Wholly Smoke? – Hot Trends for the Mobile Cloud

Lillian Tay

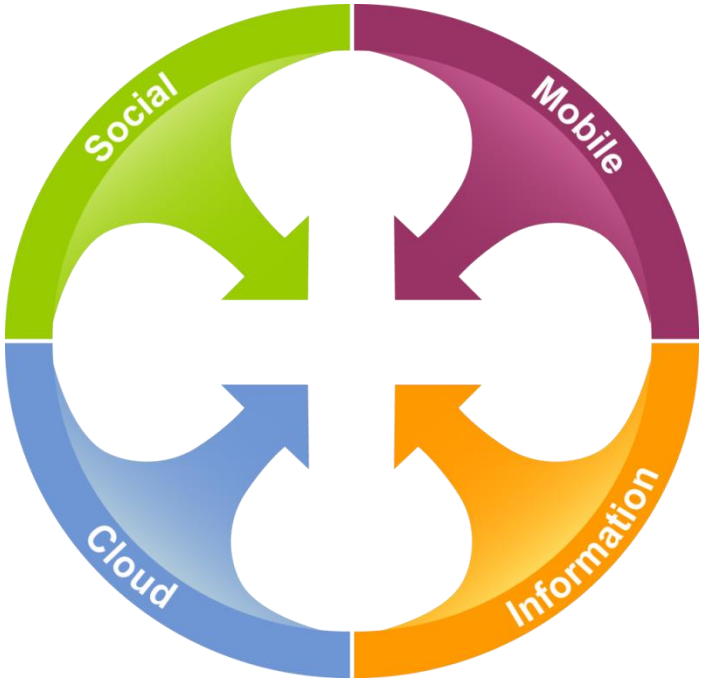
© 2013 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. or its affiliates. This publication may not be reproduced or distributed in any form without Gartner's prior written permission. If you are authorized to access this publication, your use of it is subject to the Usage Guidelines for Gartner Services posted on gartner.com. The information contained in this publication has been obtained from sources believed to be reliable. Gartner disclaims all warranties as to the accuracy, completeness or adequacy of such information and shall have no liability for errors, omissions or inadequacies in such information. This publication consists of the opinions of Gartner's research organization and should not be construed as statements of fact. The opinions expressed herein are subject to change without notice. Although Gartner research may include a discussion of related legal issues, Gartner does not provide legal advice or services and its research should not be construed or used as such. Gartner is a public company, and its shareholders may include firms and funds that have financial interests in entities covered in Gartner research. Gartner's Board of Directors may include senior managers of these firms or funds. Gartner research is produced independently by its research organization without input or influence from these firms, funds or their managers. For further information on the independence and integrity of Gartner research, see "Guiding Principles on Independence and Objectivity."

