



# 2015: A Year in Mobile

Report on Trends in Enterprise App  
Use and Development

April 2016

## Report on Trends in Enterprise App Use and Development

This report is the first in the **Fliplet Enterprise Mobility Benchmark**, a series analysing the use of mobile and apps within the enterprise.

Some of the world's best-known brands are using Fliplet's enterprise app builder to create and maintain their apps. Through our experience, Fliplet can offer you a unique perspective on current and future trends in enterprise app development and use.



## Overall Highlights

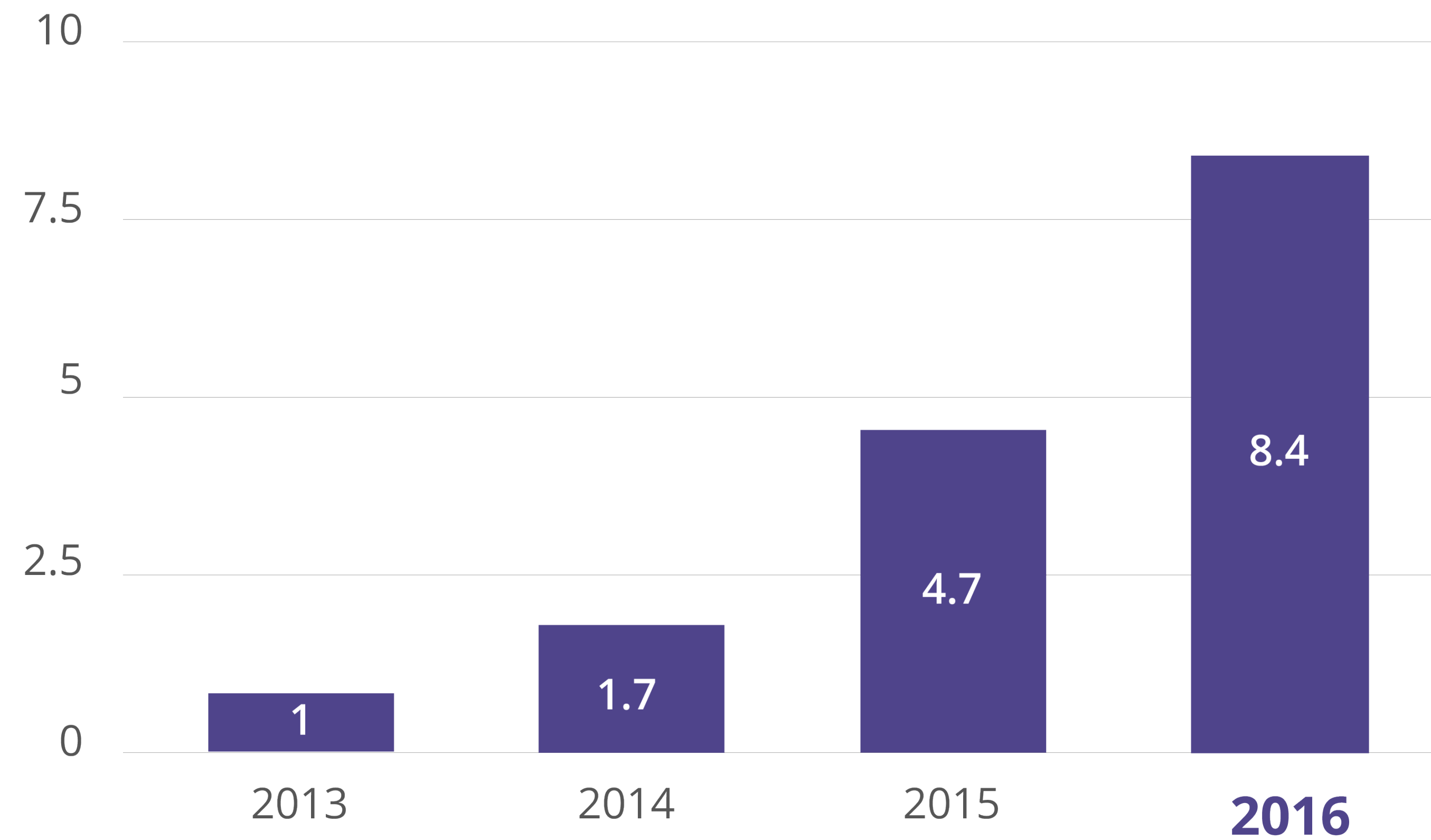


- Businesses are building multiple enterprise apps - 4.7 on average in 2015 with a predicted rise to 8.4 per organisation by the end of 2016
- The majority of apps are targeted at employees with around 40% aimed at customers
- HR and Marketing are the most popular enterprise app categories and Employee Handbook apps, Conference apps and Content Marketing apps the most popular app types
- Professional Services, Energy & Utilities, Technology and Healthcare were the industries taking the lead in enterprise app development in 2015
- 81% of enterprise app use was on iOS devices compared to 19% on Android devices



# Detailed Findings

## Average Number of Apps Created per Company

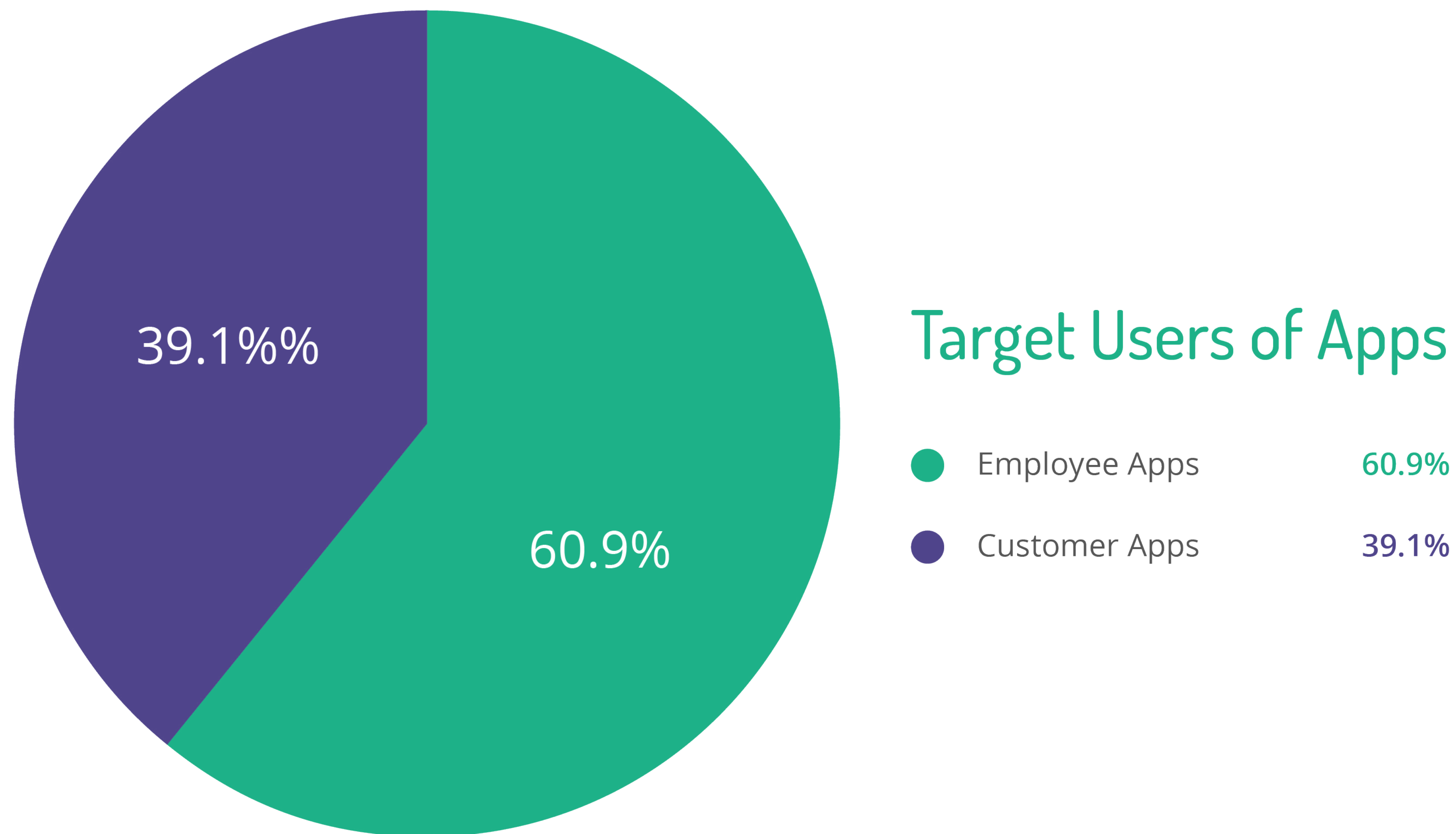


### Organisations Are Building Multiple Apps

In-house creation of enterprise apps took a huge leap forward in 2015, growing from an average of **1.7** mobile apps per organisation to **4.7**.

If the trend continues at the same pace then we can expect to see an average of more than **8 apps** per organisation by the end of 2016.

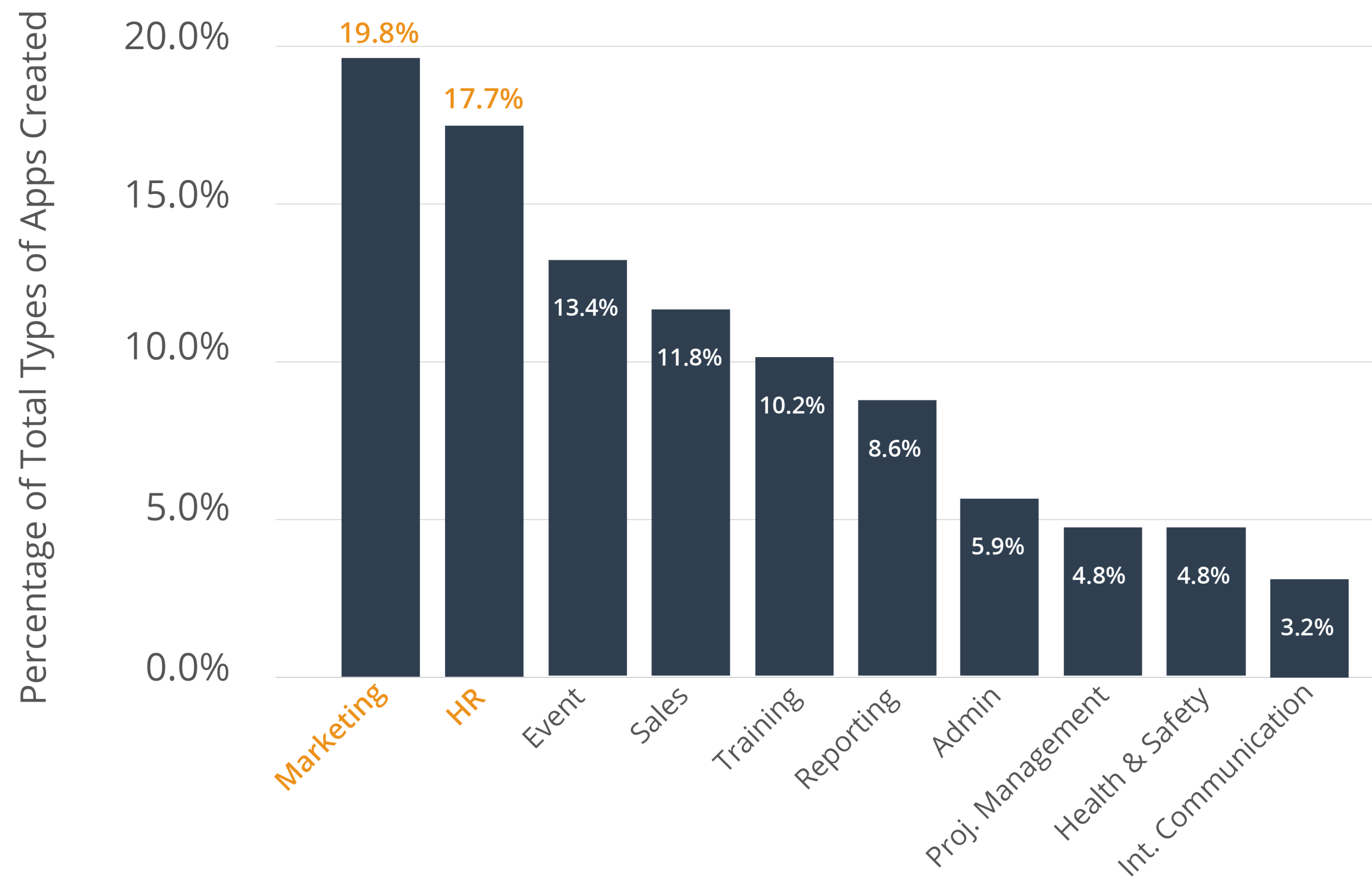
This growth in adoption can be attributed to three things: increased ease of app development, increased demand from employees and increased return on investment thanks to productivity gains delivered by mobile apps.



## Enterprises Are Investing Heavily in Employee Apps

The majority of apps created are targeted at employees rather than customers. This suggests that enterprises are starting to see the benefits of increased productivity mobile apps can provide in streamlining business processes.

