



2017 Enterprise Mobile App Report

Statistics and trends from a year of enterprise app insights

February 2017

Table of contents

What is this report about?	3
2016 at a glance	4
Average number of apps created per business	6
But, does more mean better?	9
Who is using apps?	11
Consumer-facing v company apps	
What app types were created the most?	12
Industries adopting enterprise apps	14
Which industries are most prolific at creating enterprise apps?	15
Ios v android: android gains territory, even in the enterprise	17
Tablet use declines significantly	18
Ios v android: which users were most engaged?	19
Number of sessions per user	20
Wednesdays - a great day for apps!	22
Peak times for app usage depend on your location	23
Enterprise app use by location	25
What does all this data mean for 2017?	26
Why did we create this report?	28
Fliplet in 2016	29



What is this report about?

This annual report was developed on data gathered from **35,000+ users** of apps built with the fliplet enterprise mobile app building platform ([more on the platform here](#)).

With this report we aim to provide the industry with insights on app usage, predict future trends and, crucially, help our clients optimise their enterprise mobile strategy.

It aggregates and summarises the trends in development and use of mobile apps in 2016.

By analysing this data we hope to provide a unique insight into the use of mobile apps in a corporate environment.

Because Fliplet doesn't charge its users per app built, but on the size of their audience, we think our users and their use patterns are a reflection of the real interests of enterprise users in mobile. This data answers the question:

If cost or technical limitations weren't a problem, what apps would companies build?



2016 at a glance

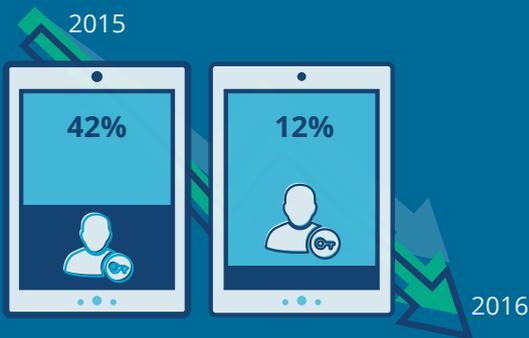
Businesses are creating more apps than ever before

10.6 apps per business on average in 2016
In 2015 it was just 4.7



Event apps are now the norm
Sales Support, Internal Communications, and Portal Apps⁽¹⁾ were also commonly created

Android is gaining on iOS



Tablets lose ground on smartphones

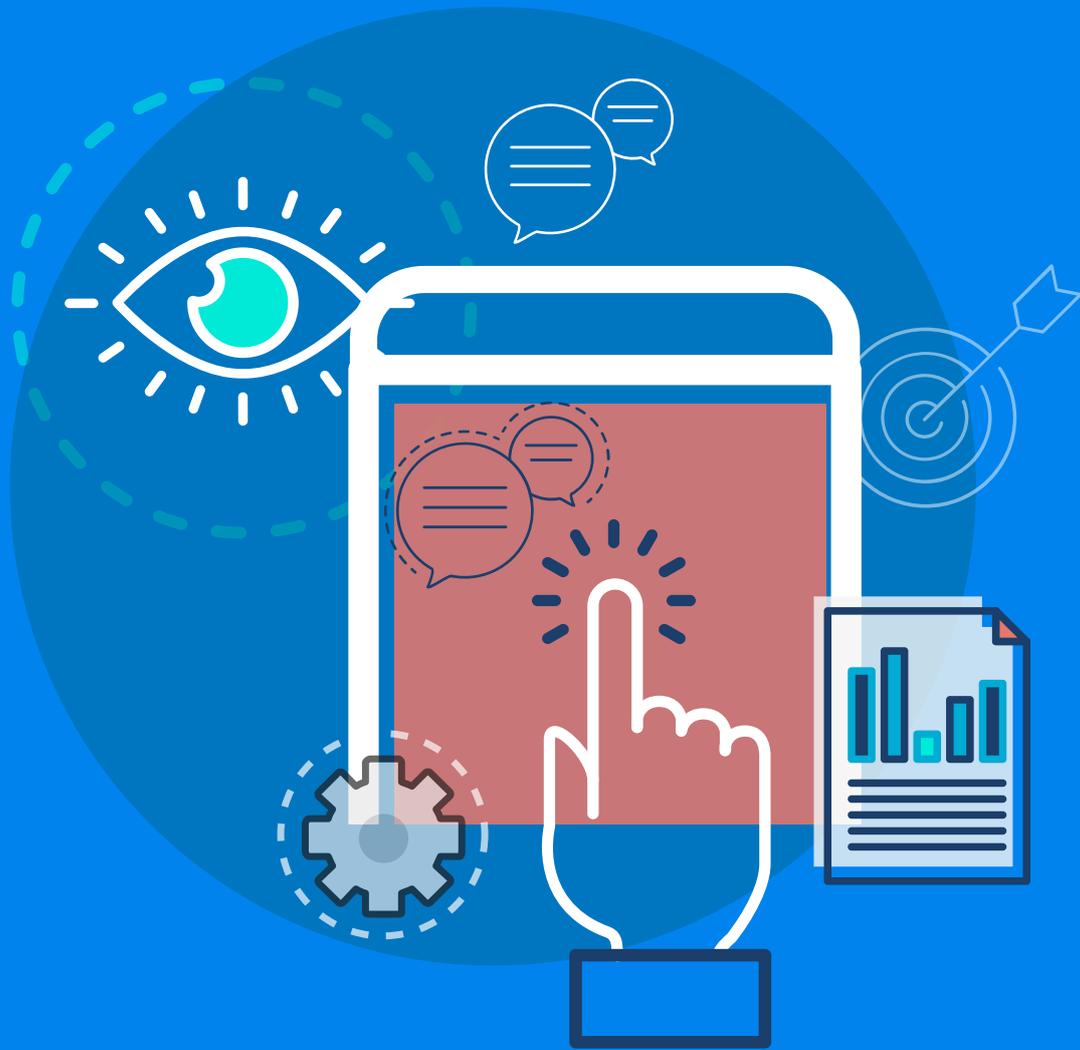
42% of users accessed via tablets in 2015
Only 12% of users accessed via tablets in 2016

321 is the average number of users on an enterprise app

9% more people than in 2015



(1) A portal app is an app that contains all of the company's apps, allowing employees to download and access what's relevant to them.



Detailed Findings

Average number of apps created per business

We've seen an unprecedented upward trend when it comes to enterprise app creation per company the last 24 months.

In 2016:

10.6

apps were created by business

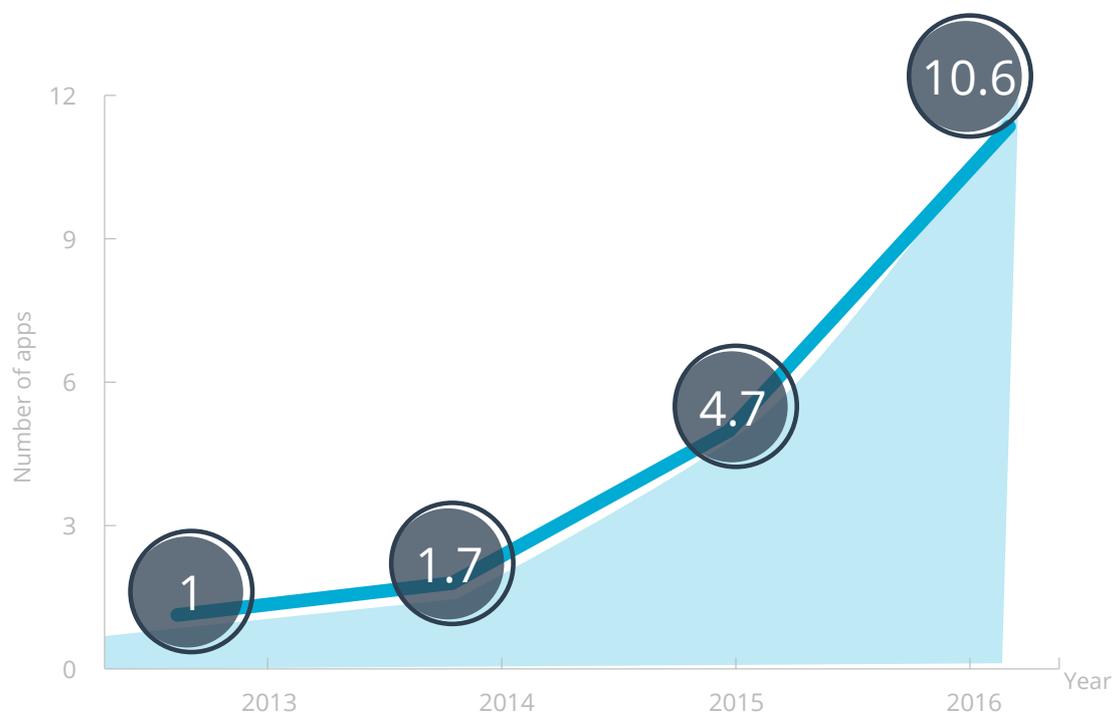
126%

more apps created than last year and

229%

more than 2014

Number of Apps created per Business each year



Here's our analysis on why we think the number of apps per business has increased:

1 - Overall increase in app demand in the enterprise

Organisations are realising the importance and potential of enterprise apps. It's not difficult to see why when you consider:

- Companies gain an extra 240 hours of work per year from employees when using enterprise mobile apps
- 71% of employees spend over two hours a week accessing company information on mobile devices

"61% of organisations believe that if a company hasn't deployed any enterprise mobile apps yet they're at a competitive disadvantage"

Adobe, 2016



2 - Companies becoming mobile-first, as opposed to taking a single-app approach

Over the last 12 months, organisations who have adopted enterprise apps have been able to scale the new technology across the business to other departments, other teams, and find additional uses.

As we found more organisations are creating multiple apps in 2016 than they did in 2015.

A key indicator of multi-app mobile strategy is the increased demand for portal apps⁽²⁾. Prior to 2016 this was a virtually unused approach because there was no demand for multiple in most organisations.

3 - Apps have become simpler to build and easier to manage

We launched Fliplet Studio version 2 in 2016 which only cemented the ease at which users can quickly and easily create a library of apps.

On average it can take 18 weeks to create a mobile app, but with the Fliplet platform, clients have created apps within 30 days.

(2) A portal app is an app that contains all of the company's apps, allowing employees to download and access what's relevant to them.





But, does more mean better?

Ten apps per company might sound wild, but a closer look at the kind of apps created and their lifecycles reveals that most apps fall into two categories:

① Project/campaign support apps:

These apps are created to serve a temporary or limited purpose - it could be to enhance an event experience, to help a department or team accomplish something or to contribute to a marketing or information campaign.

These apps are not distributed to the entire company and in many cases are either limited to a few months' time or are constantly updated to meet a specific team or project's needs. These include:

- Event apps
- Meeting apps
- Campaign apps

② Productivity enhancing apps:

These apps are usually distributed to the entire company or at least to several teams. These include:

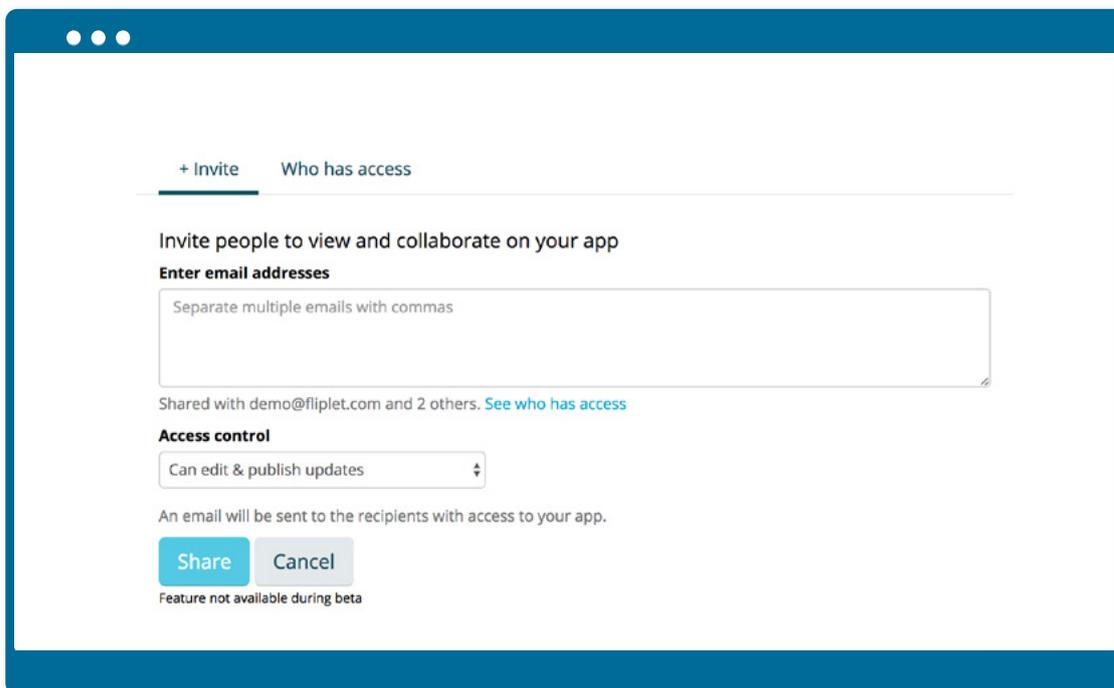
- Communication apps
- Crisis management apps
- Contact directory apps
- Training apps

Because the mobile app experience is always better when there's a single purpose to each app, we think it makes sense that companies are creating separate apps for each purpose and situation, thus, creating straightforward journeys that are easy for users to navigate.

How do companies make sense of so many apps?

Most of the companies creating large volumes of apps have also created a company portal app where employees can pick and choose the apps they download. Alternatively, some companies decide beforehand which apps certain groups/roles will be able to see on the portal so that everyone can only see what's relevant to them.

As for distribution and management of the apps, companies will use a combination of Mobile Device Management systems and the Fliplet platform to manage permissions, security distribution and roles. Some of the companies in this report don't use a Mobile Device Management system and manage permissions, security and distribution directly via Fliplet.

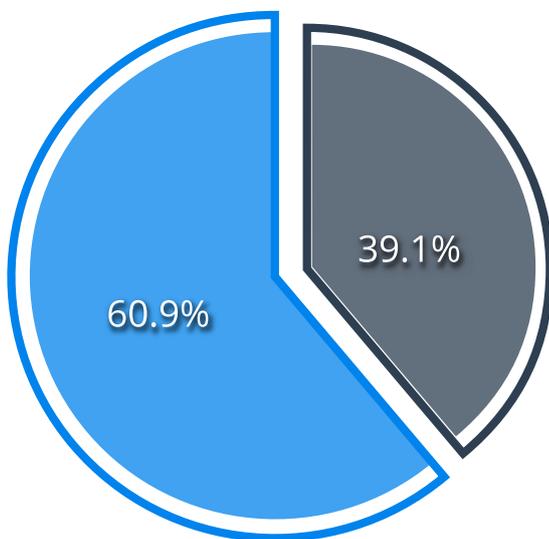


Fliplet's easy user permission management screen allows user to quickly manage and review who has access to apps



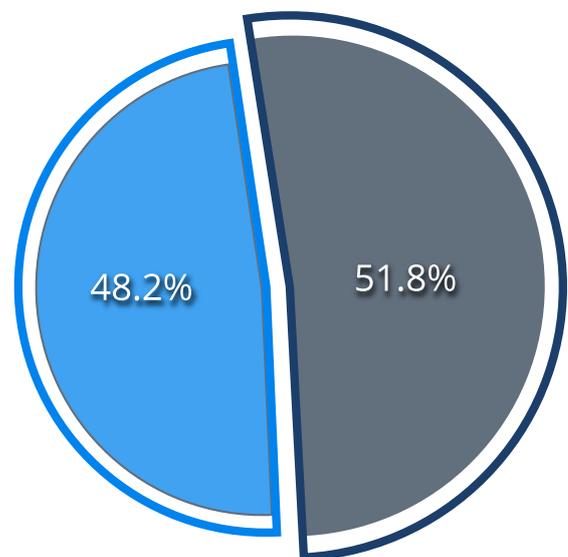
Who is using apps? Consumer-facing v company apps

Consumer-facing v company apps 2015



■ Company ■ Consumer-Facing

Consumer-facing v company apps 2016



■ Company ■ Consumer-Facing

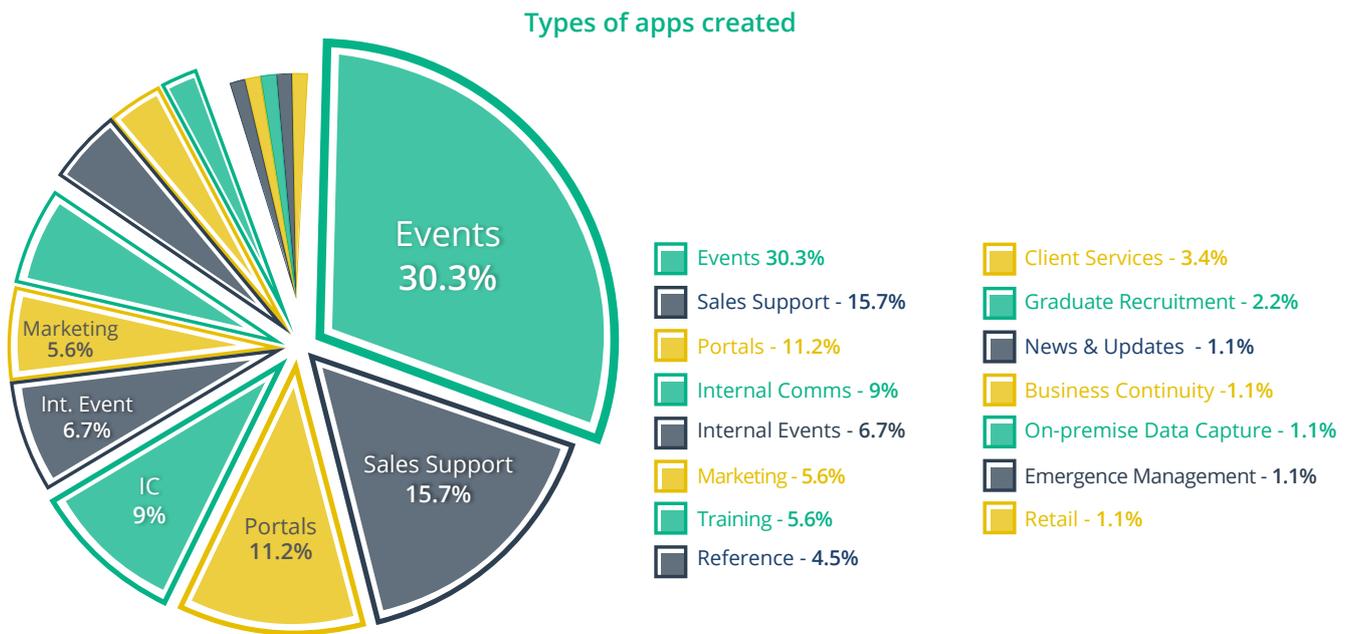
In 2015 it was evident that firms were mostly creating apps for use within their organisations **60.9% of apps** created were company apps.

In 2016 it seems that companies have become more comfortable with launching consumer-facing apps - **51.8% of apps** created during the year were for consumers.

That said, it's certainly not the case that organisations aren't seeing the benefit of company enterprise apps.

Rather, they're simply discovering the benefit of having a wider company mobile strategy incorporating both company and consumer-facing apps.

What app types were created the most?



The most popular app type of 2016 was events (30.3%), and by some distance.

Sales support apps (15.7%) lead the rest of the pack ahead of portal apps⁽³⁾ (11.2%) and internal communication apps (9%).

The fact that portal apps were the third most popular app type is an indicator of the transformation our clients have gone through over the last year.

