless email solution decision makers (n=959)

This study was designed to provide statistically valid and representative results of the corporate wireless email market. Accordingly, the data were weighted to reflect the number of companies within each company size band according to Dun and Bradstreet statistics.

In addition to company size, the study looked at five market segments of interest. Companies who...

- Have already deployed a wireless email solution;
- Are currently piloting a wireless email solution;
- Are still in the process of making a decision to implement a wireless email solution;
- Had considered deploying a wireless email solution but decided against it; and
- Have never considered implementing a wireless email solution.

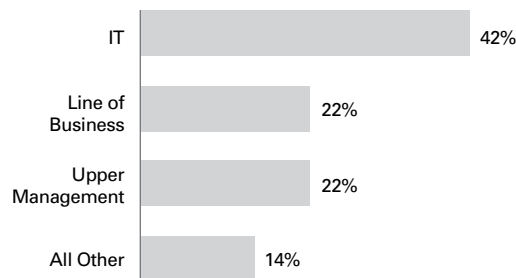
Stage of wireless email deployment



Base: All wireless email solution decision makers (n=959)

Survey respondents were selected to meet certain eligibility criteria. Only companies with 500 or more employees were admitted. At a minimum, respondents had to have some influence in the decision to deploy wireless email solutions. The resulting sample was a mix of IT professionals (42%), Line of Business (LOB) executives (22%), and Upper Management (22%).

Organizational role



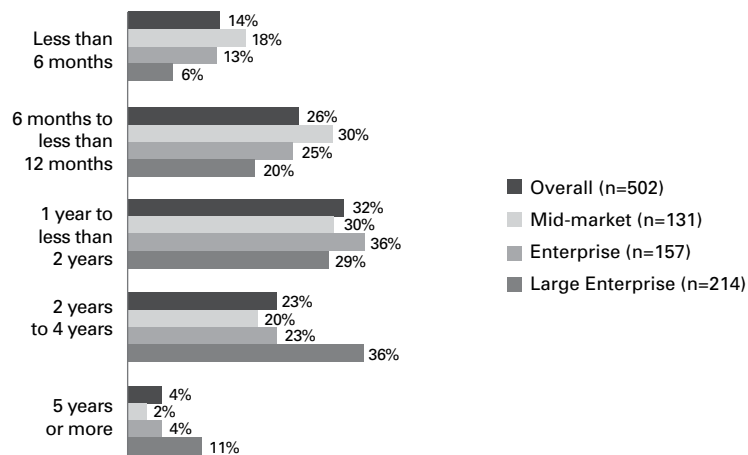
Base: Wireless email solution decision makers (n=959)

Corporate wireless email deployments today

Corporate wireless email deployments are still a relatively new phenomenon

Forty percent of companies surveyed who have a wireless email solution have implemented it within the last year. Nearly half (48%) of all mid-size companies with wireless email deployments have done so in the last year. By comparison, large enterprises were the most mature in terms of wireless email solution adoption—over a tenth (11%) reported that their organization had deployed a wireless email solution five or more years ago.

Length of employment

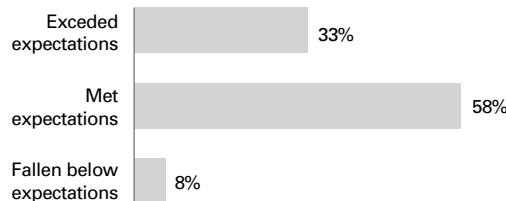


Base: Wireless email solution users (n=502)

Among those that have deployed wireless email, the overwhelming majority feel that their deployments have “met” or “exceeded” their expectations

A very impressive one in three wireless email solution users report that their solution has in fact “exceeded their expectations.” Moreover, another six in ten (58%) companies report that their solution has “met their expectations.” Very few (8%) feel that their wireless email solution has “fallen below expectations.” This strong endorsement of wireless email solutions was consistent across all company sizes.

Wireless email solution satisfaction

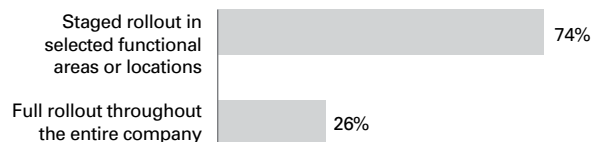


Base: Wireless email solution users (n=502)

Staged rollouts are the norm for wireless email deployments

Approximately three out of four companies report that their wireless email solution was rolled out in incremental stages in selected functional areas or locations. Only about one in four rolled out their solution all at once throughout the entire company. Not surprising, the larger the company, the more likely the organization is to do a staged rollout.