## Types of Apps Created



### HR & Marketing Are Most Popular App Categories

HR and Marketing are the most popular app categories with Events & Sales following closely behind.

The most popular apps we've seen created are:

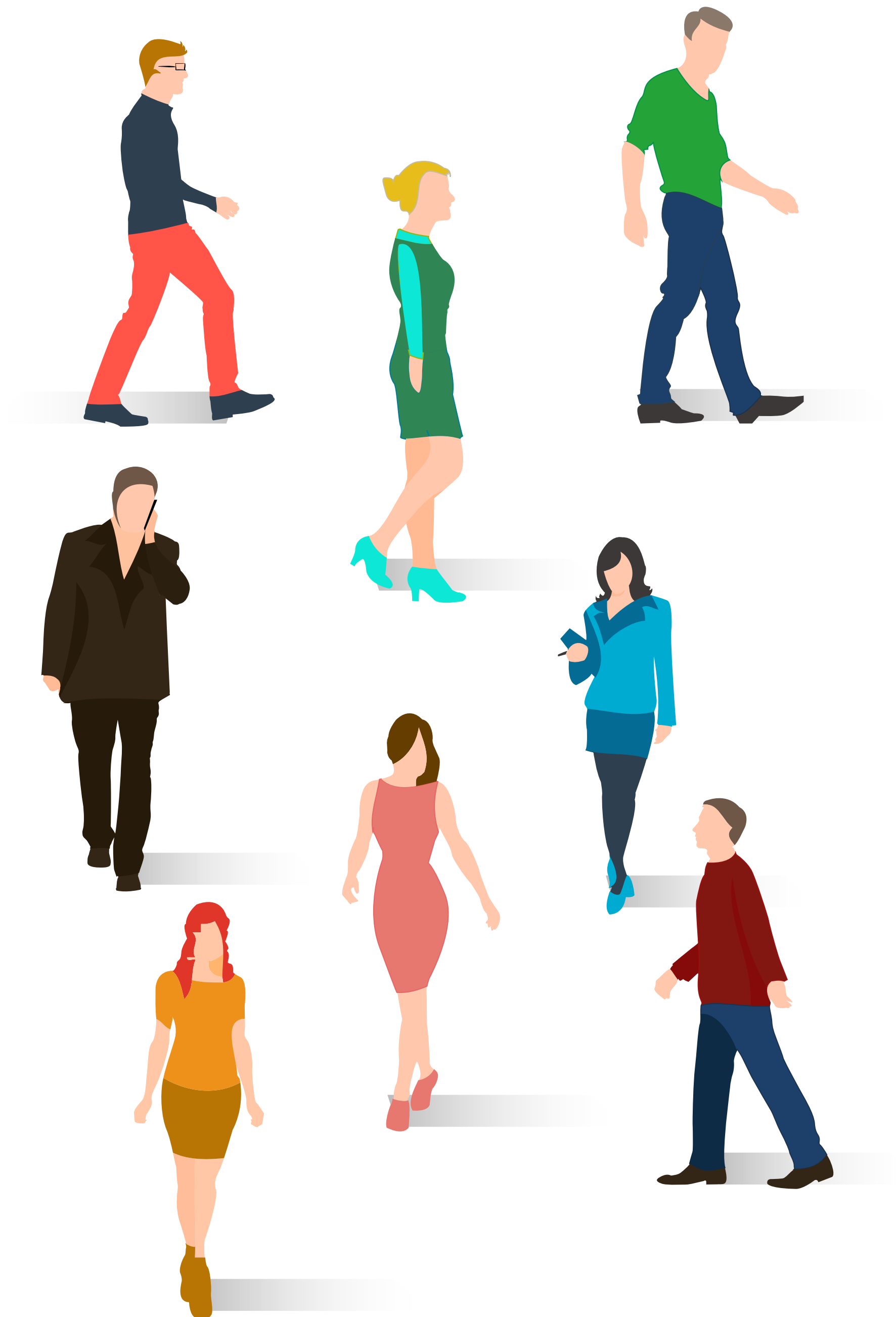
- Employee Handbook apps
- Conference apps
- Content Marketing apps
- Induction apps

## Customer-Facing Apps Have More Users Than Employee Apps – But Only Just

On average there are 342 users per customer-facing app listed in a public app store and 248 users per internal employee app.

Over half of employee apps have less than 100 users. This is often as they are created to be “throwaway” - e.g. just for next month’s board meeting or team retreat.

We expect to see the number of users per app decrease as app creation becomes as easy, quick and routine as creating a presentation or spreadsheet.





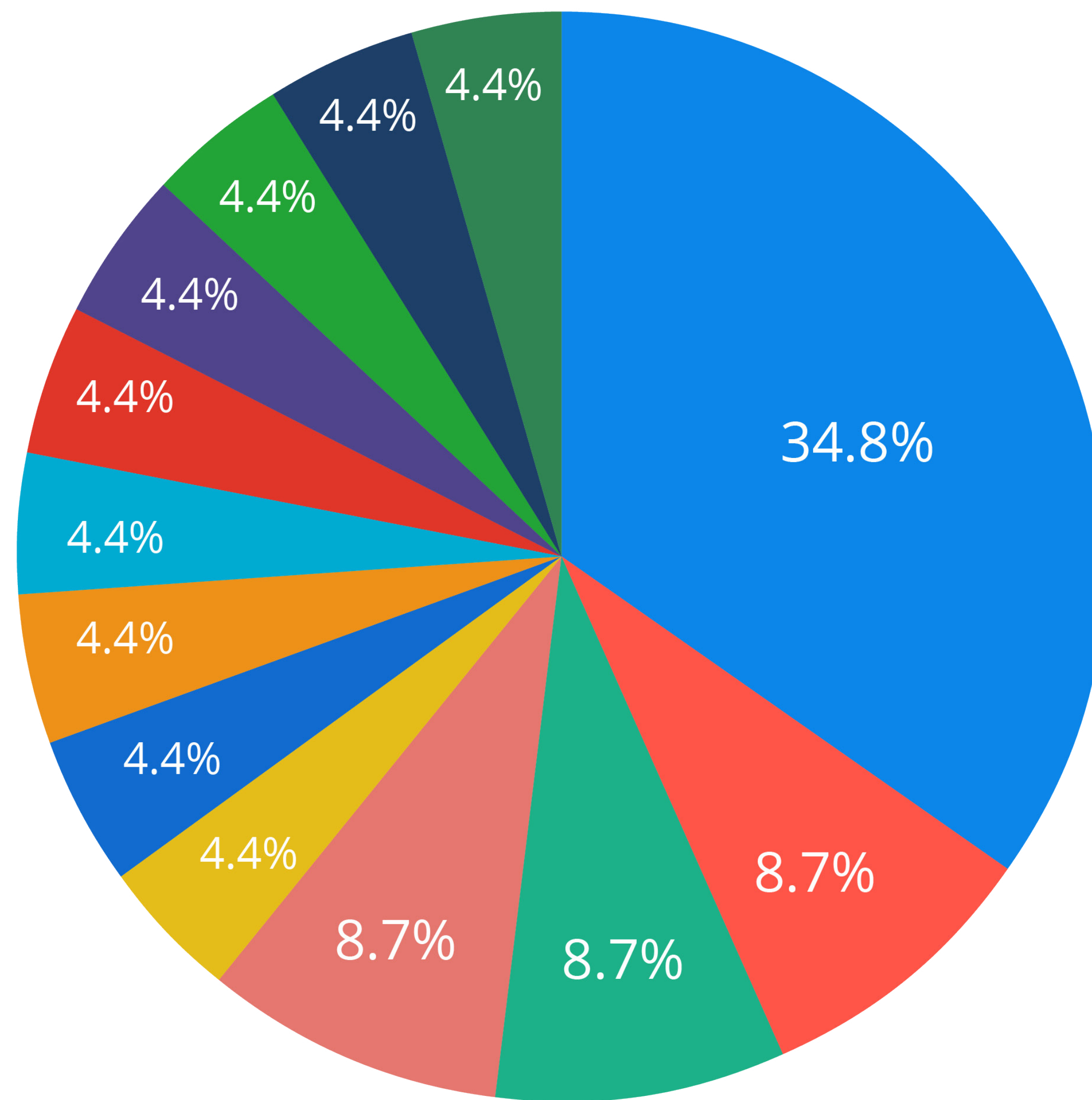
## Non-Technical Departments Are the New IT Team