Gartner

Mobile and the Nexus

Engagement Creates **Information**

A Great Mobile Strategy **Engages**



Cloud Provides **Delivery, Scale** and **Security**

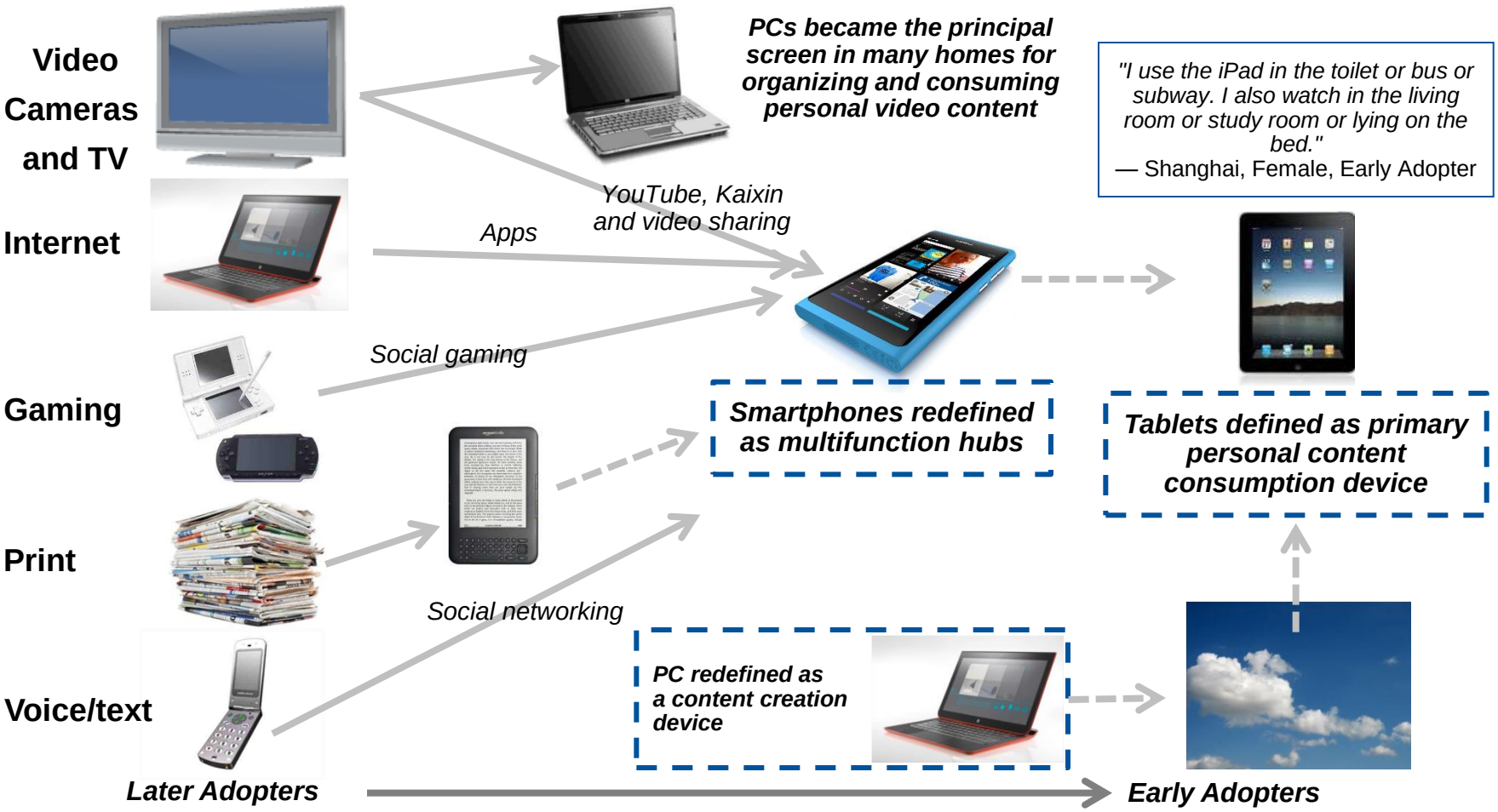
Information Drives the **Mobile Experience**

#GartnerSYM

© 2013 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

Shift to Cloud - Enabled Mobile, Social, Contextual Devices and Services



© 2013 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

Mobile Mega Trends

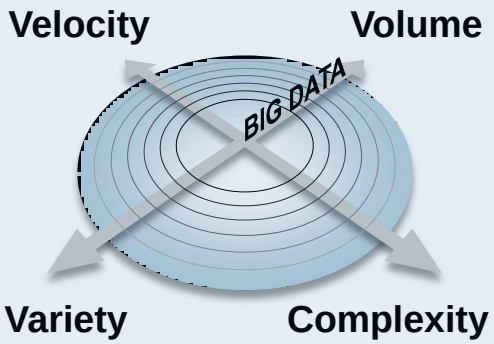
Connected World

Mobile devices making consumption effortless and encouraging content sharing and simplicity

User Interfaces

New approaches for interacting with technologies highlight the restrictions of existing usage patterns

Analytics & Big Data



Real time analysis of rich media streams (both public and private) to predict future trends

#GartnerSYM

© 2013 Gartner, Inc. and/or its affiliates. All rights reserved.

Mobile Was Once Just This …

But Now It Is This …

HID Global

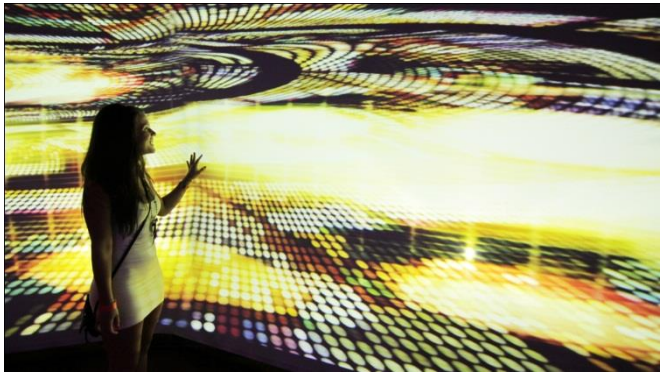
And This …

Golden-i

And This …

iRobot

And This!



Immersive Environments LLC

Devices Enable, but Are Ephemeral

© 2013 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

Gartner Predicts

- **By 2015, two-thirds of the workforce will own a smartphone … and 40% of the workforce will be mobile.**

- **By 2018, 70% of mobile workers will use a tablet or tablet hybrid.**

© 2013 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

Gartner Predicts

- **By 2015, two-thirds of the workforce will own a smartphone … and 40% of the workforce will be mobile.**

- **By 2018, 70% of mobile workers will use a tablet or tablet hybrid.**

© 2013 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner