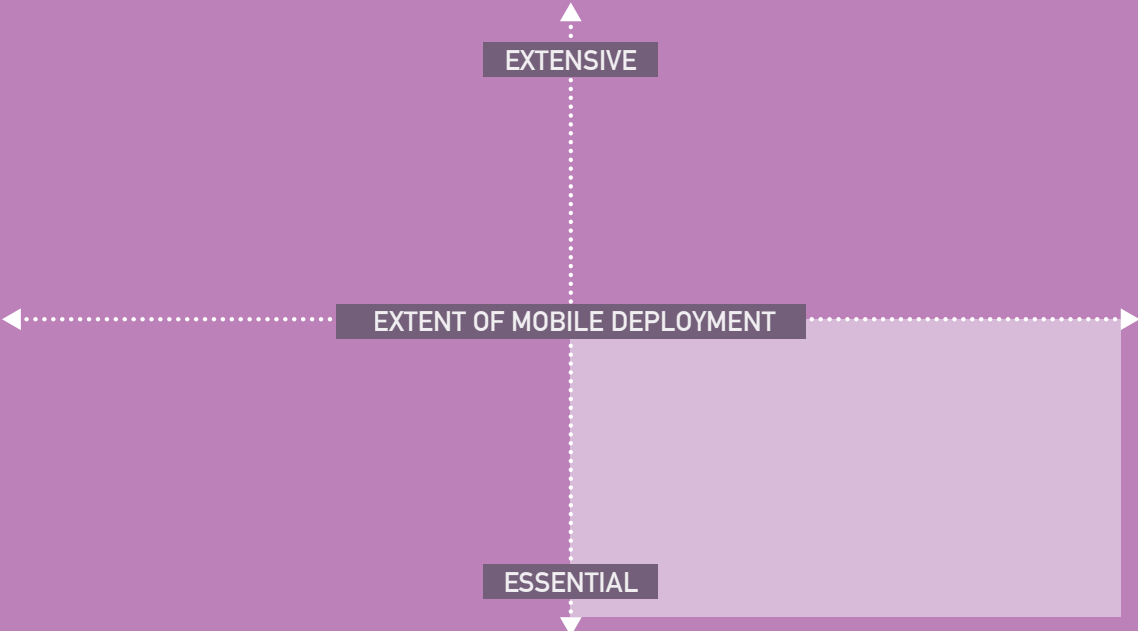


Your Result: **OPPORTUNIST**

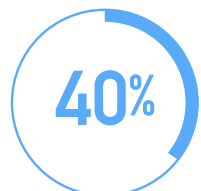
When it comes to digital transformation, mobile is the fastest path to value. Based on your answers, your organization is making some strides in mobile but strategy gaps in budget, resources and business buy-in mean you're leaving high-value opportunities on the table.

Companies are defined by the experiences they create. To ensure yours are exceeding customer and employee expectations, you need to align mobile to corporate objectives, simplify business processes and reduce reliance on off-the-shelf solutions. A tactical, ad-hoc approach to mobile may get you a few quick wins, but an integrated approach will deliver higher ROI and help you uncover new revenue streams that generate more long-term value.



The Good News:

A few strategy shifts can help you make a big business impact. Leaders see an average annual revenue increase of 7 percent and a cost decrease of 6 percent. Shrink time-to-value by prioritizing strategic alignment for every mobile initiative:



...of executives admit to taking an ad-hoc approach to mobile.



...per mobile project is saved, on average, by leaders who take a balanced, strategic approach.



...of global executives say their most successful mobile projects achieve payback in 12 months or less.

What's next?

Push your mobile strategy in a more profitable direction:

- 1** [See how mobile is transforming the fan experience at the KLM Open](#)
- 2** [Learn about the top global digital marketing agencies delivering on customer experiences](#)
- 3** [Find out how to take a more integrated approach to mobile app development](#)

Send this report to my team