Portal apps contain all of the company's apps, allowing employees to download and access what's relevant to them.

(3) A portal app is an app that contains all of the company's apps, allowing employees to download and access what's relevant to them.



More Portals to hold more apps

The increase in portal app development also aligns with our earlier observation that organisations have increased the average of number of apps they create.

As mentioned before organisations now have on average 10.6 apps on our platform which means a portal app offers users a central point to access the variety of apps available, and download whatever is relevant to them.

Every event needs its own app

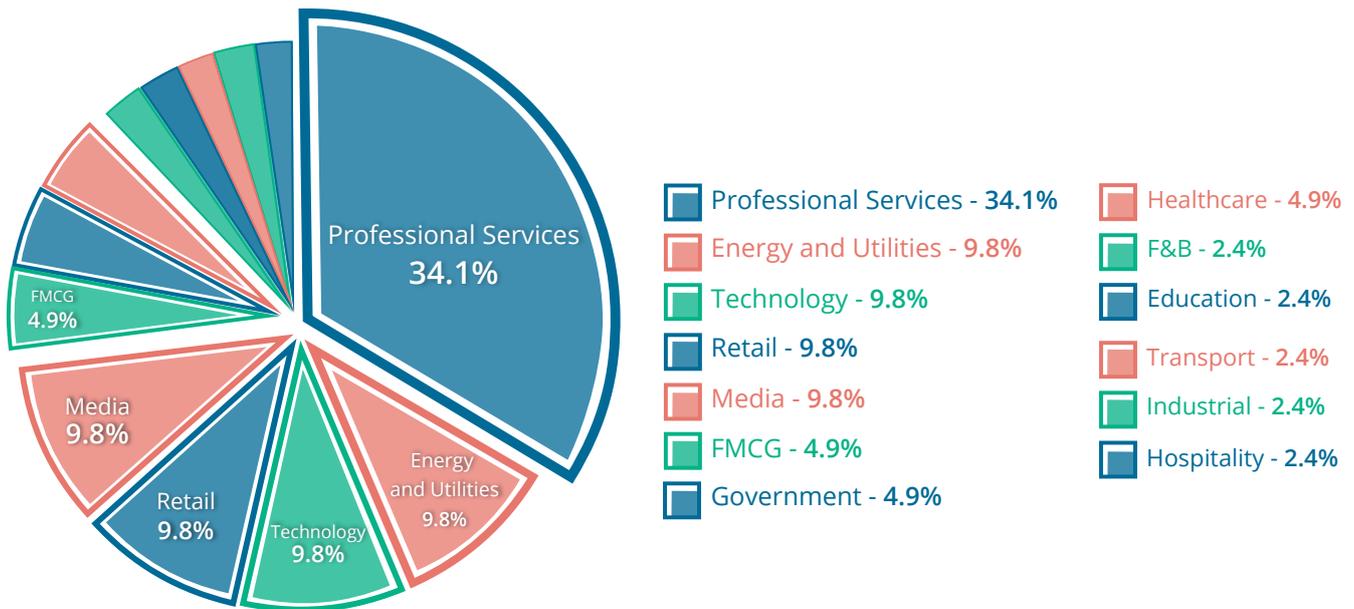
Event apps have historically provided our customers with impressive results, so it's of no surprise to us to see the increase in interest for these types of apps in 2016. In the last 12 months, clients have reported the following benefits to using event apps:

- ★ Increase in the amount of data they generate - response rates have been exponentially higher than paper or email feedback formats
- ★ Improved engagement before and during events - pre-loading apps with content ahead of the event is an effective way of engaging users
- ★ Optimised event logistics - events are now easier to run; fewer print materials and support staff required
- ★ Smoother networking opportunities for attendees



Industries adopting enterprise apps

Industries adopting enterprise apps



Professional services⁽⁴⁾ a steady hold of their market share when it comes to app adoption and development.

34.1% of all apps created in 2016 were by companies in the professional services sector.

We saw a slight increase in the number of energy & utilities, technology, retail and media companies who started creating apps this year, but even collectively

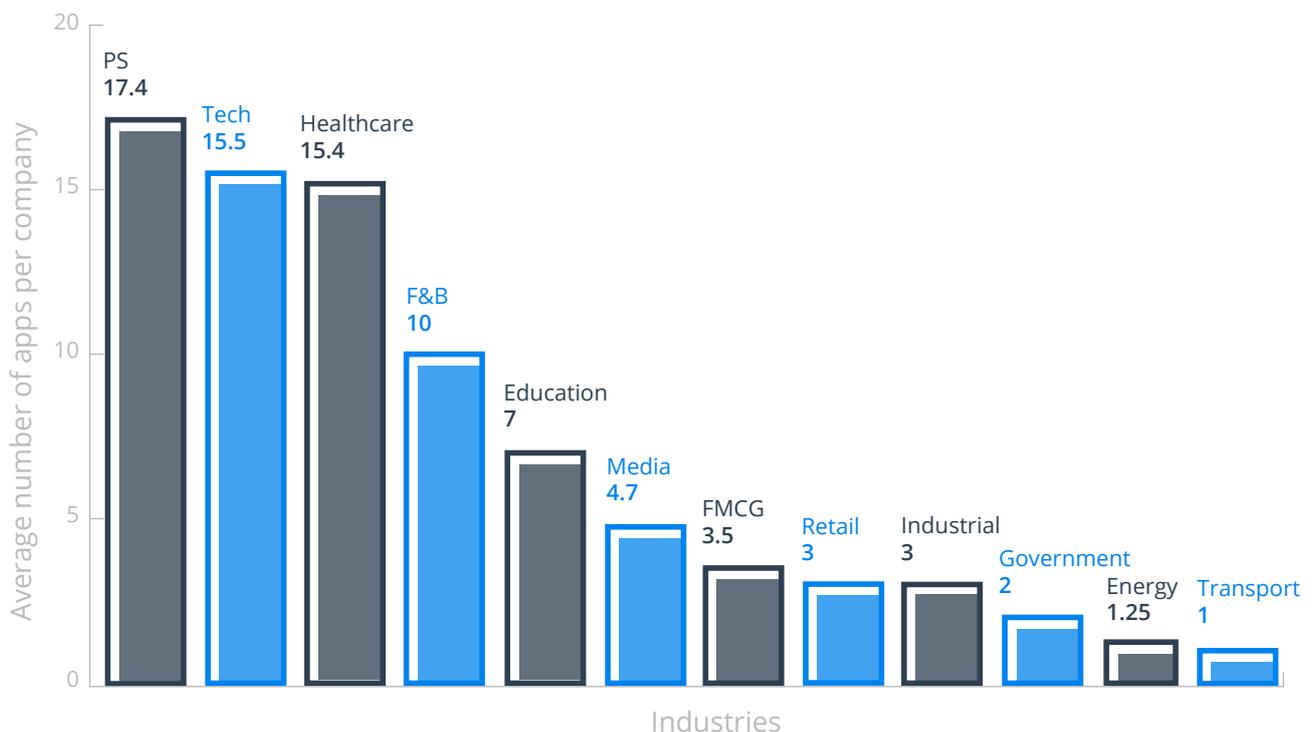
they only just surpass the professional services.