When it comes to enterprise apps, we've seen non-technical departments such as **Marketing, Internal Communications, Health & Safety** and **Learning & Innovation** taking the lead in app development.

This trend is likely linked to the increasing consumerisation of IT. As it becomes easier for consumer tools to be brought into the enterprise, software and systems are no longer being supplied by the IT department. Employees can find or use existing software, often for free or a small monthly cost, and share it with colleagues instantly. The end result is faster innovation and less involvement from the IT department.



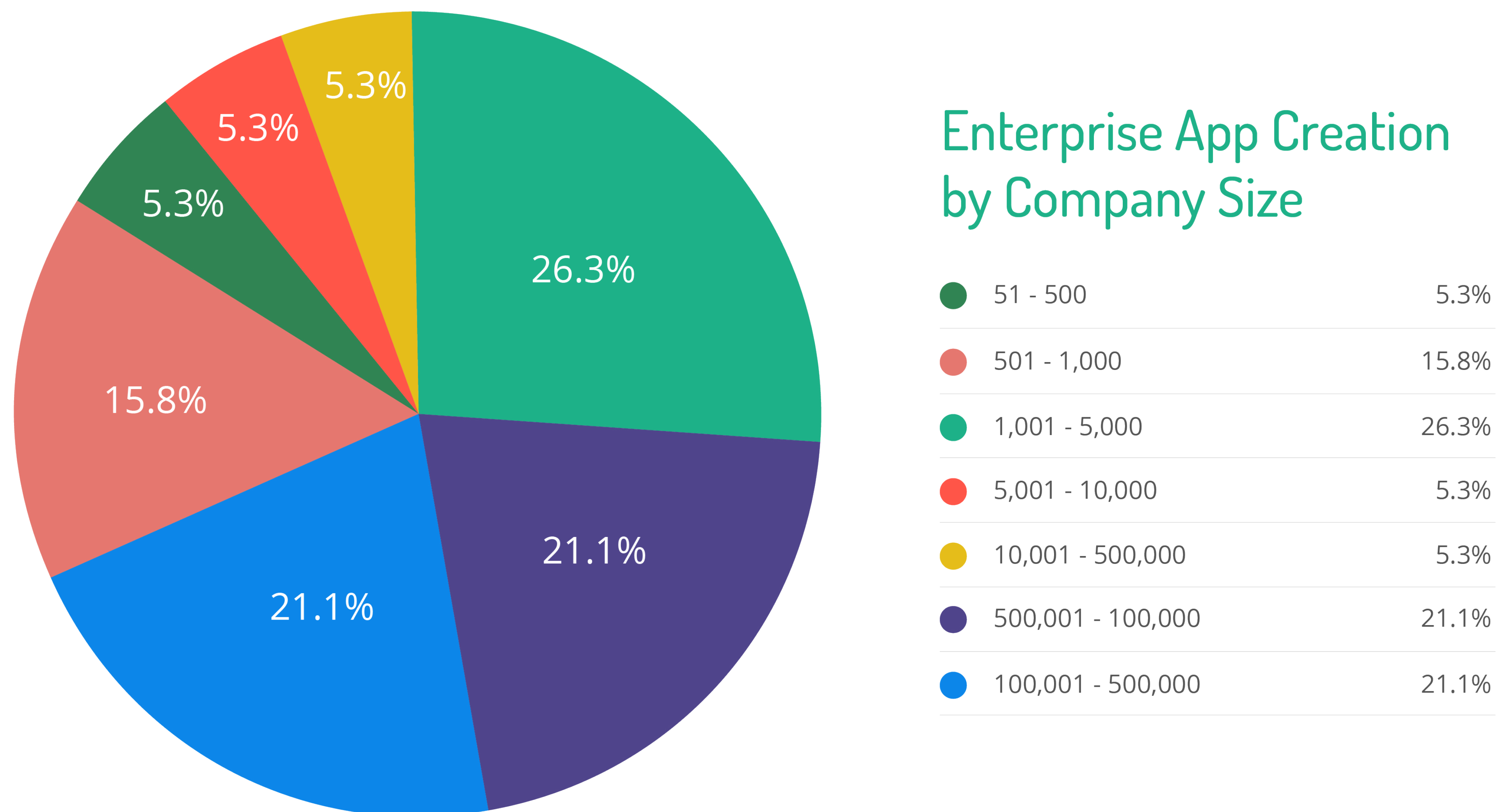
## Industries Adopting Apps



Professional Services	34.8%
Energy & Utilities	8.7%
Technology	8.7%
Healthcare	8.7%
Media	4.4%
Hospitality	4.4%
FMCG	4.4%
Telecommunications	4.4%
Government & Public Sector	4.4%
Retail	4.4%
Logistics & Supply Chain	4.4%
Financial Services	4.4%
Defence & Space	4.4%

## Cross-Industry Adoption of Enterprise Apps

**Professional Services** (34.8%), **Energy & Utilities** (8.7%), **Technology** (8.7%) and **Healthcare** (8.7%) companies took the lead in 2015 but the breadth of industries indicates that most are recognising the importance of mobile as a channel.