Extent of deployment



Base: Wireless email solution users (n=502)

Most important smartphone features: Reliable core functionality first, then advanced technology

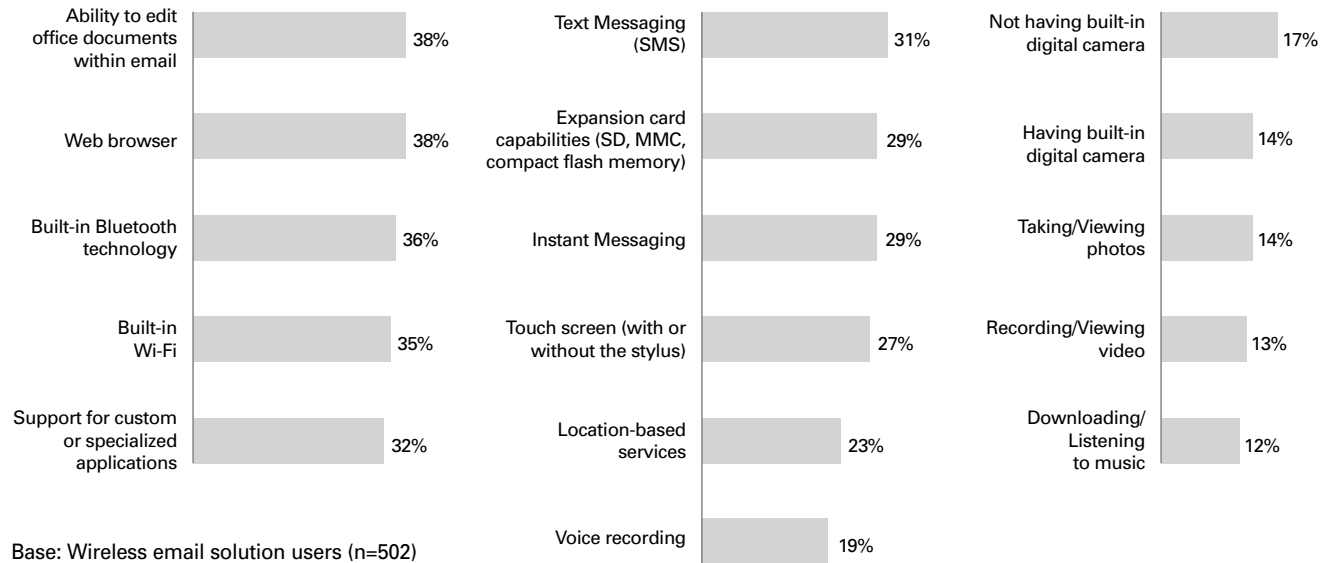
When selecting a smartphone, corporate buyers place a premium on basic functionality such as PIM, email attachment access, synchronization (standard and over-the-air), and viewing office documents. When all corporate decision makers were asked to rate the importance of an array of smartphone features in the purchase process, the following were named most often as either “extremely” or “very” important:

- Calendar/Contacts/Address book
- Ability to open and send email attachments
- Ability to view Microsoft® Office documents within email
- Over-the-air synchronization of information
- Ability to edit Microsoft Office documents within email

The next tier of important features are related to accompanying technologies: web browser; built-in Bluetooth® technology; built-in Wi-Fi; support for custom or specialized applications; text messaging; expansion card capabilities; Instant Messaging; and location-based services.

Not surprising, for the business decision maker, ever focused on productivity gains and process improvements, the least important smartphone features were multimedia related.

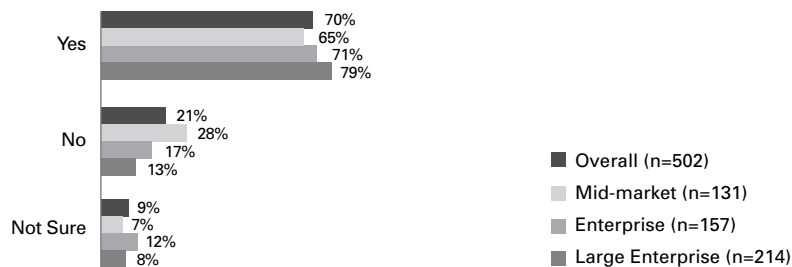
Desired smartphone features (rating “extremely” or “very” important)



