# SURVEY REVEALS AN EDUCATED SMARTPHONE MARKET, BUT BARRIERS EXIST FOR UPTAKE BY BUSINESS USERS

Submitted by: Pleon

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Intuwave calls on the mobile industry to show true business value of Smartphones

Tuesday 17 February, 2004: Intuwave, the mobile software specialist, today released research showing that although the market is now more educated regarding the capabilities of Smartphones than a year ago, barriers still remain to large-scale deployment of such devices for business use. Intuwave now calls on the mobile industry to demonstrate the true business value of Smartphones and highlights areas for improvement.

The January 2004 survey, conducted by independent research specialist Vanson Bourne, questioned UK IT managers about their current perception of Smartphones and specific barriers to uptake and deployment of the technology within their companies (1). The responses were compared to the data collated in December 2002 in order to establish trends in the Smartphone market.

Results show that the majority of IT managers now have a much greater understanding of a Smartphone's capabilities than a year ago. There is a 511 per cent increase in the number of respondents able to demonstrate a broad understanding of device functionality. However, perhaps the most startling result is that although the market is more educated, the number of UK IT managers who would consider deploying Smartphones as a business tool has decreased by some 28 per cent over the last year. The survey also reveals that there was a 53 per cent increase in the number of IT managers who would not consider deploying Smartphones. The question remains, what is the reason for this dip in enthusiasm?

Andrew Wyatt, vice president of strategic marketing, Intuwave, says, "The stronger grasp on the functionality of Smartphones is testament to the industry's ongoing market education. However, what is clear from this research is that the business community still does not have confidence in these devices as business tools. What the market needs now is a demonstration of the true business value of a Smartphone, which can be achieved through the rollout useful and reliable business applications. As we move away from the early adopter market, the issue of being able to support Smartphones and their applications becomes increasingly important, and business users will expect the same level of support they receive for their PC or laptop."

Whereas last year cost of devices was sited as a highly significant barrier to the deployment of Smartphones as business tools by 19 per cent of respondents, handset cost is no longer an issue. In fact a quarter of those surveyed this year said it had no significance in their decision to deploy Smartphones as a business tool. The biggest shift in views from last year to this is that a there was a staggering 882 per cent increase in respondents citing the loss or theft of the device as highly significant barrier to deploying Smartphones. This figure indicates that Smartphones are now perceived as much more than a device for voice calls, and the value of the data Smartphones can hold is much better understood.

Wyatt concludes, "The comparative survey shows that progress has been made in key areas over the last year- infrastructure issues have been greatly allayed and handset costs, which have come down over the last 12 months, will continue to reduce as economies of scale are achieved. However, what is clear from

this research is that business users still don't have confidence in the Smartphones as an adequate business tool. The message for the industry is 'must do better' and this has important implications for all parts of the mobile data value chain over the coming year."

~Ends~

Notes To Editor
(1) The survey was conducted for Intuwave by Vanson Bourne in January 2004, and is a comparative survey to that conducted on Intuwave's behalf in December 2002. 100 UK IT managers were surveyed.

About Intuwave – Making Smartphones Make Sense
Intuwave is a software specialist with a single vision – to help both organisations and individuals realise the potential of Smartphones.

We provide customers - handset manufacturers, mobile network operators, enterprises, system integrators, enterprise application developers and independent software vendors – with a series of innovative products that fully leverage the mobile data value chain.

Our products and services, built on the m-Network platform, are specifically designed for the wireless Smartphone environment. They deliver rapid return on investment through enabling increased market share, margin and operational savings. www.intuwave.com

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