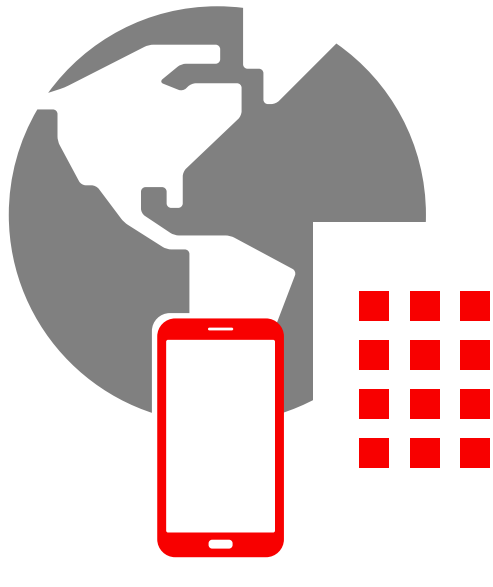


Mobile Is the New First Screen

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



2011

“Software is eating the world.”

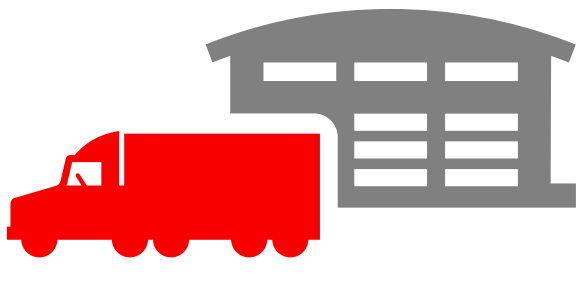
Marc Andreessen, Andreessen Horowitz

2014

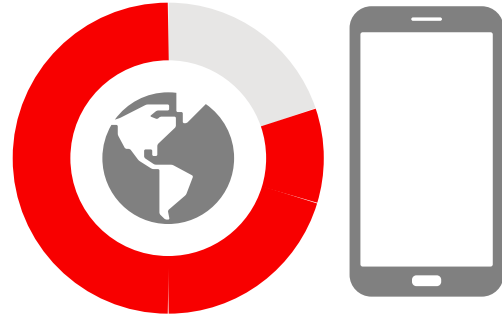
“Mobile is eating the world.”

Benedict Evans, Andreessen Horowitz

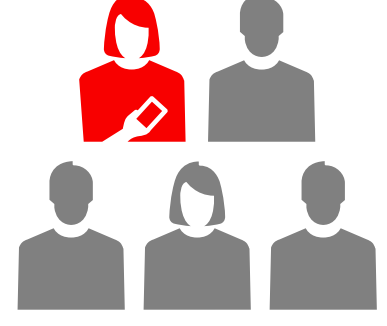
THE MOBILE LANDSCAPE



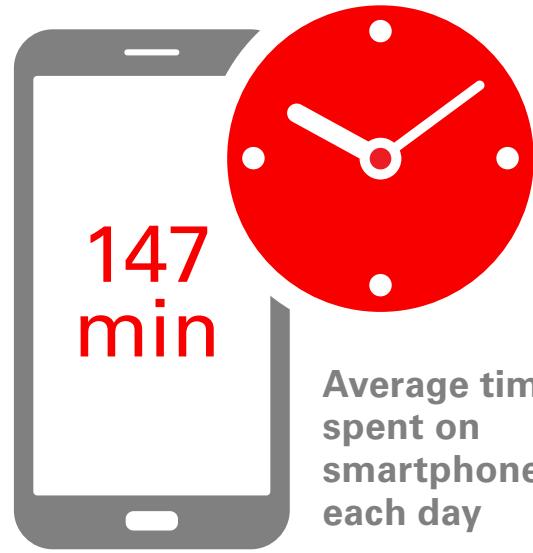
1 billion smartphones shipped in 2014,¹ 3x the number of PCs (308 million)²



80% of adults worldwide will have a smartphone by 2020³



1 in 5 millennials today are mobile-only⁴



147 min

Average time spent on smartphones each day

Mobile is the new first screen

Americans spend more time per day on smartphones than watching TV⁵, and mobile delivers **twice the awareness per dollar** spent compared to TV and digital (AT&T)⁶.

MOBILE APPS DRIVE HIGHER ENGAGEMENT



Apps drive the majority of media consumption on mobile devices, accounting for **7 out of every 8 minutes**⁷.



