

OUR EXPECTATION FOR ON-DEMAND INFORMATION

has forever changed the way we approach business and view our employers. In order to foster productivity, creativity and loyalty, today's GenMobile employees require collaborative working environments, tools to support non-routine schedules, and the flexibility to work from anywhere at anytime.

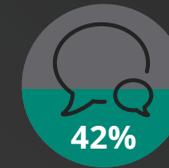
In a new study with the world renowned Economist Intelligence Unit (EIU), it is revealed that there is a measurable link between creating a mobile-optimized work environment and the productivity gains and job satisfaction of employees.



a Hewlett Packard Enterprise company



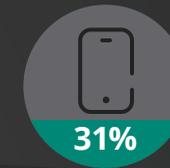
HOW COMPANIES ARE RESPONDING



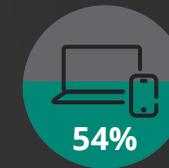
of companies are now using work collaboration tools (Slack, Gchat) to boost productivity and satisfaction



are providing video collaboration tools (Skype, Google Hangouts) to enhance teamwork



are offering mobile communications apps to improve daily work activities



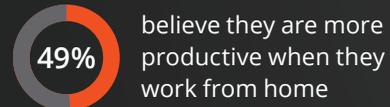
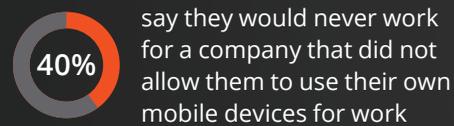
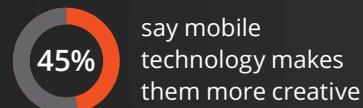
of companies are now providing access to the company network from any mobile device



of companies now offer a hot-desking environment with mobile connectivity at any location

#GENMOBILE TRENDS

Six in ten employees say mobile technology makes them more productive



Think age is still a factor in reliance to mobile devices and work? Not anymore, **ages 18-65** responded almost identically to their dependence on mobile devices.



HOW CIOs CAN BUILD THE MOBILE STRATEGY FOR #GENMOBILE

ESSENTIALS FOR A PRODUCTIVE, CREATIVE AND SATISFIED WORKING ENVIRONMENT



The ability to work from any location at anytime



The ability to collaborate with colleagues effectively



The ability to access work information quickly and easily

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WHAT IS THE IMPACT TO GLOBAL BUSINESS?

COMPANIES RATED AS MORE 'FORWARD THINKING' IN MOBILE TECH STRATEGIES SAW THE FOLLOWING GAINS TO THEIR BUSINESS:



Workplace flexibility is the biggest contributor to employer loyalty.