Methods of approving and deploying in companies

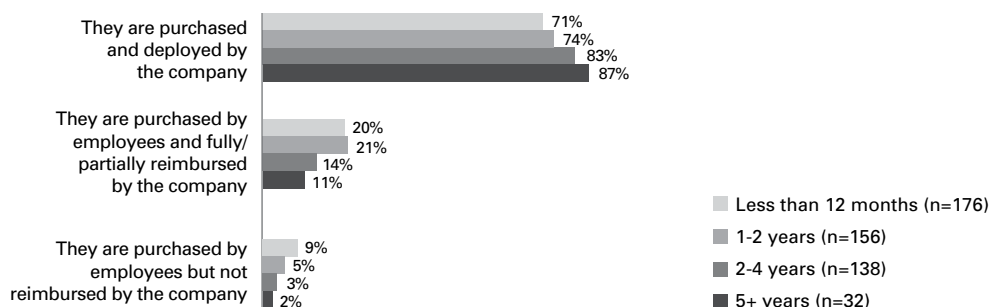
Companies with over 500 employees, regardless of size, overwhelmingly employ standards lists as a way to control the smartphones that are used to access corporate data.

Have Corporate Standards list



The majority of phones in use in companies that support smartphones are centrally purchased and deployed by the company. It is rare that there is no reimbursement.

Aquisition Method

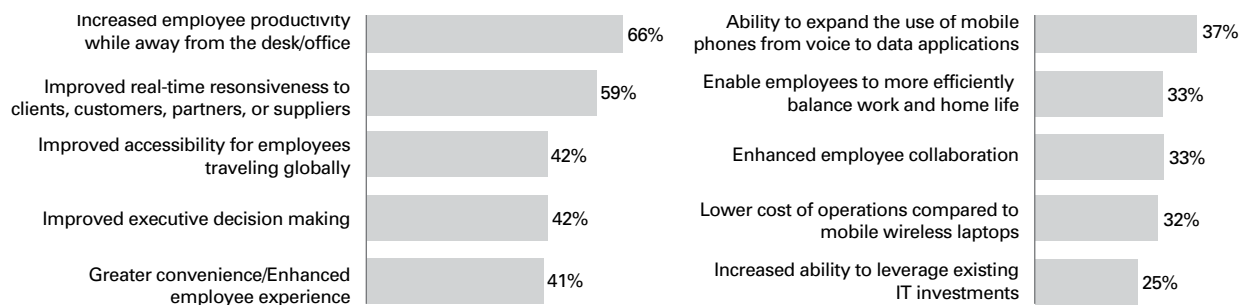


The key benefits of corporate wireless email

While there are numerous reported benefits of deploying a wireless email solution, leading benefits include increased employee productivity and improved real-time responsiveness

When asked to name the key benefits of adopting a wireless email solution, corporate decision makers most often say: increased employee productivity while away from the office (66%); and improved real-time responsiveness to clients, customers, partners, or suppliers (57%). Other perceived benefits include: greater convenience/enhanced user experience (42%); improved accessibility for employees traveling globally (41%); and improved executive decision making (40%).

Key benefits of adoption



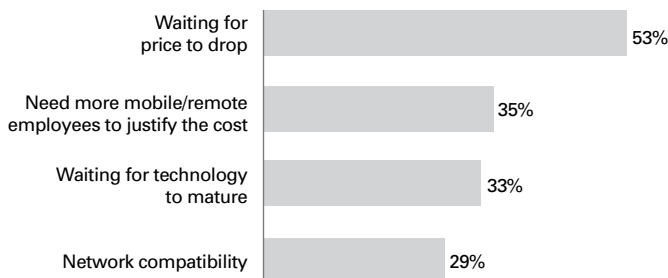
Base: Supports smartphones (n= 608)

Barriers to adoption

Perceived high cost of wireless email solutions has been the greatest barrier to adoption

This suggests that as the cost of these solutions continues to fall, more businesses will be deploying them for the first time. For some businesses with a very small number of remote or mobile employees, however, deployment of such solutions may have to wait indefinitely. When those who considered a solution, yet decided against implementation were questioned about the reasons, over half (53%) of the corporate decision makers say that they were “waiting for the price to drop.”

Nevertheless, substantial numbers also felt that they had too few mobile or remote users to justify the cost (35%), were waiting for the technology to mature (33%), or cited network compatibility issues (29%).

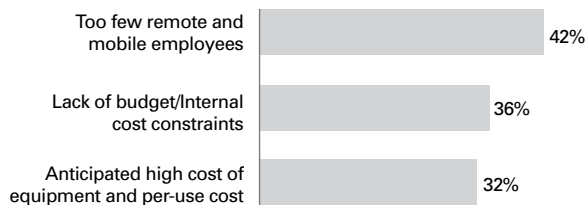


Base: Examined wireless email solution but chose not to implement (n=56)

Most companies who have never considered a wireless email solution simply don't have enough mobile employees

Those who have never considered the deployment of a wireless email solution most often say that they have too few remote or mobile employees (42%), cite budget or cost constraints (36%), or anticipate high equipment or per-user costs (32%).

