

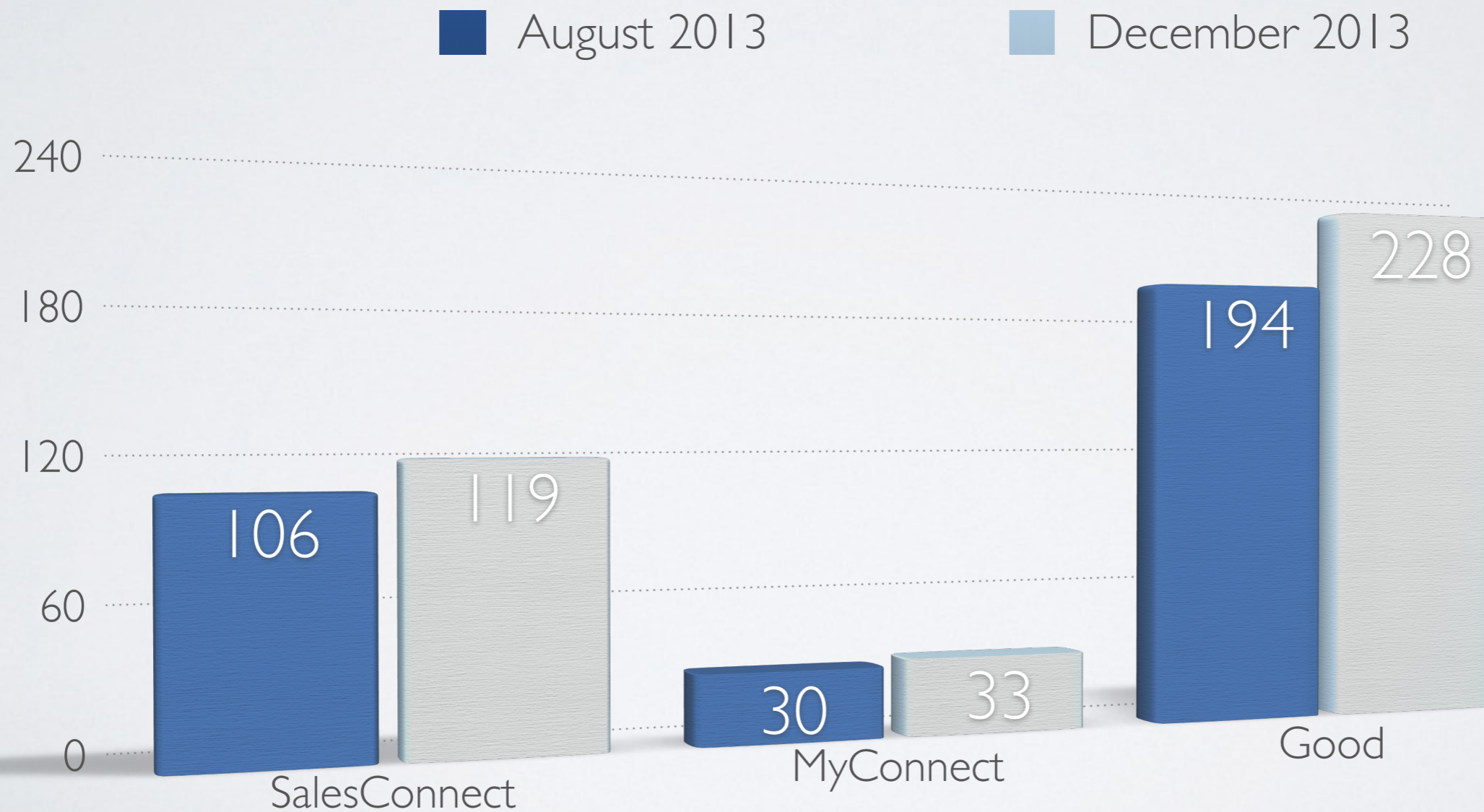
# APP USAGE AT SCHRODERS

James Hooker

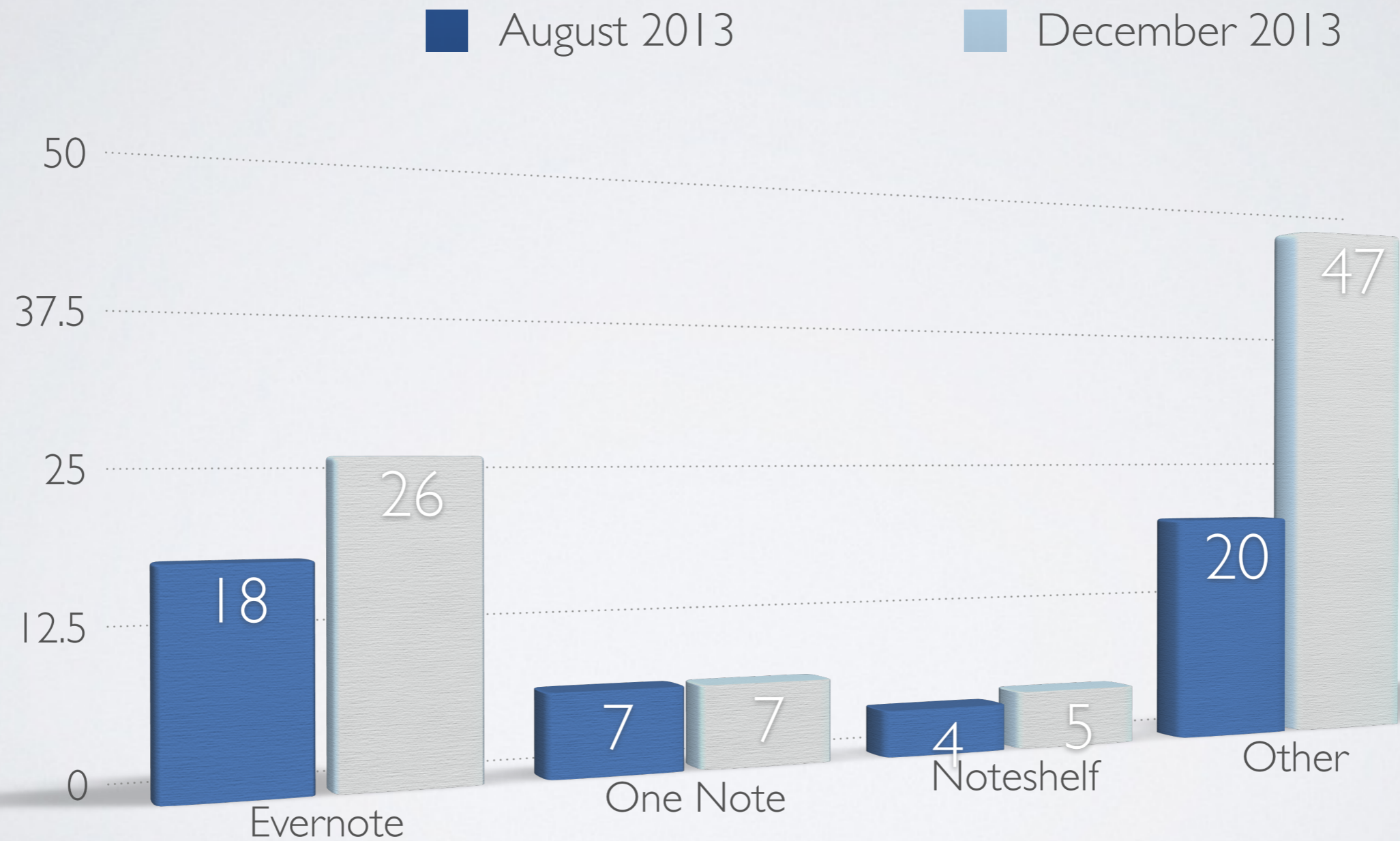
December 2013