To be clear, this data is a reflection of our current clientbase - it considers the industries who began using Fliplet in 2016 to create mobile apps. Because of our large user base, however, we feel it's a good reflection of the kind of industries who were most invested in adopting mobile apps last year.

(4) In this report, Professional Services includes legal, finance, investment, insurance and similar B2B service companies.

Which industries are most prolific at creating enterprise apps?

Apps created per business in each industry



Not only were professional services companies the most prolific at creating apps, but they were also the most effective at distributing their apps to more employees within their organisation, cutting across multiple departments, and thus, reaching the most users.

Professional services built **17.14 apps per business** in 2016. They were followed by the healthcare (**15.50 apps** per business) and tech (**15.50 apps** per business) industries.

Media (**4.75 apps** per business), Retail (**3 apps** per business), and the energy industries (**1 app** per business) all ranked highly in terms of how many companies in each industry were using apps. However, our data would suggest that they're not as effective at maximising internal engagement of their apps.

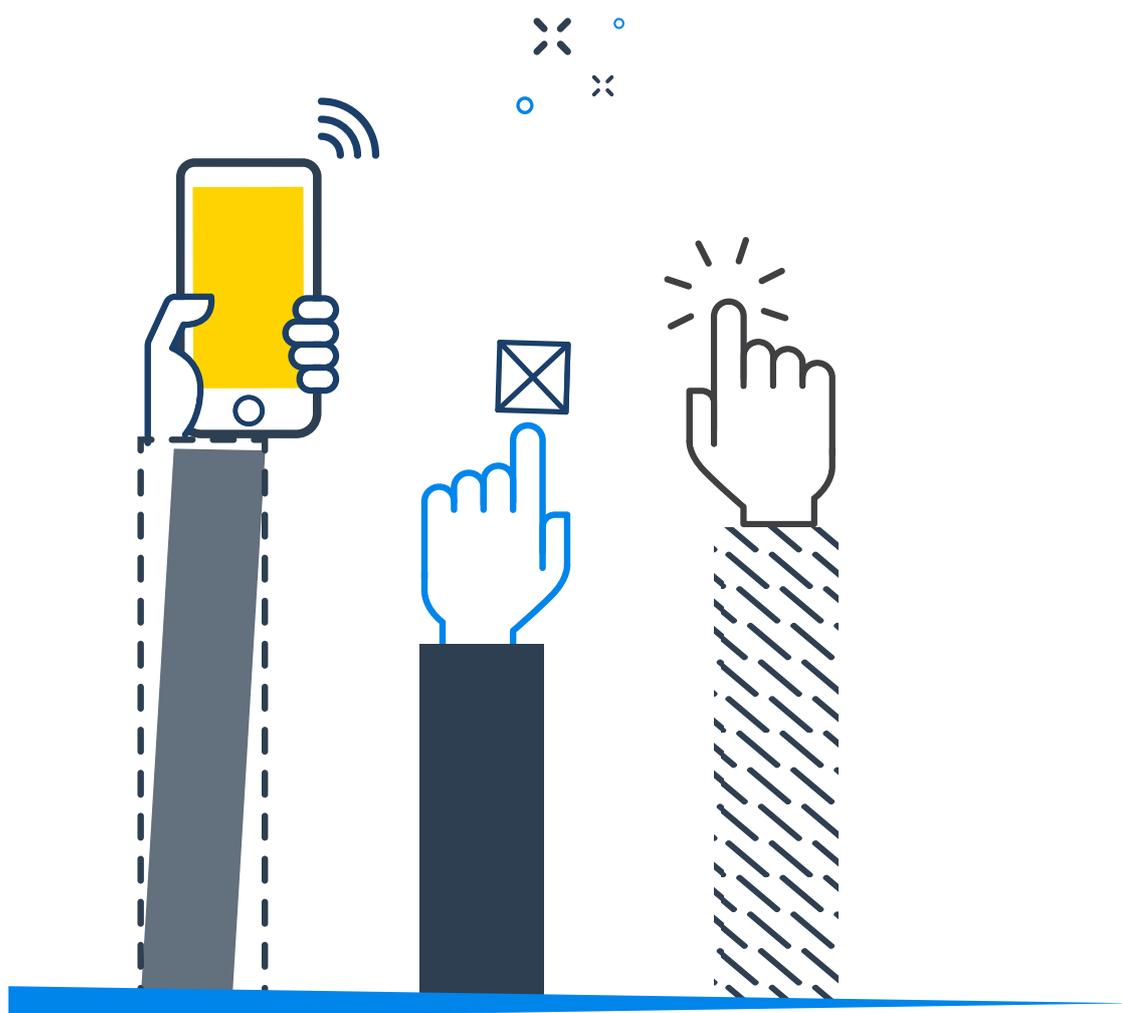


Why are some industries better at distributing apps within their organisations than others?

Our data would suggest that some industries (Professional Services, Healthcare, Tech) are more mature when it comes to scaling new technology such as enterprise apps across their organisations.

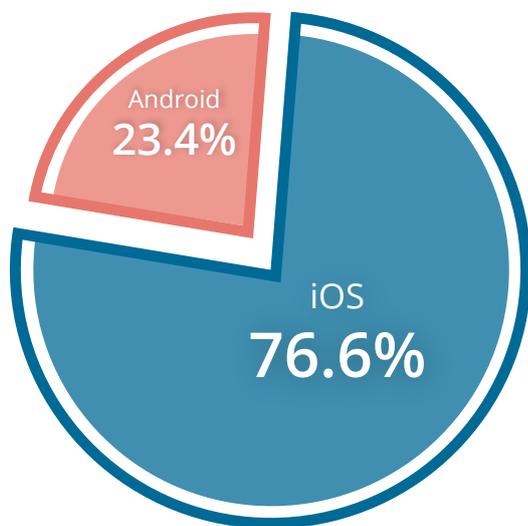
This may be due to the fact they have more consolidated forms of internal communication, because they have set up mobile centres of excellence.

Alternatively, it could also be because there is a genuine market motivation to increase innovation and catch up with new technologies, enhance productivity and provide excellent service to their clients.

