The Rising Importance Of The Browser In Enterprise IT Strategies

Cloud computing has elevated the importance of web browsers for IT and employees alike.

FORRESTER®

CLOUD WORKERS RAISE THE STAKES*

This new segment paves the way for browser-based work.

4.6 hours spent in the web browser

1.7x greater reliance on browser than other workers

61% say browser extensions are important or critical

PRODUCTIVITY THRIVES IN THE BROWSER

The browser is a central access point for nearly half of today's business apps.

77% of employees prefer technologies that support flexible work styles.

68% want the ability to access files and apps from anywhere, on any device.

67% rely much more on a browser for their work than they did two years ago.

Employees spend a third of their work day, **2.7 hours** on average, working on a browser.

IT STRATEGIES EMPHASIZE THE BROWSER

73% of decision makers agree that browsers play a more important role in their IT strategies because employees spend more time using browser-based business apps.[†]

WITH A FOCUS ON SECURITY AND MONITORING

IT organizations have evolved their device and application management processes as a result of cloud services.[†]

50% are placing greater emphasis on browser security.

49% have increased browser monitoring and support.

49% are upgrading operating systems.

48% are exploring new device types and form factors.