# CORPORATE APPS

Approx 300 Managed Corporate iPads  
increase of 60 iPads since August 2013



# NOTE TAKING APPS

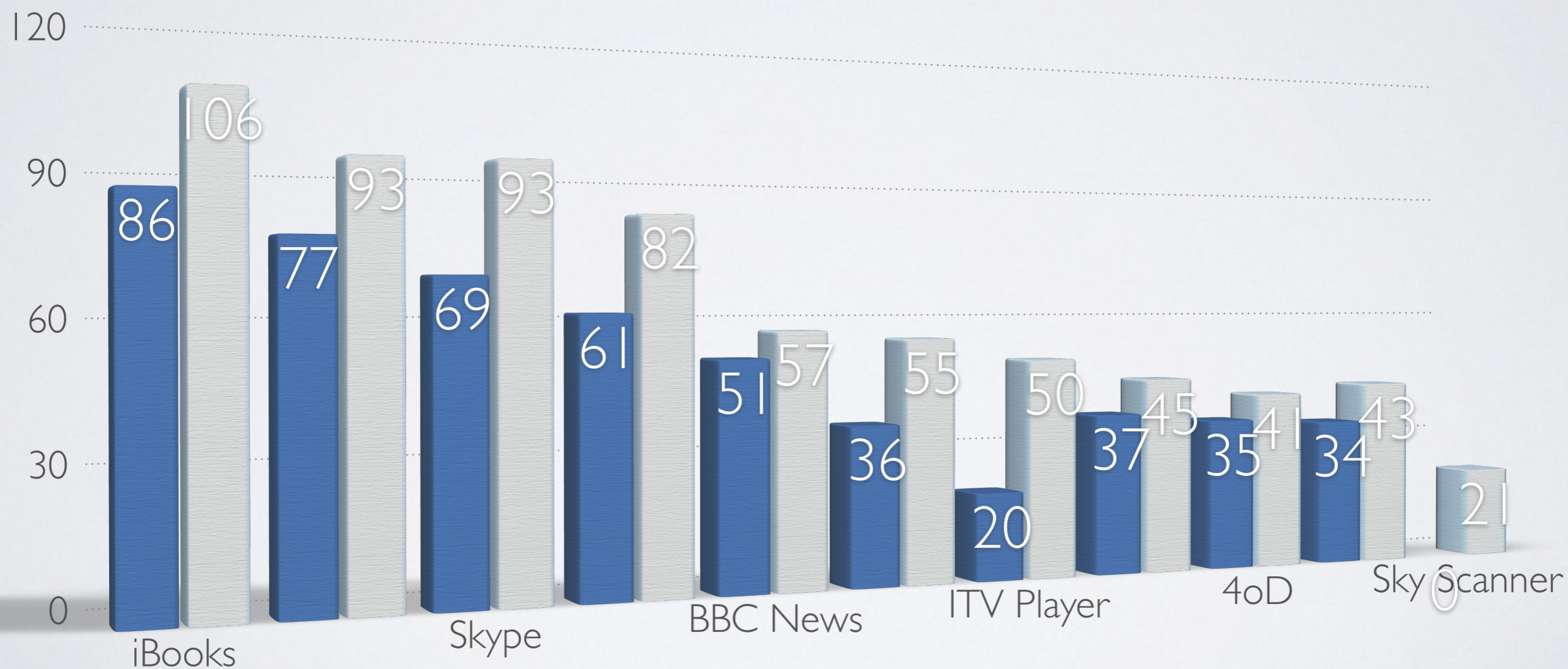