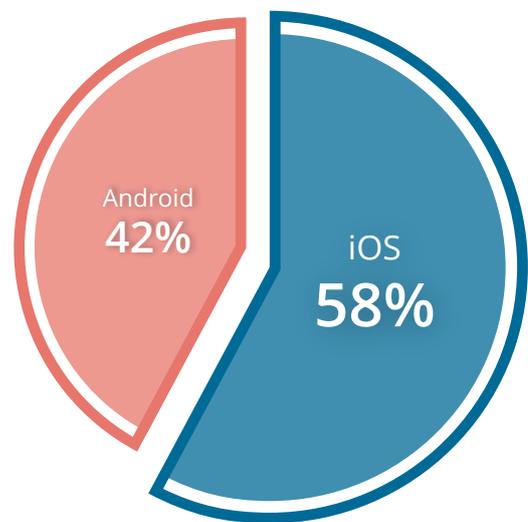


ios v android: android gains territory, even in the enterprise

Operating system per user 2015



Operating system per user 2016



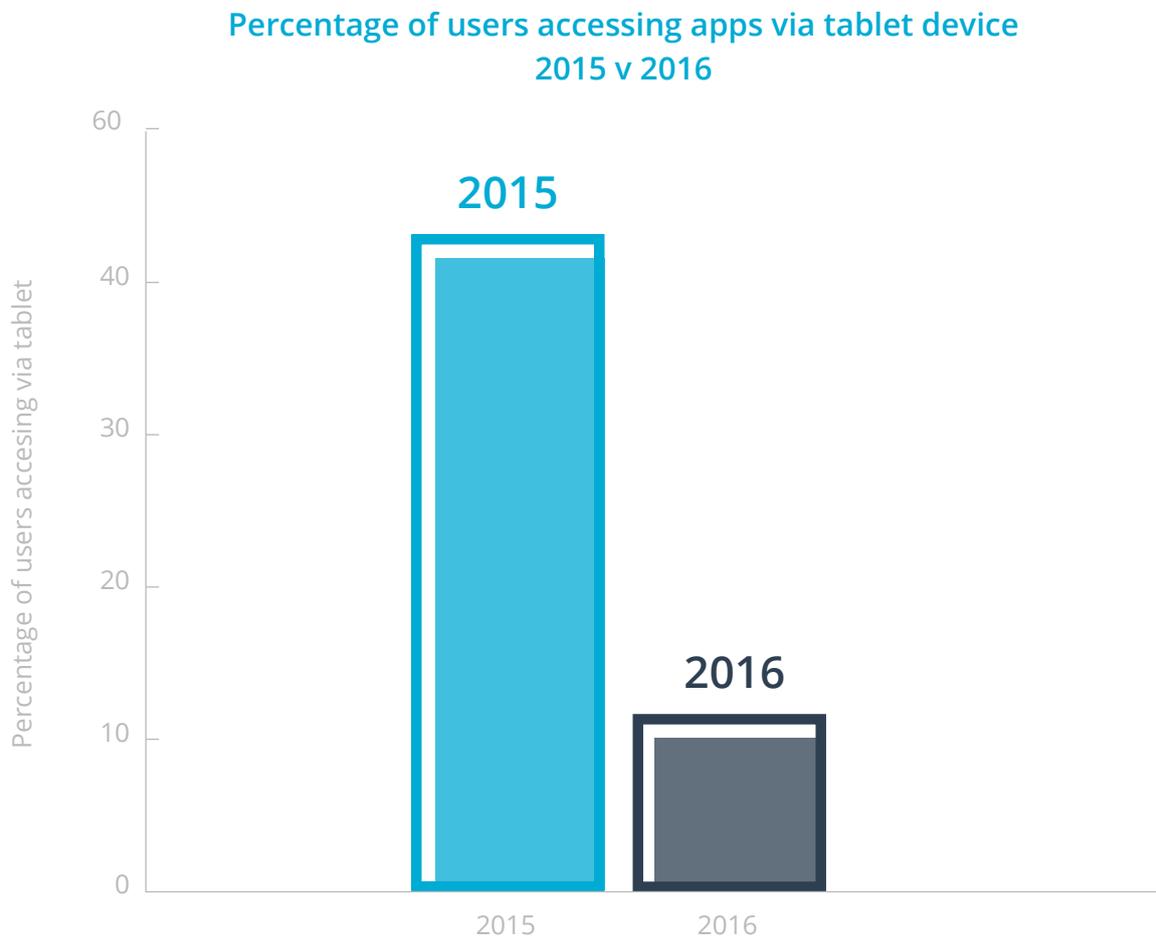
We've been hearing reports that 2016 saw an increase Android's marketshare. Some might feel that this would only be true for the consumer market, or perhaps that it's only true in developing countries - but our data showed clearly that the trend is the same for company devices and enterprise app users.

In 2015, 78% of app users accessed their app through iOS devices, but in 2016 that number fell by 26%, meaning that only 58% of all app users were on iOS devices.

Android usage rose by 91%, with 42% of the use share of all apps.



Tablet use declines significantly



Not only did the choice of OS return a surprising result, but so did the use of tablets in the enterprise.

In 2015, 42% of users accessed apps through a tablet. In 2016, that number fell to 12%.

We think this is a clear reflection of two factors: a decline in use of tablets and an increase in smartphone adoption, even amongst the older demographics.



ios v android: which users were most engaged?

Many app creators ask us whether the type of device used by users could affect app engagement. After all, app engagement is one of the most important measurements of mobile success.

Data from 2016 would suggest that choice of device does indeed have an impact on user engagement, or at least that there is considerable difference between the different operating systems.

Android users spend, on average, **8 minutes 8 seconds** per app session versus the **5 minutes 29 seconds** that the average iOS user spends per session.

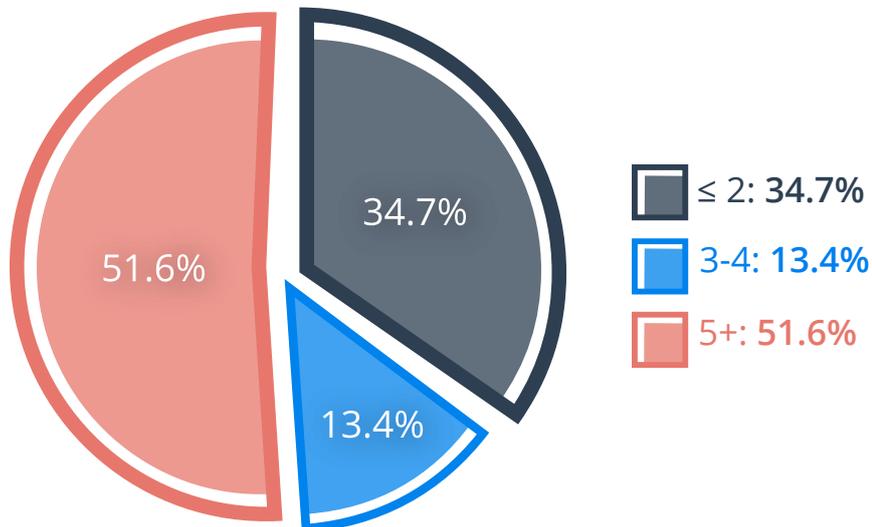
However, iOS users generally view more screens per session with **7.82** versus the **7.04** screens per session of an Android user.