## Medium to Large Companies Main Adopters of Enterprise Apps

Medium to large companies are leading the way when it comes to enterprise app adoption. This makes sense considering they have the most to benefit from the productivity and efficiency increases that enterprise apps can bring.

## iOS on Top in the Enterprise

**81%** of enterprise mobile app use was on iOS devices compared to **19%** on Android.

The top three brands were Apple, Samsung and Google.

**66%** of iOS users accessed their apps via iPhone compared to **34%** on iPad. **1.8%** of iOS users accessed their apps on an iPod Touch.

**90%** of Android users accessed their apps via a smartphone compared to **10%** on a tablet.

**40%** of enterprise app users have upgraded to iOS 9 but the majority (**55%**) are still using iOS **8.4%** are using iOS 7 and a few (**0.04%**) are still using iOS 6.

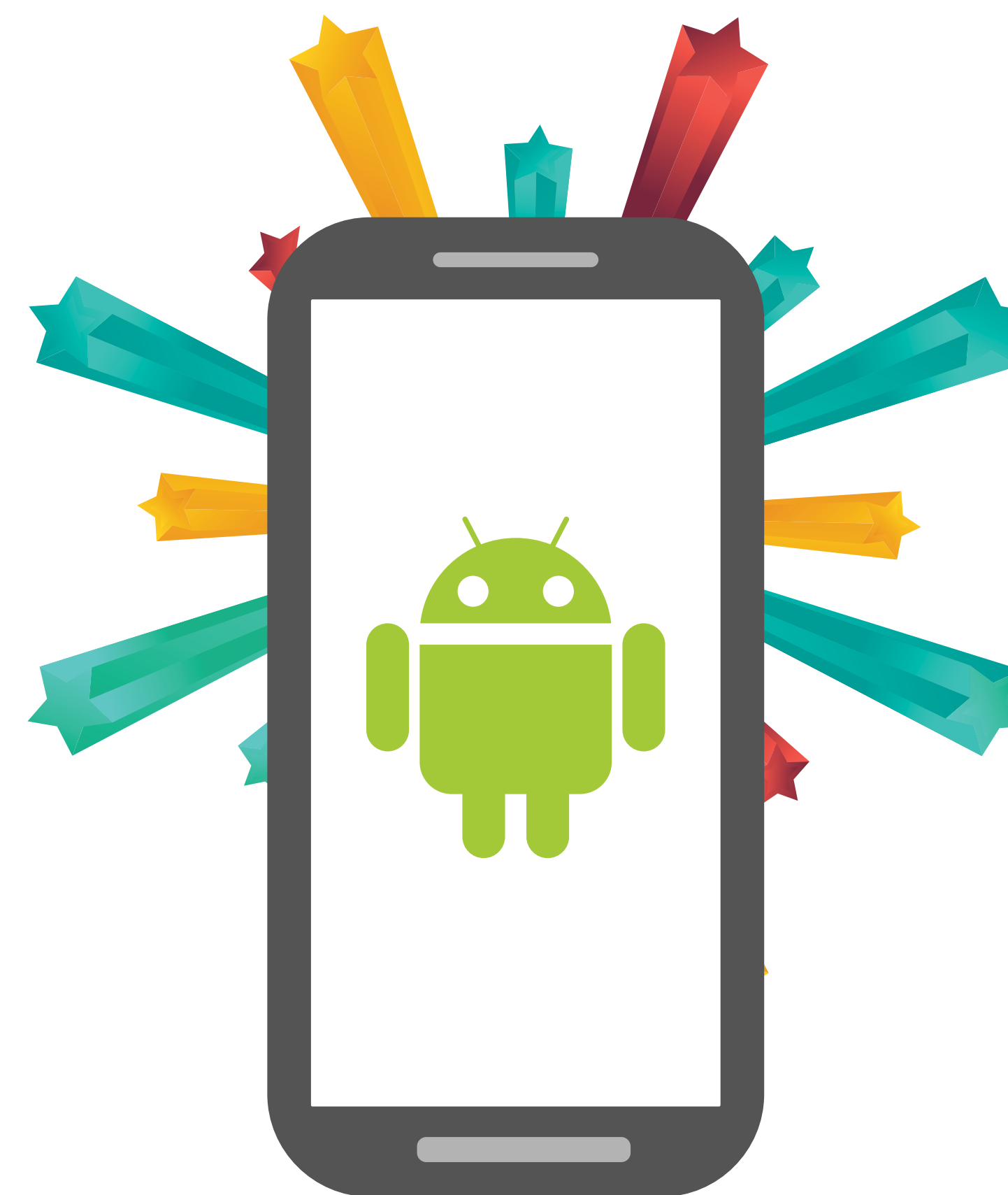


