



## Managing Enterprise Mobile Transformation

Enter Your Personal Survey Key:

1. How important is mobile application development to the future of your business?  
(Rate 1 to 5, 1 = Relatively unimportant, 5 = Critically important):

1     2     3     4     5     N/A

2. What are the priorities of your mobile application development efforts? (Check all the apply):

Developing new customer-facing apps     Improving worker productivity  
 Continuous delivery of app updates     Developing mobile interfaces for enterprise applications  
 Faster time to market     None of the above  
 Other: \_\_\_\_\_

3. Who is responsible for prioritizing mobile development priorities? (Check one):

CIO     CMO     Lines of business     Development organization  
 Other: \_\_\_\_\_

4. How would you rate the user experience your company is able to provide across different devices? (Select one/row):

	Strength	Weakness	Neutral
Speed to market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flexibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scalability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Do any of the following represent significant obstacles to achieving your organization's mobile development goals?  
(Check all that apply):

Security     Business and IT strategy     Workload Portability  
 Mobile complexity and integration     Mobile skills gap     Infrastructure scalability  
 None of the above

6. Which of the following are you currently using to aid mobile development efforts? (Check all that apply):

Agile development     DevOps     Platform-as-a-Service     Third-party developers     Managed services  
 None of the above

7. Are you using specific tools to secure the following? (Check all that apply):

Mobile apps     Data in transmission     Mobile integration with other systems  
 Mobile devices     Data at rest     None of these

8. Have you investigated or implemented cloud-based mobile development or infrastructure? (Check one):

Implemented     Planning to implement     Investigating     No plans

Our client, IBM, helps organizations of all sizes design, build and deploy mobile applications. Additionally, IBM provides a flexible infrastructure that can meet the unique and requirements of mobile computing, including dynamic mobile workloads. Would you like to be contacted by a representative of IBM to discuss enterprise mobile transformation?

Email me now     Email me later     Call me now     Call me later     I prefer you contact my scheduler:

Name \_\_\_\_\_ Title \_\_\_\_\_ Phone/Extension \_\_\_\_\_ eMail \_\_\_\_\_

I prefer you follow up with this person:

Name \_\_\_\_\_ Title \_\_\_\_\_ Phone/Extension \_\_\_\_\_ eMail \_\_\_\_\_



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- XXL 50-52

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