Although the usership of the iPad has fallen, their remaining users still spend **7 minutes 57 seconds** on average per session.



Number of sessions Per user

Number of sessions per app user



We've broken down the number of sessions per user into three categories:

- 🎯 2 or less sessions per user
- 🎯 3 or 4 sessions per user
- 🎯 5 or more sessions per user

The number of sessions per app, which is also a reflection of app engagement and app usability, will definitely depend on many factors, such as the app experience and its functionality. But it's also important to mention that different kinds of apps would have different expected number of sessions.

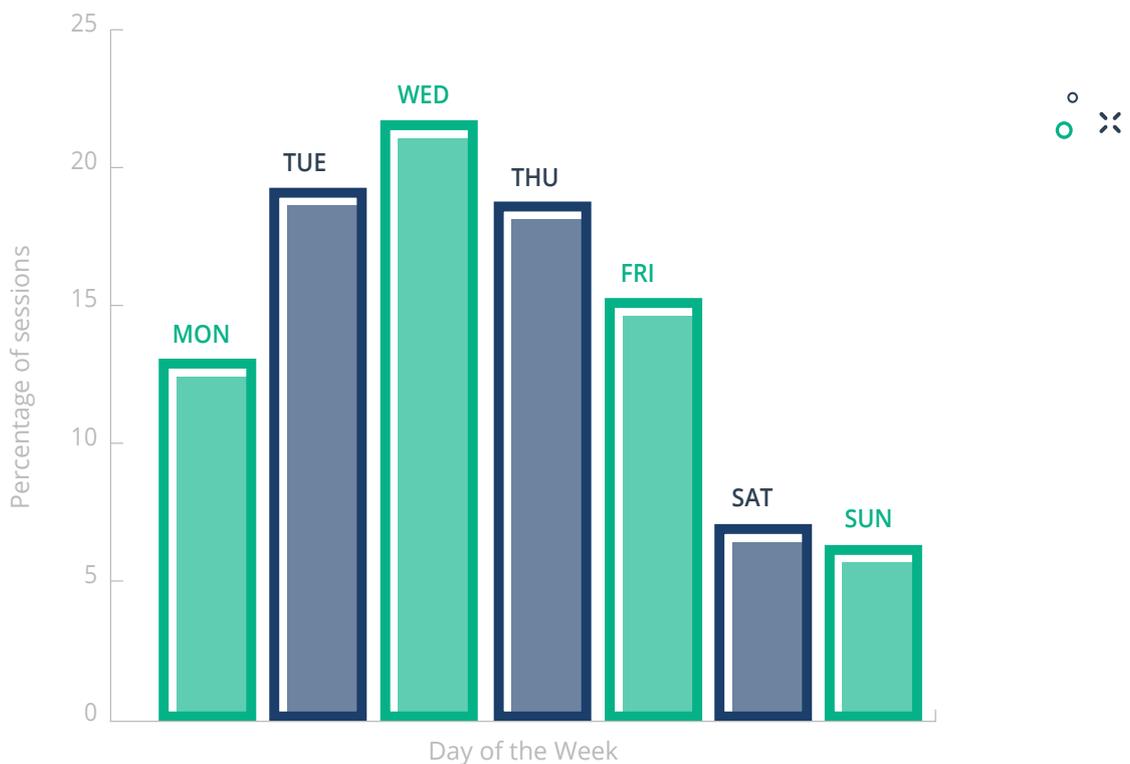
For example, if we consider that event apps were the most popular app type of the year, it wouldn't then be surprising to find that almost half of all users had 4 app sessions or fewer. This is because event apps have a limited lifespan that covers the duration of the event, so having many sessions per user wouldn't necessarily be an indicator of app success.

Other types of app such as internal communications can be judged and improved based on the number of sessions per user.



Wednesdays - a great day for apps!

Percentage of sessions v day of the week



2016 data makes it clear that users are accessing enterprise apps Monday-Sunday, 24/7 - there wasn't a day or single time of day that did not have at least some app activity.

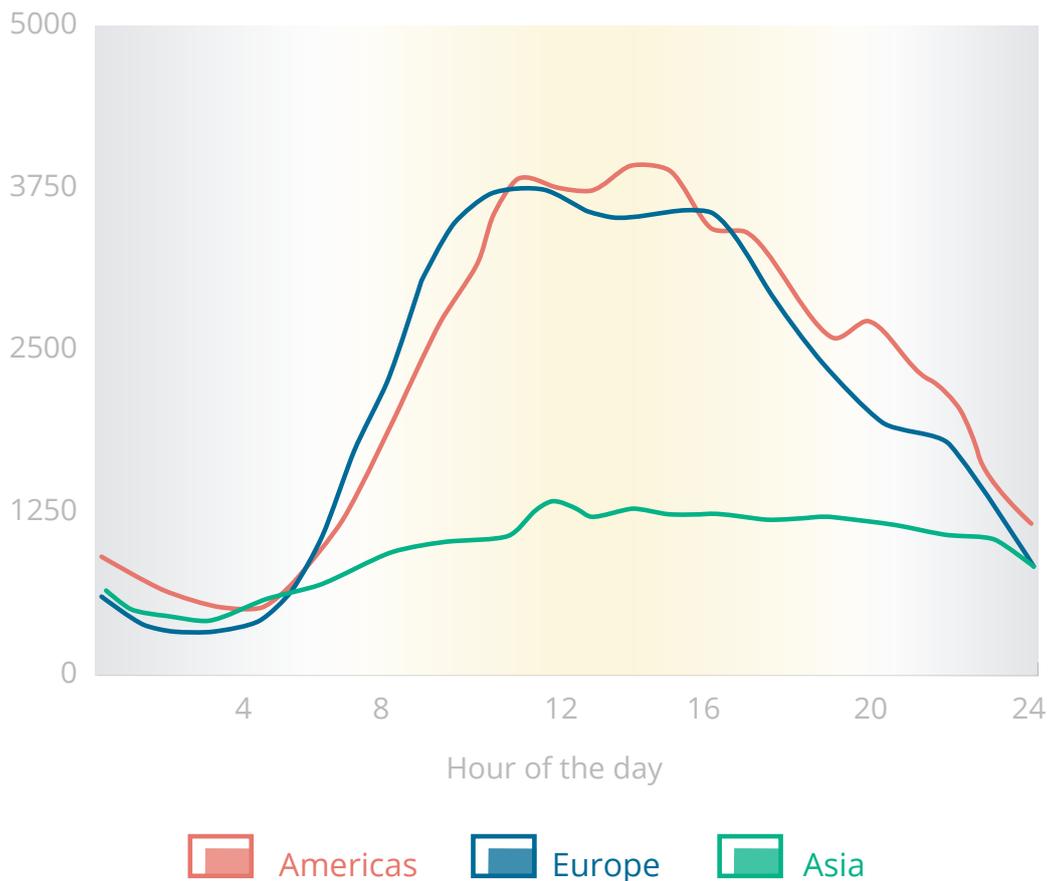
Last year we saw little to no app use on the weekends and there were specific days that generated more interest than others.

