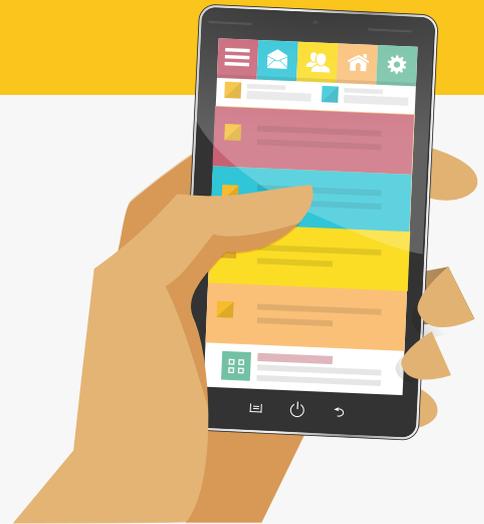


Enterprise Mobility in the Middle East



Enterprise Mobility in the Middle East continues to evolve as end users access corporate data through content collaboration tools, applications, email and web browsing on smartphones, tablets, laptops and peripherals.

Smartphone penetration in the Middle East region is set to rise to **70%** by the end of 2016.



The adoption of smart devices in the Middle East and Africa is set to grow from

133 million in 2014 to **598** million devices in **2018**

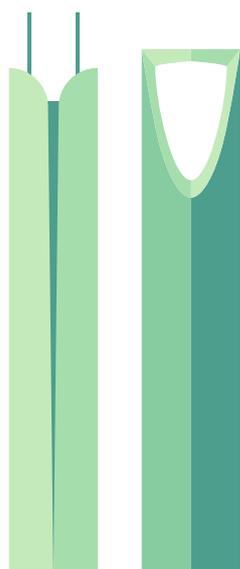


Annual spending on mobility across the Middle East, Turkey, and Africa (META) is expected to reach **\$185 billion by 2019.**

Middle East will represent a 10.2 % share of worldwide enterprise and consumer spending on mobile devices, software, and services, which is forecast to total \$1.8 trillion in 2019.



Together, Saudi Arabia, Turkey, South Africa, and the UAE accounted for approximately 38.7 % of the entire mobility opportunity within the META region in 2015.



Saudi Arabia is the single largest mobility market in META.

Manufacturing, retail, and banking and financial services are among the early adopters of mobility.



In 2015, 49 % of mobility software spending in META was attributed to enterprises with over 500 employees, but small and medium-sized businesses (SMBs) are expected to grow strongly.



Enterprise mobility and bring-your-own-device (BYOD) market is expected to surpass \$284 billion by 2019 worldwide.



In 2015 over four times more mobile apps than traditional ones were developed by corporate IT.

In 2015, over 50% of organizations polled planned to hire for mobile positions. Of those organizations, 32% are focused on skills related to front-end development, with 27% looking for back-end integration skills and 15% seeking DevOps for mobile.

Mobility Advantages:

Enterprise Mobility Offers Better Security Prospects

Allows You to Stay Ahead of Competition

Mobility Allows for Data to Drive Success

Mobility is Transforming the Enterprise

Allows You to Deliver Web Apps, Hybrid and Native Apps Seamlessly

Tablets are Replacing Laptops

Offers Better Application Management



Sources:
IDC (<https://www.idc.com/getdoc.jsp?containerId=prCEMA41080416>)
Cisco's 2014 Annual Security Report, MarketsandMarkets, Gartner and Red Hat.