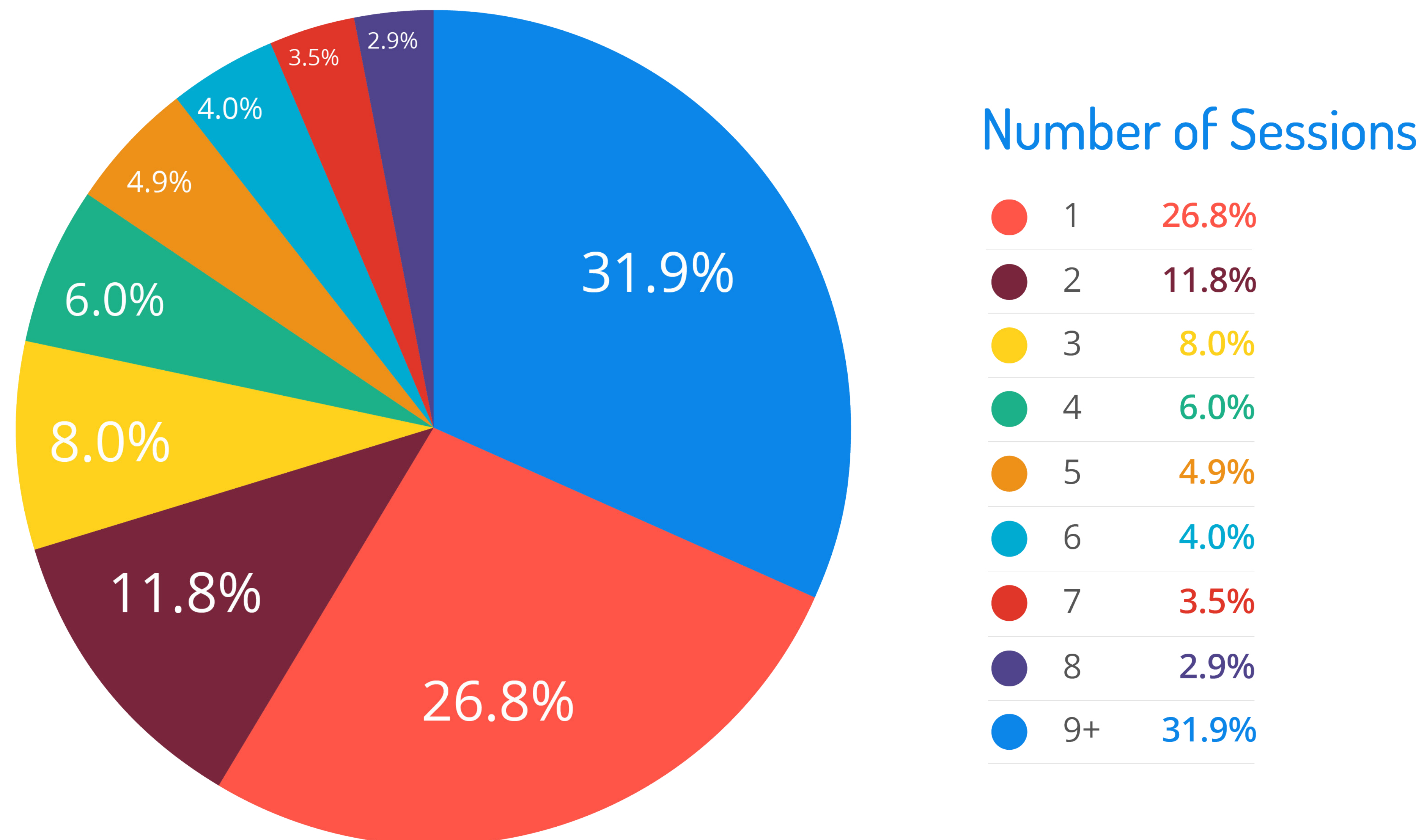
## But... Android Users Are More Engaged

Android enterprise app users are more engaged than iOS users, viewing **22.3** screens on average compared to **6.2** for iOS.

Average time in apps was very similar between the two sets of users: **just under 6 minutes for iOS (05:53)** and **just over 5 minutes for Android (05:01)**.

When it comes to type of device, iPads see the best engagement with an average session time of 8 minutes compared to **just under 5 minutes (04:55) on an iPhone**. **Android** devices are extremely similar with both types of devices averaging at **around 5 minutes (05:10)**.

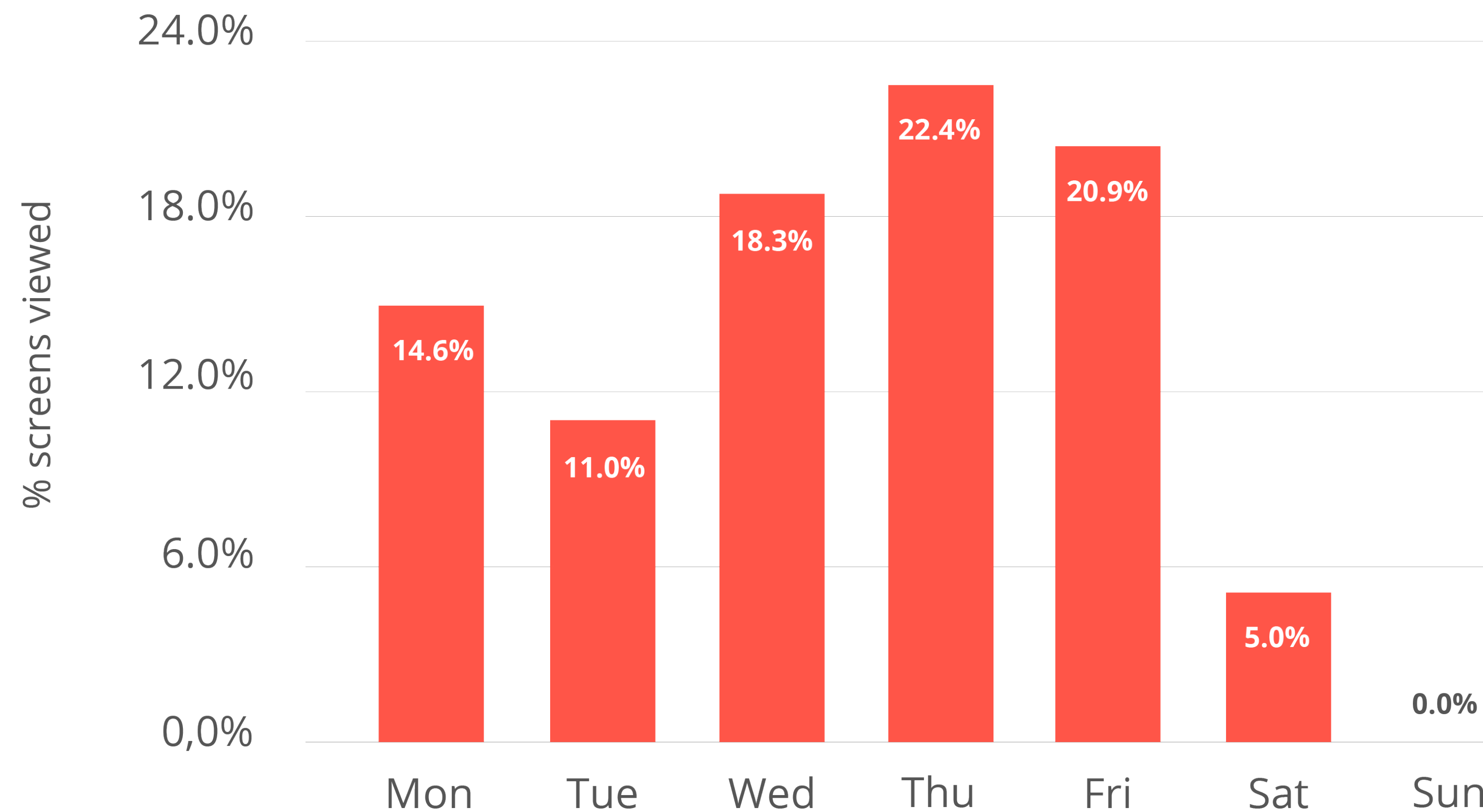




## Enterprise Users Can be Loyal. Or Not.

Loyalty is on a spectrum with enterprise apps - **38.6%** of app users only visit the apps between 1-2 times but this is closely followed by **31.9%** of users who visit 9 or more times.

