

Return on mobile

Capturing the value beneath the surface

Mobile has become essential to the way we do business



Over **27%** of global online transactions are now conducted on mobile devices



More than **165,000** mobile health apps exist today



By 2017, **30%** of travel sales in the United States will be generated through a mobile device



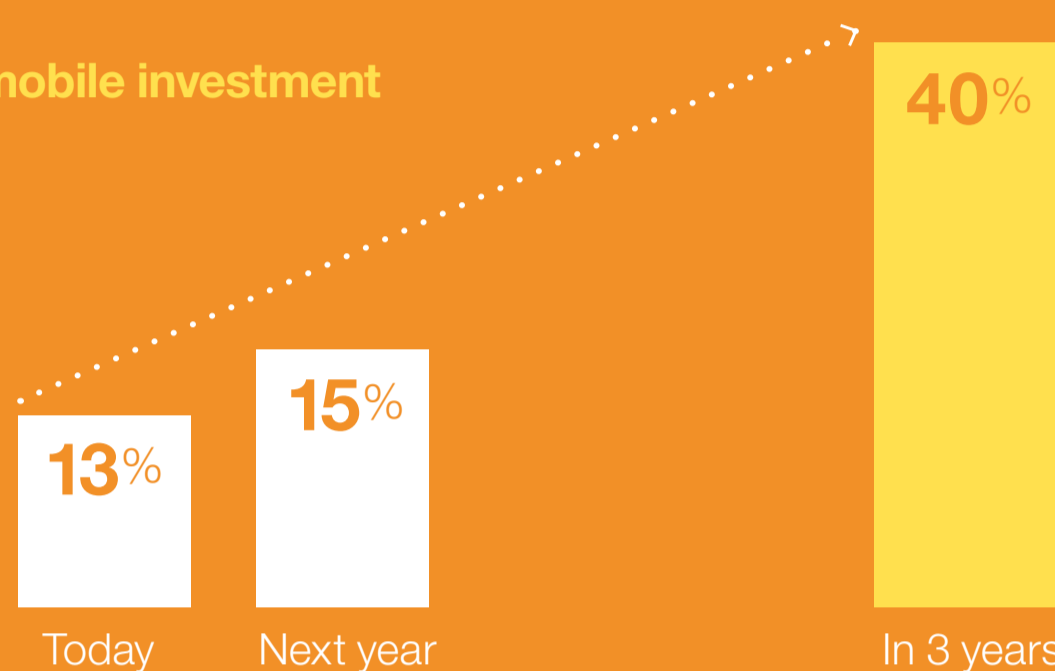
Mobile commerce market is expected to be worth **\$467.3 billion** in 2019

Organizations are responding by tripling their mobile investment

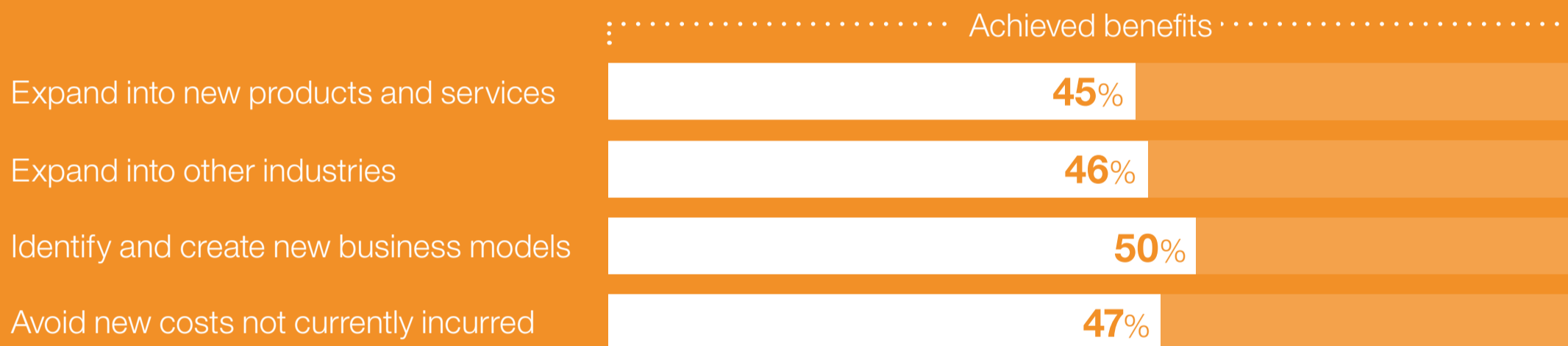
Investment in mobile as a percentage of total IT spending is expected to triple

