Mobile is changing every aspect of our world, and has quickly become the first screen in our lives.

**THE MOBILE LANDSCAPE**

- 1 billion smartphones shipped in 2014—2x the number of PCs (308 million)²
- 80% of adults worldwide will have a smartphone by 2020³
- 1 in 5 millennials today are mobile-only⁴

**MOBILE APPS DRIVE HIGHER ENGAGEMENT**

- Apps drive the majority of media consumption on mobile devices, accounting for 7 out of every 8 minutes⁷.
- 7.5 hours Average employee time saved by custom mobile apps—7.5 hours per employee per week⁸.
- 82% believe custom mobile apps help generate revenue (average gain—10%)⁶.
- $76.52 billion Predicted 2017 global mobile app revenues⁴⁴.

**MOBILE RISKS**

- 93% of enterprises are concerned with data loss and other security breaches related to mobile devices¹⁳.
- 73% have lost a mobile device (52% have had a mobile device stolen)¹².
- 66% of time spent on mobility projects is security and integration¹³.
- 1 out of 4 mobile apps is deleted after being used only once¹⁴.

**“If you don’t have a mobile strategy, you don’t have a future strategy.”**

 Eric Schmidt, Executive Chairman, Google¹⁵

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9. 2014 Triangle Research Survey
10. Censuswide carried out the research on behalf of Oracle in August 2014, surveying 1,500 professionals working for global organizations

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