

# Enterprise Mobility

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## **What is your assessment of the Enterprise Mobility market in India?**

Indian enterprises are looking at Mobility as key to their business growth, due to extensive network coverage, availability of cost effective handsets and 1+ bn mobile subscribers according to GSMA Intelligence report 2016. Enterprises are leveraging mobility in multiple aspects of their business from ERP, CRM, Customer Care, etc. With enterprises recognizing the importance of innovation to survive in the market, we expect trends like these to strengthen in the future. It is growth oriented market, with IDC Asia/Pacific Enterprise Mobility 2013 Market report pegging the market at \$2.3 bn in 2017. The growth prospects are aligned with overall global trends in enterprise mobility with IDC forecasting APAC to grow from \$22 bn to \$26.7bn by 2017.

## **What are the latest trends in Enterprise Mobility?**

Within Enterprise Mobility, if you look at communications then messaging emerges as a key vertical. Enterprise messaging over SMS is on the rise in India, with 10+ bn messages sent every month from enterprises



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to its customers for banking, ecommerce, promotions, etc. Also, feature rich mediums such as Emails, In-App communication, Bots are going to become more relevant in 2016.

## **What advantages modern mobile technologies add to the enterprise?**

Enterprises yearn to give great customer experience and want to be on top of the mind of their customers. Mobility provides a cost effective way to communicate in real-time with contextual and rich data mediums, which leads to great customer experience and helps enterprises to

always stay connected to the customers.

## **What are the challenges in the Indian market in the mobility segment?**

The telcos infrastructure and business is not fully geared to support the advanced use-cases that the enterprises are looking for today. Data connectivity is still not seamless across all regions and network congestion doesn't allow a seamless customer experience.

## **What lessons can organisations in India learn from more mature markets?**

Globally, most telcos

have enterprise business as their top 10 initiatives. Telcos are investing heavily into new solutions to serve enterprise needs. Similarly, large enterprises have mobility as part of their key initiatives.

Indian telcos need to think beyond monetizing the basic connectivity and start partnering with technology providers who can enable advanced use-cases for enterprises. Advanced use-cases such as personalization, contextual engagement with enterprise customers and superior QoS for special services, are completely unexplored today. Customer Engagement and Customer Experience will be the two key drivers for Mobility in India.

## **Where do you think the mobility market is heading?**

The traffic in data is doubling every twelve months, but this growth has not led to a proportionate growth in revenues for telcos. Telcos are looking at enterprise business revenues to fill the gap created due to loss of revenues to OTT vendors such as WhatsApp, Skype, etc. In the Asia Pacific region the market is expected to grow to \$26.7 bn by 2017. Globally, this market is poised to hit the \$500 bn by 2020 according to Zion research. In 2-3 years, it would not be a choice but a mandate to have mobility as a key part of any enterprise strategy. Enterprises who do not embrace mobility would perish, irrespective of their size.