2016 saw users really take advantage of the on-the-go capabilities of enterprise apps, using them wherever they are, even at weekends - although at a markedly lower rate.

The most popular day for app usage was Wednesday (21.45%) and Sunday remained the least popular (6.04%) despite a rise from 2015.

Peak times for app usage depend on your location

Number of app sessions based on location and hour of day



We analysed the times at which users were most likely to access apps depending on their location. The graph displays local time data, and the key takeaways are:

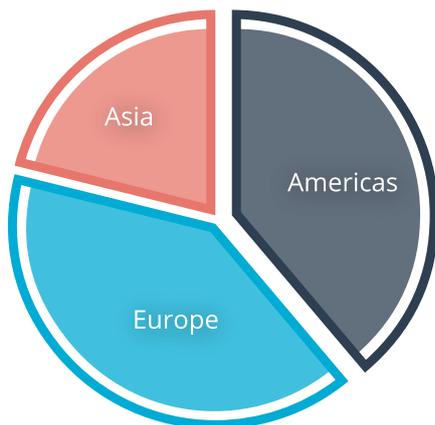
Peak usage in the Americas was at 14:00 and in Europe and Asia it was around 12:00.

European and American users are consistently using apps between 09:00 and 16:00, which correlates to working hours.

There are clear signs of continued usage in all regions outside of working hours, with it not being uncommon to see users accessing apps between 20:00 and 24:00.

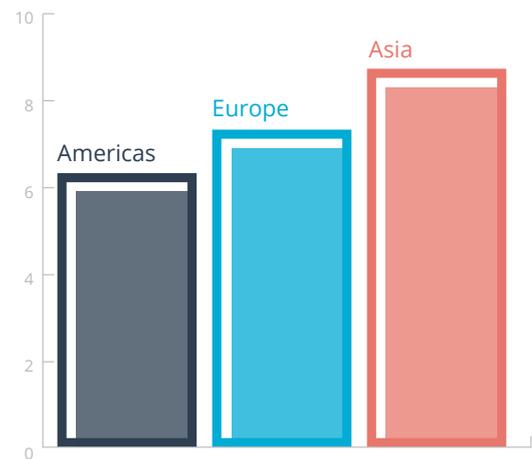
Enterprise app use by location

Percentage of users



Americas - 39% Europe - 40% Asia - 21%

Screens per session



Americas - 6.3 Europe - 7.37 Asia - 8.91

Our 2016 data reveals that the Americas and Europe lead the way in app usage.

Our users in The Americas now make up 39% of Fliplet app usage share, with Europe representing 40% and Asia 21%

Although American users had lower screens per sessions (6.30) than both Europe (7.37) and Asia (8.91), they were arguably more active: 65% of American users revisited their apps 5 or more times. Interestingly, 49% of European users and only 25% of Asian users returned to use their app 5 or more times.



What does all this data mean for 2017?

So, how can you use this data to take pro-active decisions for the rest of the year ahead? We've taken our highlights from the report, and offered our suggestions:

Businesses are creating more apps than ever before - 10.6 on average in 2016 which increased from 4.7 in 2015.

Do:

-  Consider what teams and departments could benefit from an enterprise app
-  Create apps that are easily replicable for your most common use cases.
Consider for event or project management apps

Don't:

-  Let the app backlog accumulate
-  Build one-off apps at high cost, that are difficult to maintain. It's not a long-term solution

Event apps are the most popular of 2016, but sales support, internal communications and portal apps weren't far behind.

Do:

-  Consider portal apps as a centralised solution to hold multiple company apps
-  Visit [Fliplet](https://fliplet.com) for examples of sales support and internal communications apps that you could easily create yourself

Don't:

-  Let departments create multiple apps that aren't part of a central strategy
-  Build one-off apps at high cost, that are difficult to maintain. It's not a long-term solution

Professional services remained the industry which leads the way in terms of enterprise app creation and usage, followed by energy, and tech.

Do:

- 👍 View examples of what professional service are currently doing with apps, especially in terms of client and sales support and see what you can adapt in your own company

Don't:

- 🗨️ Wait for your industry to catch up with a mobile-first strategy. Being one of the first to adopt this method will definitely give you a competitive advantage

There's a general decline in the use of tablets overall:

Do:

- 👍 Build apps with your primary user devices in mind - if our data is relevant to your industry as well, this will mean you'll want to create apps that are primarily smartphone-first
- 👍 For maximum compatibility, always have a responsive app solution, especially if a portion of your known users do have tablets

Android is gaining territory over iOS:

Do:

- 👍 Build apps that are both native to iOS and Android. Each operating system will have strong points for each of the user journeys.

Don't:

- 🗨️ Ignore Android- many companies have an erroneous perception that most enterprise users are on iOS devices - this landscape is shifting rapidly
- 🗨️ Build apps with a single-OS publishing option, you'll miss out on a large part of enterprise users and likely annoy clients and employees, even if they are minority. If you use a single-OS solution, and then decide to also expand your app into other OSs, your maintenance costs will double

Why did we create this report?

With this report we hope you gained a better understanding of the industry with insights of app usage, and are able to make your own predictions on future trends.

If you're a client you will already be aware of the huge role that mobile is playing in organisations. Our product roadmap for the coming months will bring many upgrades and new features to help you be prepared for the continued growth of the mobile channel - and we can't wait to share them with you.

If you're not a client yet, we invite you to consider the data we put together in this report and benchmark your organisation's mobile activity against it. Need some help? [Start a conversation](#) with one of our mobile specialists today to see how you can start optimising your business by harnessing the power of mobile-first publishing?

If you found this data interesting and you'd like to stay in the know about the latest mobile insights, [subscribe to our blog](#), where we regularly publish the latest mobile news and features for business.

If you want to know more:



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Fliplet in 2016



840 enterprise apps were created using the Fliplet Studio platform in 2016.

We started working with:

accenture > AON EVERSHEDS

CP COLGATE-PALMOLIVE Deloitte.

servest TaylorWessing



(plus many more)

Special thanks to: Emma Mascall and Jonathan Tepper
For providing their expert feedback on this report