# TOP PERSONAL APPS

■ August 2013

■ December 2013

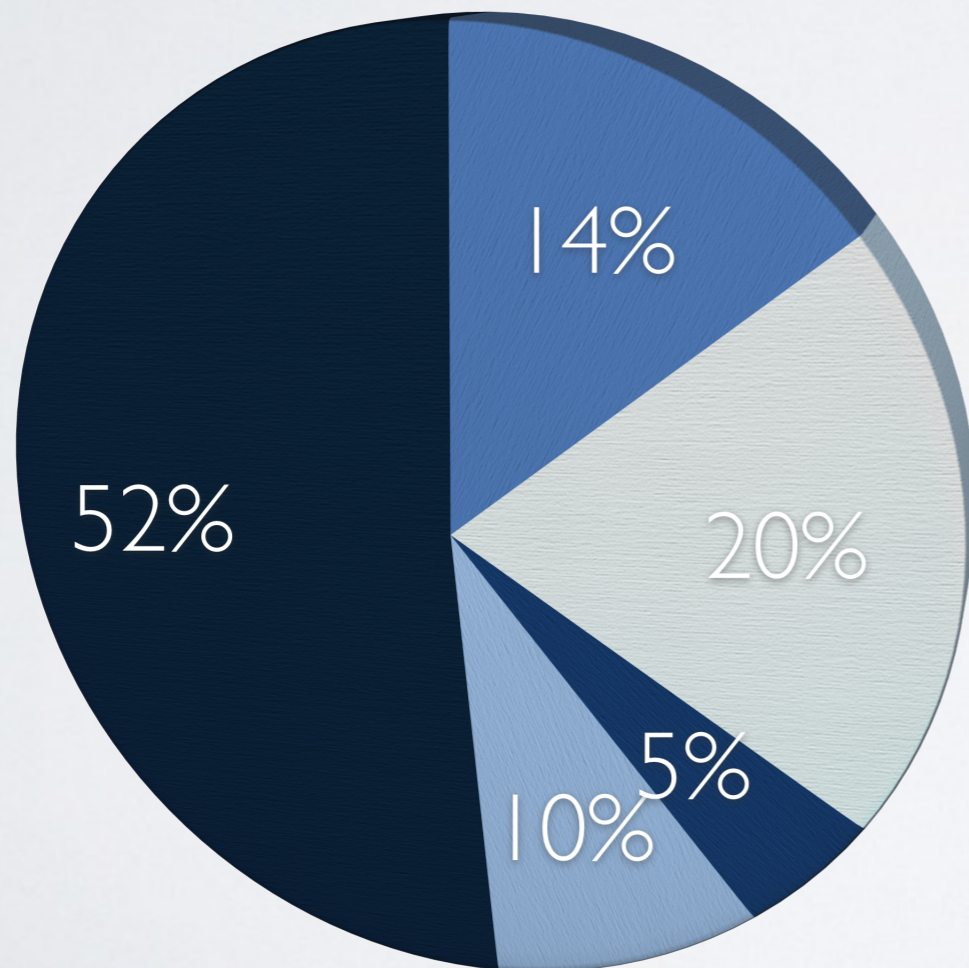