7.5 hours Average employee time saved by custom mobile apps—7.5 hours per employee/per week⁸

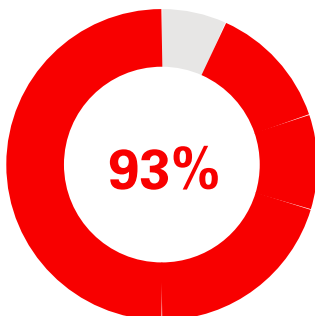


82% believe custom mobile apps help generate revenue (average gain—16%)⁹

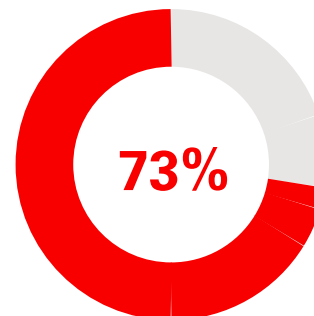


\$76.52 billion Predicted 2017 global mobile app revenues¹⁰

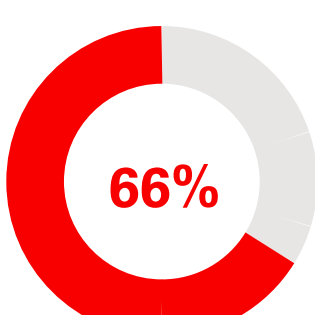
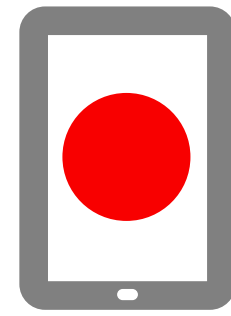
MOBILE RISKS



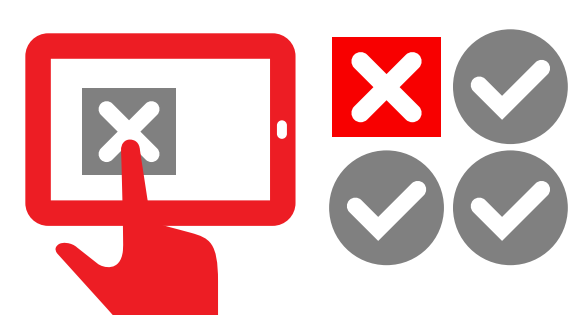
93% of enterprises are concerned with data loss and other security breaches related to mobile devices¹¹



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

ORACLE MOBILE THINK...



Context



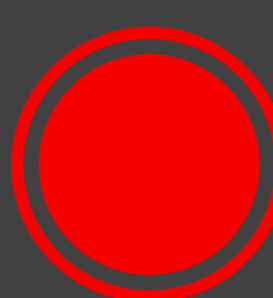
Security



Analytics



Integration



Convenience

^{11, 14} Business Insider (2015). The Future of Mobile. Retrieved from <http://www.businessinsider.com/the-future-of-the-mobile-industry-2014-11?op=1>, April 20, 2015.

¹² IDC (2015). PC Leaders Continue Growth And Share Gains As Market Remains Slow, According to IDC. Retrieved from <http://www.idc.com/getdoc.jsp?containerId=prUS25372415>, April 20, 2015.

¹³ MillwardBrown (2014). AdReaction: Marketing in a multiscreen world. Retrieved from <http://www.millwardbrown.com/adreaction/2014/#/>, April 20, 2015.

¹⁴ Marketing Land (2015). Report: Mobile Best Practices Can Boost Campaigns Up To 160 Percent. Retrieved from <http://marketingland.com/report-mobile-best-practices-can-boost-campaign-performance-up-to-160-percent-121782>, April 20, 2015.

¹⁵ Andreessen Horowitz (2014). Mobile Is Eating the World. Retrieved from <http://a16z.com/2014/10/28/mobile-is-eating-the-world/>, April 20, 2015.

¹⁶ comScore (2014). The U.S. Mobile App Report. Retrieved from <http://www.comscore.com/Insights/Presentations-and-Whitepapers/2014/The-US-Mobile-App-Report>, April 20, 2015.

¹⁷ CDW (2015). The App Age: How Enterprises Use Mobile Applications. Retrieved from http://www.cdwnewsroom.com/wp-content/uploads/2015/03/CDW_Mobile-Apps_Report_FINAL.pdf, April 20, 2015.

¹⁸ Statista (2015). Worldwide mobile app revenues from 2011 to 2017 (in billion U.S. dollars). Retrieved from <http://www.statista.com/statistics/269025/worldwide-mobile-app-revenue-forecast/>, April 20, 2015.

¹⁹ 11, 13, 14 2014 Triangle Research Survey

²⁰ Censuswide carried out the research on behalf of Oracle in August 2014, surveying 1,500 professionals working for global organizations

²¹ Wired UK (2013). Google exec: 2013 is the last year you can wait to develop a mobile strategy. Retrieved from <http://www.wired.co.uk/news/archive/2013-10/03/google-exec>, April 20, 2015.