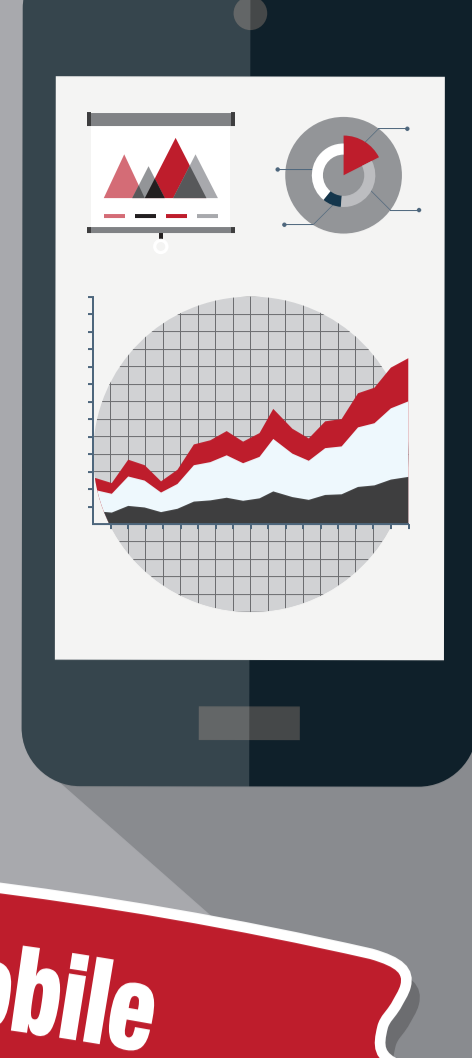


THE RISE OF ENTERPRISE MOBILE LEARNING IN A POST PC ERA

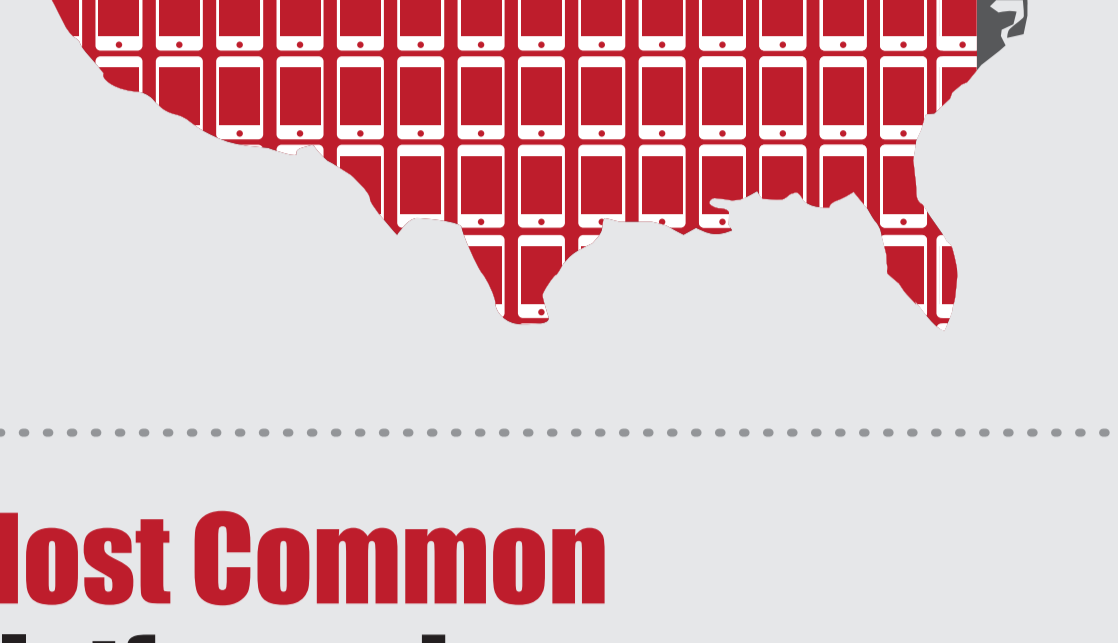


The Future of Enterprise is Mobile

BY 2017 there will be **2.4bn** enterprise smartphone users globally

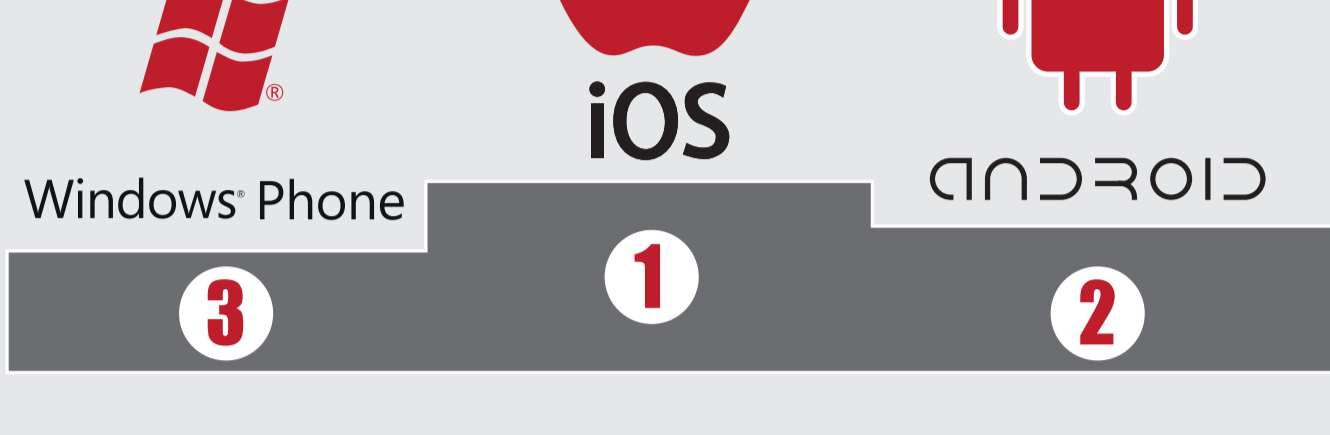


IN 2015 **37.2%** of the global workforce is **Mobile**



90% of U.S. employees use their personal **mobile devices** for work purposes

Most Common Platforms in Enterprise



In Enterprise...

MORE THAN **80%** of Fortune 500 companies have deployed or tested the iPhone

MORE THAN **65%** of Fortune 500 companies have deployed or tested the iPad

Mobile data traffic projected to increase by a compound annual growth rate of

78%

500m smartphones with a retail price of **\$100 or less** in use worldwide today

How will Mobile Affect Enterprise?

Organizations have an opportunity to adapt their **mobile strategy** to leverage these personal devices for work use

By 2015 **90%** of organizations will allow corporate applications on their employees' **mobile devices**

What About Security?

Only **43%** of organizations have a security strategy for personal devices

Did you Know? Mobile malware was up **197%** in 2014

How can Organizations Remain Secure?

- Devise a clear and comprehensive **SECURITY POLICY**
- Use a **CLOSED LOOP SYSTEM** requiring user authentication
- Control data security by **TRACKING ACCESS** to sensitive corporate data
- REMOTE LOCK** access to data if mobile device is lost or stolen
- Install **ROAMING CONTROLS** to avoid expensive mobile charges overseas

How can Your Employees Remain Secure?

- UPDATE** your mobile apps and firmware regularly
- INSTALL ANTIVIRUS APP**, especially on Google's open source Android
- USE SEPARATE PIN LOCKS** for the device and home screen
- APP WATCH** – Only install apps from the official app store
- STAY VIGILANT** – Avoid clicking on anonymous links

Learning in the Mobile Workplace