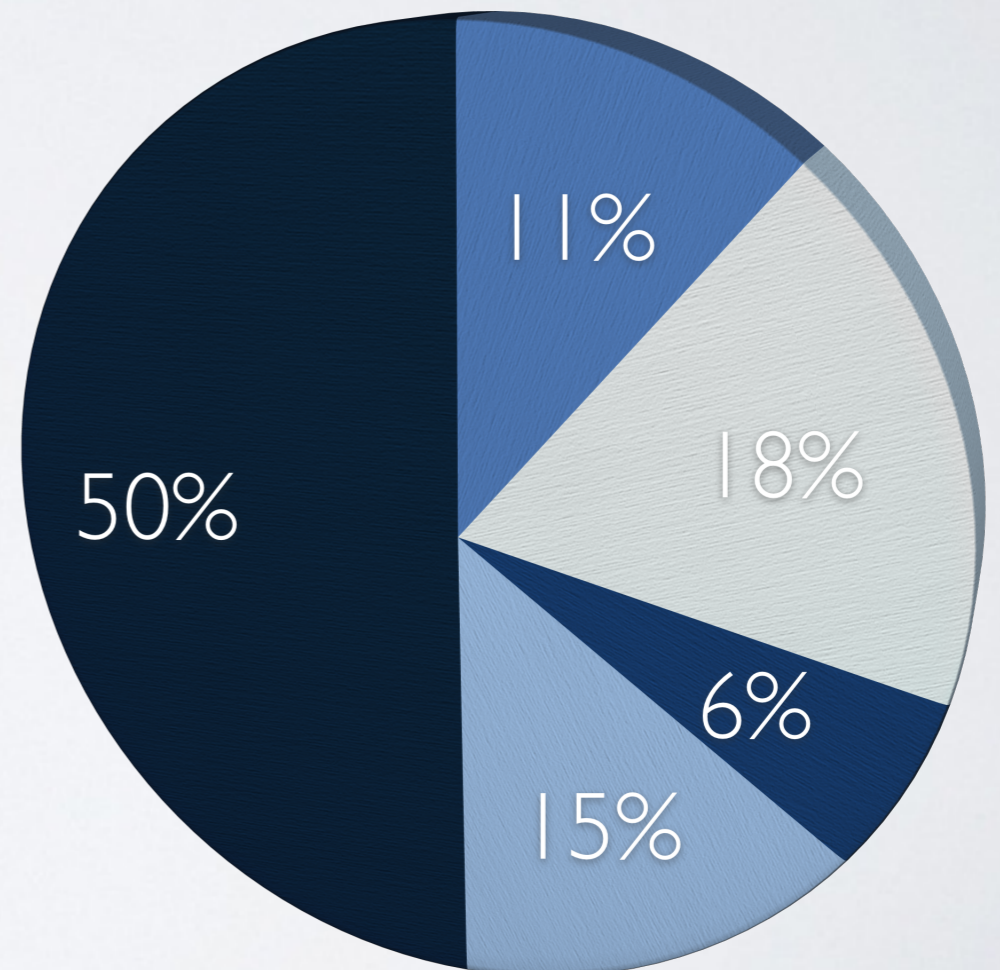
# APP MAKEUP

● 'Connects' ● Good ● Note Taking ● Business ● Personal

August 2013



December 2013



