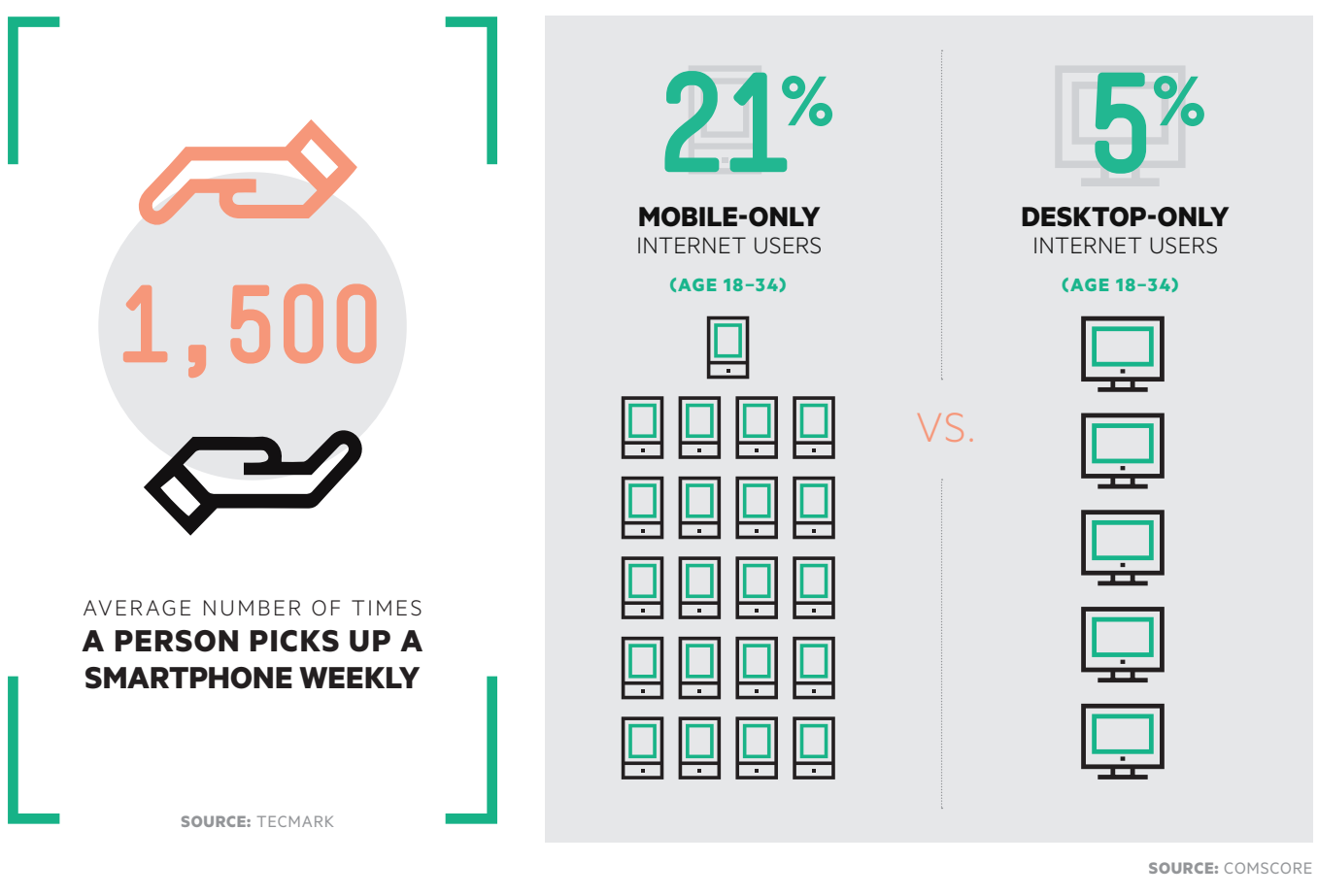




## REASONS WHY YOU CAN'T IGNORE THE MOBILE REVOLUTION

### 1 SMARTPHONES ARE HERE TO STAY

They're an integral part of daily life, and there's no going back.

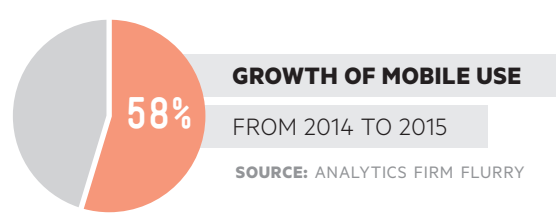
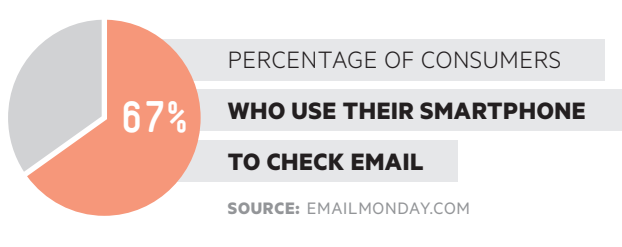


### 2 CUSTOMERS EXPECT PERSONALIZED EXPERIENCES

They want instant and easy transactions, recommendations, and feedback.

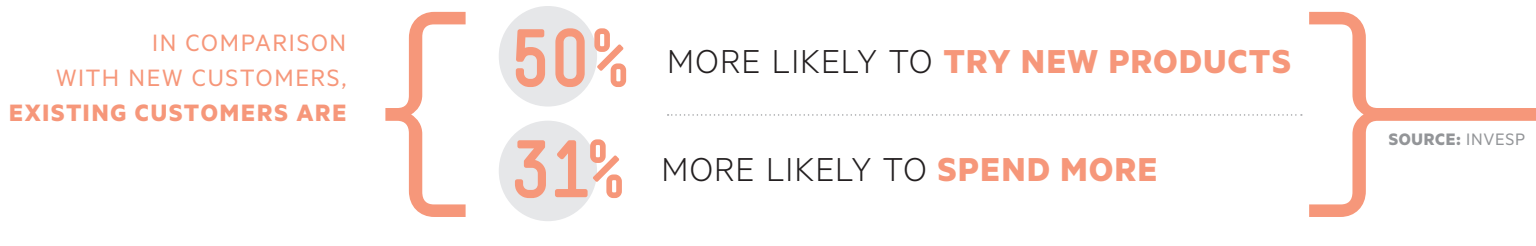
**3.1 MILLION**  
NUMBER OF **AVAILABLE APPS** FOR  
DOWNLOAD FROM TOP TWO APP STORES

SOURCE: STATISTA



### 3 MOBILITY HELPS RETAIN CUSTOMERS

The cost is **5x more** to acquire a new customer versus keeping an existing customer. SOURCE: LEE RESOURCE INC.



### 4 LOCATION MATTERS

Enterprises can **leverage venue-based services** to improve customer relationships and sales.



NUMBER OF U.S. LOCATION-BASED SERVICES USERS IN 2016  
**UP FROM 175 MILLION USERS IN 2015**

SOURCE: STATISTA

### 5 MOBILITY IMPROVES THE WORK ENVIRONMENT

Mobile strategies give employees information at their fingertips.

**50% TO 60%**

AMOUNT OF TIME THAT FORTUNE 1000 EMPLOYEES  
**ARE MOBILE AND NOT WORKING AT THEIR DESK**

SOURCE: GLOBAL WORKPLACE ANALYTICS

Enterprises can thrive in a customer-empowered world with the right mobile strategy.  
**Transform your enterprise and lead with mobility.**



Learn more at [HPE-EnterpriseForward.com](http://HPE-EnterpriseForward.com).