Why chose not to implement



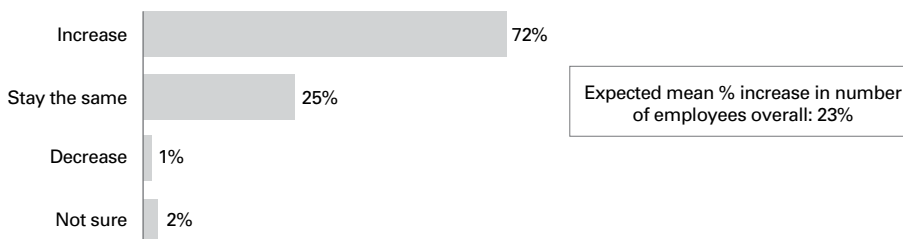
Base: Never seriously considered implementing a wireless email solution (n=187)

Future deployment plans

Encouraged by the success of their wireless email deployments, survey respondents are keen to ramp up their investments

Nearly three out of four respondents (72%) with wireless email deployed anticipate that the number of employees who will be equipped with smartphones will increase over the next 18 months. On average, the number of users in these instances is anticipated to grow by nearly 23%. This is consistent across company sizes. Drivers include the cost of smartphones coming down over time and increased workforce mobility.

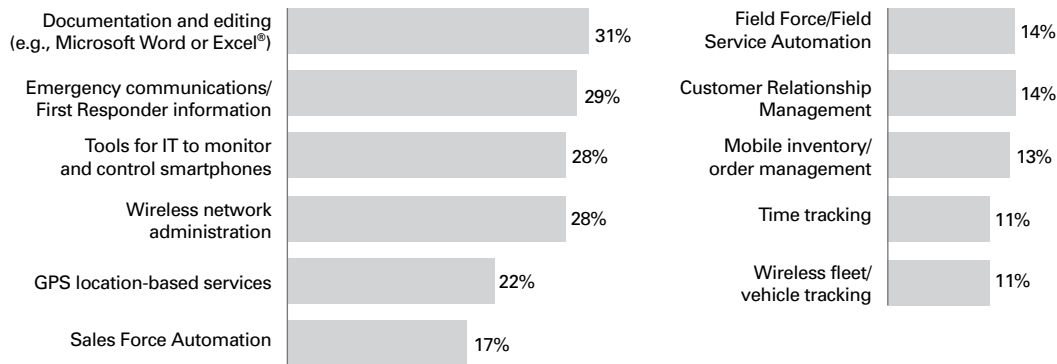
Smartphone expansion plans



Mobile solutions beyond email are gradually gaining traction

Document handling and emergency communications tools are used by about a third of the respondents. Business process solutions that have the most traction are under the umbrella of Field Force and Sales Force productivity solutions. According to corporate decision makers, after email, document creation and editing is the most widely deployed solution on smartphones (25%). Other applications on smartphones include emergency communications (24%), tools for IT to monitor and control smartphones (23%), wireless network administration (22%), and GPS location-based services (19%).

Other solutions on smartphones



Conclusions

- Corporate wireless email delivers high satisfaction levels and compelling benefits to business decision makers, suggesting that deployments will become more widespread in the near term (18 months) as peers share favorable experiences, return on investment results are widely known, and current objections are addressed with advances in technology.
 - Most companies who have deployed wireless email say it meets or exceeds expectations, and an overwhelming majority plan to expand its use in their organizations in the next 18 months.
- Despite seeming ubiquitous to some, wireless email deployments are a relatively new phenomenon in companies with over 500 employees.
- Most have been in place for less than two years; large enterprises are the exception—most with two to four years of experience.
- Most companies with over 500 employees, regardless of size, employ a company standards list.
 - The majority are purchased and deployed by the company. Very few offer no reimbursement.
- The benefits that companies most often seek are increased employee productivity and improved real-time responsiveness to clients, partners, or suppliers.
- Barriers to adoption center on the perceived high cost of the solution and simply not having a critical mass of mobile employees to justify the investment.
- Utilization of solutions beyond email on smartphones is gaining adoption, led by basic functionality such as document handling and emergency communication. Business process solutions that have the most traction are under the umbrella of Field Force and Sales Force productivity solutions.



Palm, Inc.
 950 W Maude Ave
 Sunnyvale, CA 94085-2801
www.palm.com

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