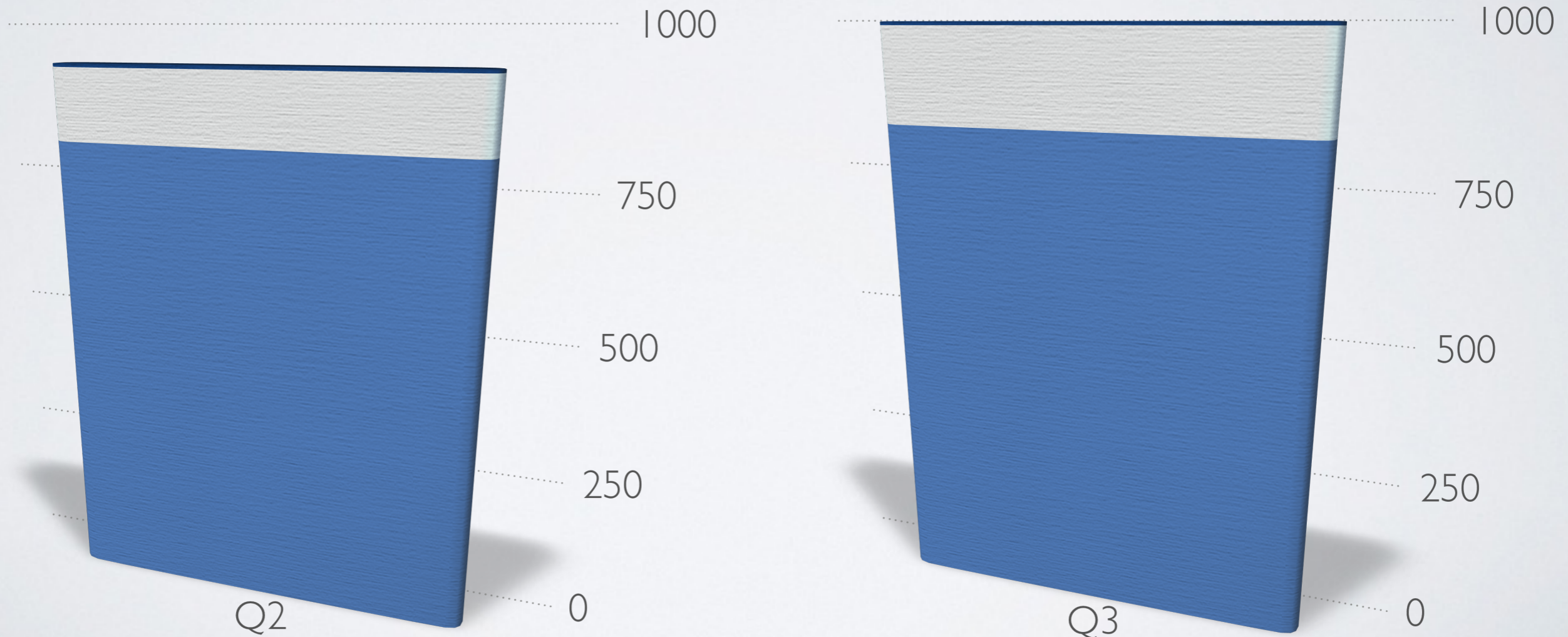


# GOOD BYOD USAGE

Q2

Q3

■ iOS    ■ Android    ■ Windows Mobile  
(Corporate iPad Figures Removed)