## Enterprise App Use By Day of the Week

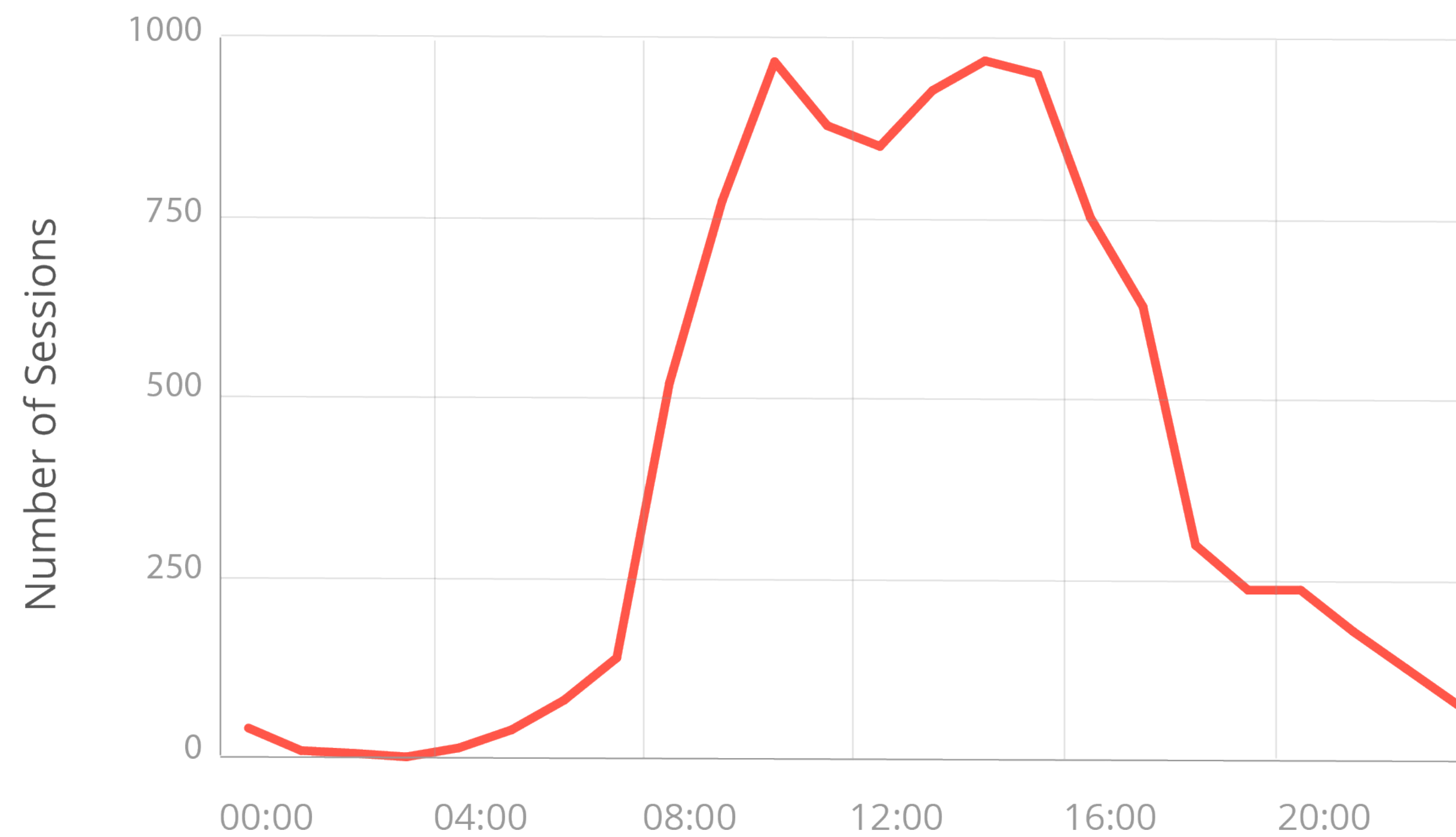


### No One Is Using Enterprise Apps On A Sunday

The most active enterprise app use is towards the end of the week - **22%** on Thursday and **21%** on Friday. Not many people are using enterprise apps on the weekend though, **5%** on Saturdays and **0%** on Sundays.

The best day for new users is Thursday and the best day for engaged users is Monday, with an average of 11.2 screens viewed.

