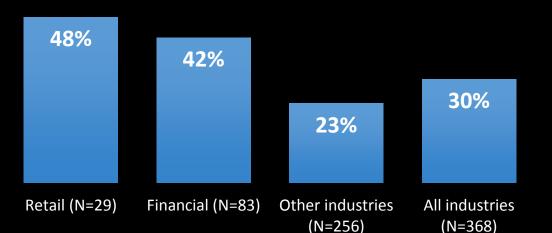




T A Winning Enterprise Formula

Percent of enterprise organizations reporting that the Apple/IBM partnership will "significantly accelerate" their adoption or usage of iOS-based devices and applications.



Original survey question:

"IBM and Apple recently announced a partnership involving IBM developing business applications for iOS platforms and selling iOS-based devices. Do you believe this partnership will accelerate your organization's adoption or usage of iOS-based devices and applications?"

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Survey respondents:

368 IT executives and managers at enterprise-class organizations (i.e., 1,000 employees and up)

Source: ESG Research Report, 2015 IT Spending Intentions Survey, data collected November/December 2014

The Apple and IBM partnership is paying off in key industry verticals.

In addition to announcing record revenues and profits, Apple's recent Q1 2015 earnings call included an update on the firm's mobile app development and analytics partnership with IBM. New ESG research finds that the alliance is resonating with customers: A considerable 30% of enterprise organizations say that the partnership will significantly accelerate their use of iOS devices and applications. This is especially true in key industry verticals (and traditional Big Blue bulwarks) highlighted by Apple CEO Tim Cook as the focus of initial app delivery, including retail and financial services.