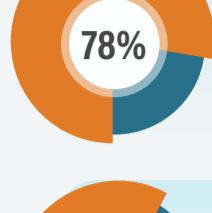


Android Taking Off in the Enterprise



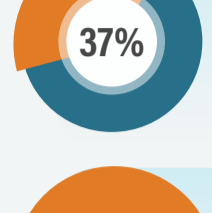
Strong Adoption of Android – and Growing

An IDC survey of 250 enterprise mobility decision-makers shows strong Android adoption across a range of industries.

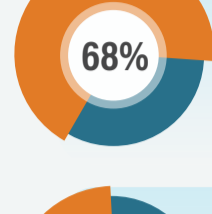


78% of business device* shipments worldwide are Android.

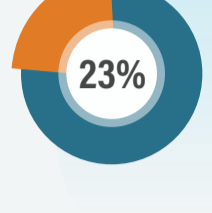
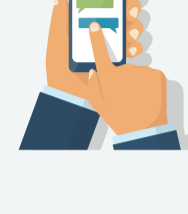
In the U.S., Android enterprise presence has grown as well, now at **49%** of U.S. business smartphone shipments.



37% of U.S. enterprises are "Android-majority", with greater than **50%** of devices in the organization running the OS.



In the overall business market (SMB to enterprise), **68% of new BYOD devices in 2018 were Android.**



Android rugged devices are forecasted to **grow 23% over the next 5 years, five times** the rate of the rugged market overall.



*"Business devices" are mobile computers used for business in a variety of form factors including smartphones, tablets, and rugged machines.

Android Offers Broad Choice and a Consistent and Secure Management Framework

The Android Enterprise Recommended program is a **Google-led global initiative** that helps customers confidently select the best enterprise devices and services that Android has to offer. The program validates partners that are best equipped to deliver the robust security and management capabilities offered by Android.



Android eases management complexity by providing IT administrators with **one platform and a variety of management tools and options** to enable multiple deployment scenarios across more than **60,000** different Android device models.



To help navigate this choice the Android Enterprise Recommended program validates select devices that **meet enterprise standards.**

59% of organizations are using devices **approved by the Android Enterprise Recommended** program.



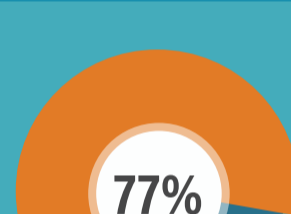
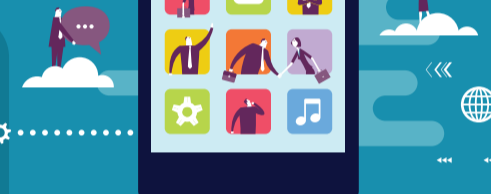
74% of U.S.-based IT decision-makers IDC surveyed believe Android Enterprise Recommended devices are **more secure and enterprise-grade than iOS devices.**



Android is unconstrained by device form factor, which leaves device manufacturers **free to address** a variety of form factors and use cases.



Android rugged device shipments are expected to **surpass Windows rugged shipments** in 2019 and continue to be the dominant rugged device OS through 2022.



With its broad device portfolio, price points, and geographic reach, IDC research shows that **77%** of U.S.-based multinational firms **prefer Android devices**

Android Key to Mobile Deployment Success

Given the choice, end-users in U.S. enterprise organizations

are more likely to **choose Android**

Organizations whose mobile deployments "met" or "exceeded" expectations

How would you rate your organization's mobile deployment efforts overall?

Where Android accounts for **50% or more** of devices within an organization mobile deployment satisfaction rates are higher than a mixed/iOS-only fleet.



Security incidents are less frequent in Android-majority enterprises compared to iOS-majority deployments

What mobile operating system is most commonly favored by employees in choose-your-own-device (CYOD) deployment scenarios?



When compared with **iOS-majority firms** the Android-majority firms experienced:

11% fewer regulatory/compliance issues

8% fewer mobile phishing incidents

5% fewer issues integrating mobile devices with back-end systems

Message from the Sponsor

As organizations worldwide rush to digitally transform themselves, a cornerstone of this transformation is mobility. IDC has identified three key pillars of technology consideration for an enterprise mobile operating system. For a closer look at how the Android platform fulfills the requirements of all three pillars, we invite you to download the IDC whitepaper, "Android for Enterprise: Digital Transformation Opportunity," sponsored by Google.

Learn more about the key challenges to digitally transform your business and why IDC identifies Android as a strategic platform of choice at www.whyandroid-enterprise.com.