## Enterprise App Use by Time of Day\*



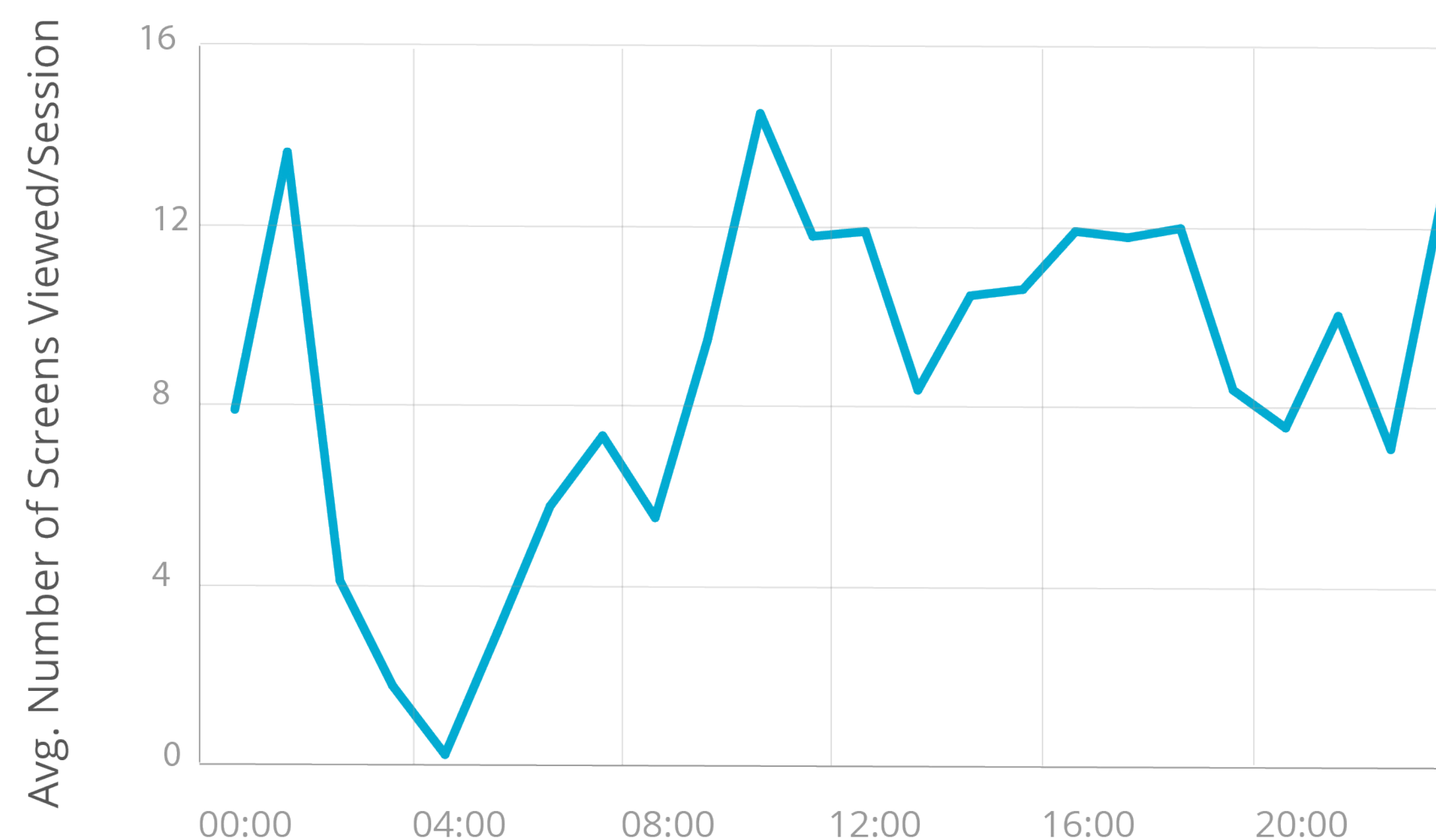
\* Based on UK data

## Enterprise Apps Used Throughout Working Day

The majority of enterprise app use occurs within normal working hours day contrary to predictions that apps would encourage employees to start work on the commute and continue working into the evenings. However it also demonstrates that mobile has become a key tool even while workers are at their desks and that they are actively using apps to support business processes.



## Enterprise App Engagement by Time of Day\*



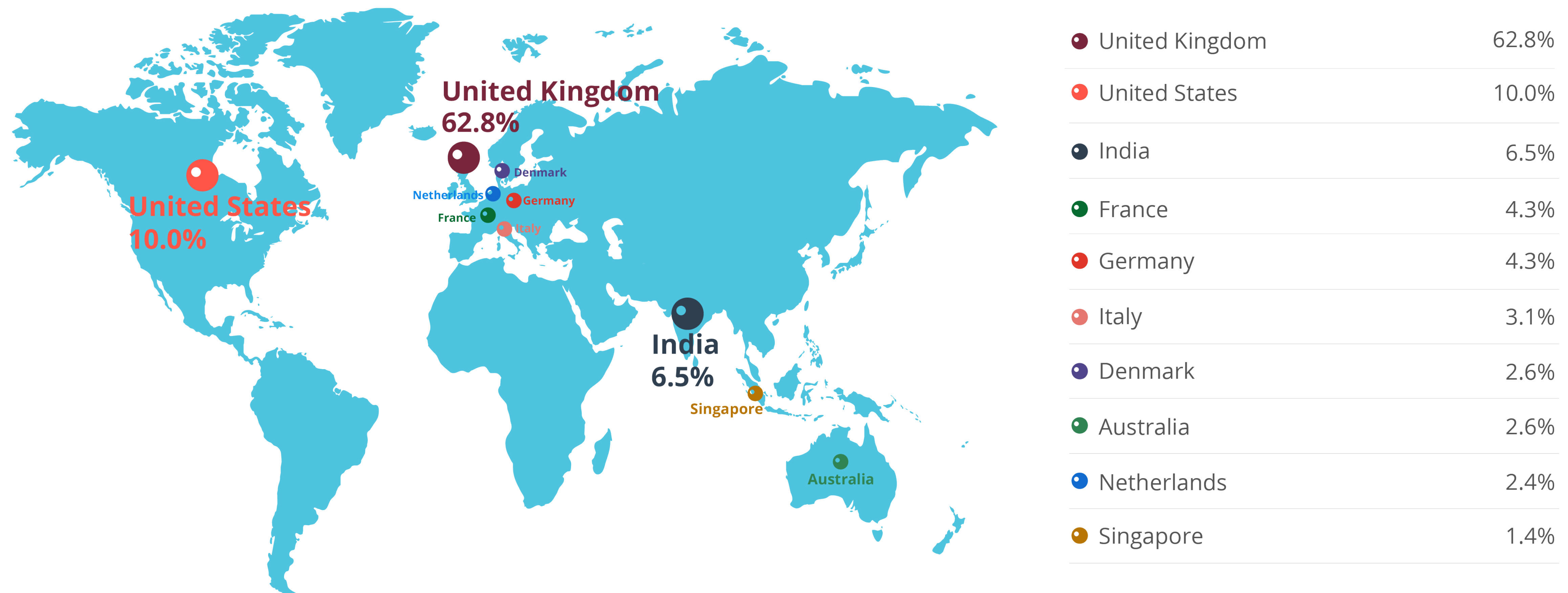
\* Based on UK data

### However Enterprise App Engagement Peaks When Employees Away From Desks

Interestingly app engagement does not appear to be affected by time of day with the only real dip between 2-6am. Otherwise the peak of engagement is at 1am, with strong activity also seen around lunchtime and mid-afternoon.

We can confidently suggest that this activity is due to the ease of access apps offer, as it seems unlikely that employees would log on to their laptops at midnight/1am and actively access company information. Employees are therefore demonstrating a preference for working via apps during lunch hours, coffee breaks and before sleeping.

## Enterprise App Use by Location



### UK, US and India are Top Countries for Enterprise App Usage

We're seeing the most active enterprise app use in the **UK, US** and **India**.

In terms of **engagement**, users in **India** are the most engaged viewing an average of 11.3 screens per session. However **Australian** users spend the most time within the apps at just under 7 minutes a session (06:56).

## Fliplet in 2015

Had **1,250 apps** created on the platform.

Gained new customers including: **Premier Oil, Tata Communications, Redcar & Cleveland Borough Council, Capgemini, Industex, Taylor Wessing, Riverbed, Expro Group, Aon, Providence, Composites One, Sheppard Mullin, Old Mutual Group.**

Closed a seed funding round of **\$750,000.**

Added new employees in Sales, Marketing, Customer Success and Development.





Fliplet makes it easy for anyone within an organisation to create and share their own enterprise apps without coding skills. Apps created with Fliplet are used to make key business processes mobile including reporting, training, sales support and marketing. Some of the world's leading brands have chosen Fliplet as their enterprise app platform.

Find out more at [www.fliplet.com](http://www.fliplet.com).