Why is Mobile Learning on the Rise?

- The spread of personal devices in enterprise
- Improved mobile technologies
- Growing mobile workforce

Did you Know?

- More tablets will be sold than PCs by **2015**
- More than **33%** of all YouTube videos are now watched on a mobile device
- More people access the internet via mobile phones than PCs today

People now have an expectation of instant access to knowledge



Part of mobile learning is the distribution of **'Just-in-Time Training'**

What is 'Just-in-Time Training'? Training rolled-out, or launched, immediately prior to it's use

Why Enterprise Mobile Learning Works

“ It's about delivering learning flexibility – at the learner's pace and in their space ”

Banking & Finance

12% higher completion rate among mobile learners at the 45-day milestone

Public Sector

Learners have declared mobile learning to be as effective as eLearning and classroom training

In a Recent Survey of Mobile Learners

- 100%** of participants **would complete more** training in the mobile format
- 99%** believed the format **enhanced their learning**
- 75%+** praised the **"convenience"** and **"time management"** benefits
- 45%** **less spent time** on average with **no loss of comprehension**

Mobile Learning Applications

- ON-DEMAND TRAINING
- JUST-IN-TIME TRAINING
- PERFORMANCE SUPPORT

New Technologies in Mobile Learning

- Advanced voice recognition
- 3D imaging projection
- Geo-sensors
- Advanced gesture technology
- Augmented reality

ABOUT INTUITION

Intuition has worked with some of the world's largest organizations to develop tailored secure mobile learning solutions which have both enhanced and improved the quality, effectiveness and enjoyment of learning for users.

Since 2006, Intuition has designed and delivered over 150 mobile learning solutions to organizations in numerous sectors including Banking & Finance, Public Sector, Pharma, Defence, Oil & Gas, and Retail.

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