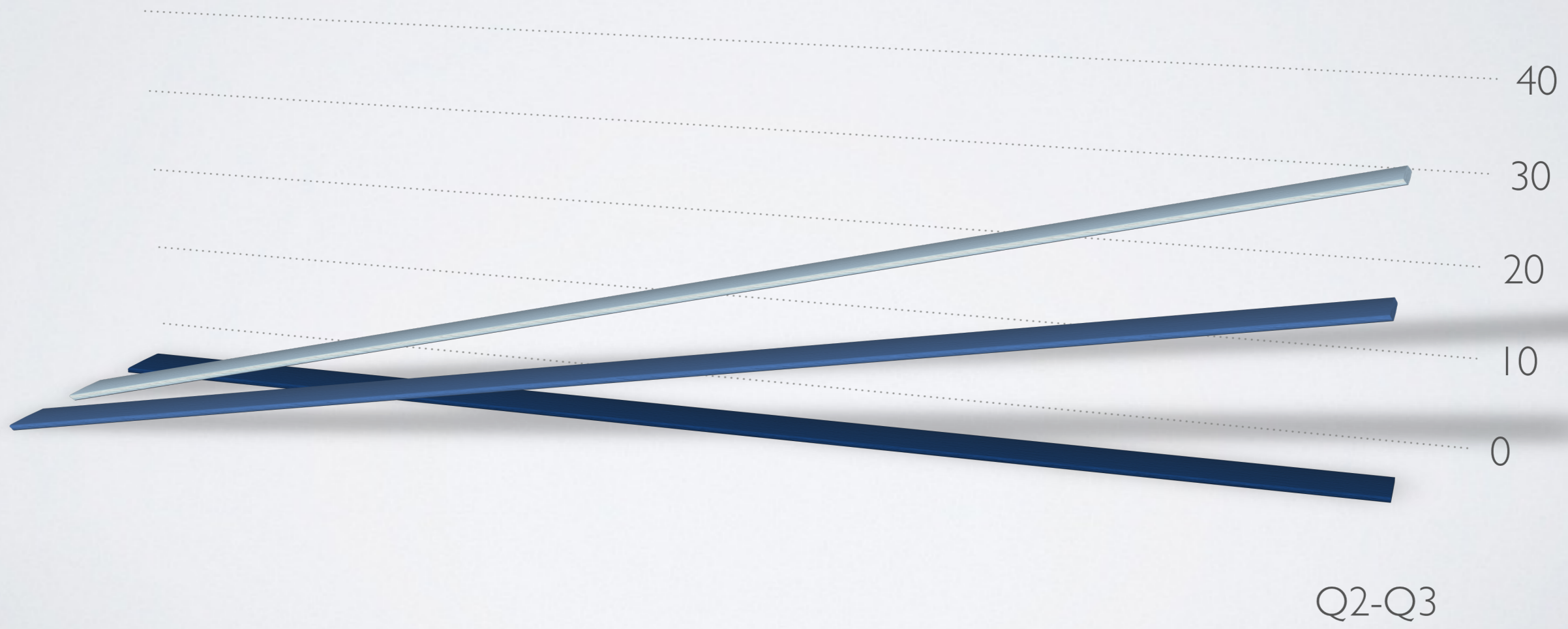
\* A licensing 'true up' took place in September, unused devices were removed

# GOOD BYOD USAGE

## Devices Added Per Platform

(Corporate iPad Figures Removed)

■ iOS      ■ Android      ■ Windows Mobile



# WHAT WE'VE LEARNT

- BYOD (email) growth is overtaking 'connects'
- Android use is growing in the business
- Apps for work use is also increasing
- Note taking apps are diversifying - preference driven
- People are using their iPads for personal tasks
- Feedback from 'business secured' apps pilot - very positive



# WHAT USERS WANT

- Salesforce Access
- SharePoint Access (File & Browser)
- Document editing
- Access to other internal applications (Oracle HR, RBAC...)
- The option of a corporate phone for airtime charges

# THE FUTURE

- Continued growth of mobile email access
- Continued growth of note taking and business apps
- Adoption of 'business secured apps' based on pilot
- Provide for the trend showing; users using their own devices and availability of business tools on mobile devices
- Provide a choice of corporate phones



THANK YOU

James Hooker

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