One-third of executives surveyed by IBM plan to spend \$15-\$45 million next year

■ IBM survey ■ Leading analysts



With multiple goals targeted, even the “most successful” mobile initiatives fail to achieve them



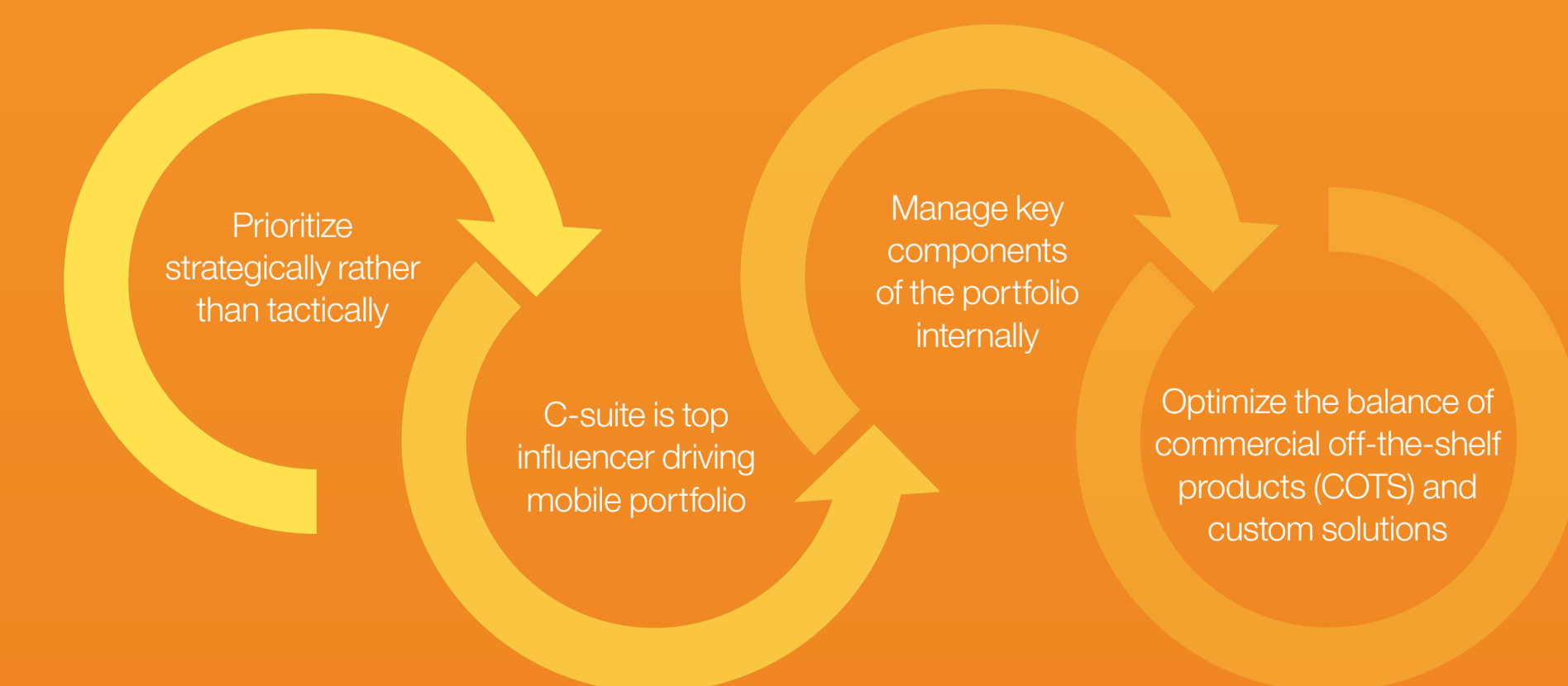
Mobile initiatives achieve positive ROI over accelerated time periods

Executives surveyed report significant return on mobile



\$12.6 M
average annual mobile spend

Top performers report key behaviors that help them capture greater value from their mobile initiatives



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