



# GOOD TECHNOLOGY™ MOBILITY INDEX REPORT Q1 2014

## Report on App, Platform and Device Preferences from the Leader in Secure Mobility

This report is part of the Good Technology Mobility Index, an ongoing initiative to track and analyze the impact of mobile apps and platforms. This document presents the details of the Good Mobility Index and the methodology behind it.

With a diverse global customer base that includes FORTUNE 100™ leaders in commercial banking, insurance, healthcare, retail, government, and aerospace and defense, Good is uniquely positioned to provide insight into the adoption of new mobile apps, platforms and devices. Leveraging data collected from our extensive customer base using the Good Dynamics Secure Mobility Platform, Good is now reporting on enterprise mobile application adoption in addition to device activations.

### Executive Summary

Now, more than ever, organizations of all sizes and across all industries are embracing secure mobility to transform the way they work and collaborate. The advanced mobile devices available today, and the apps that accompany them, are changing the way businesses communicate with employees, partners and customers. And as a result, IT organizations are supporting and managing devices and applications across multiple operating systems, form factors and lines of business.

In December 2013, The Ponemon Institute surveyed hundreds of IT and IT security practitioners with involvement in endpoint security and released the [2014 State of Endpoint Risk](#) report. According to these knowledgeable respondents, endpoint security risk is more difficult to manage than ever due to the growing number of employees using multiple mobile devices in the workplace, the increase in personal devices connected to the network and the growing popularity of public cloud services such as Dropbox. Sixty percent of these respondents noted the biggest threat is the growing number of employees and others using multiple mobile devices in the workplace followed by the increase in personal devices being connected to the network.<sup>1</sup>

Rather than be deterred by these security concerns, the data from this quarter's Mobility Index Report shows that Good's customers are taking steps to mitigate them. They are prioritizing providing VPN-less access to enterprise data, while maintaining the highest level of security around that data, through secure browsing apps. And they are leveraging secure development platforms like the Good Dynamics Secure Mobility Platform to build containerized custom apps to meet the ever-growing mobile needs of customers, employees and partners, without compromising on security.

<sup>1</sup>'2014 State of Endpoint Risk'. Ponemon Institute© Research Report, December 2013.

## Here are highlights from this Q1 report:

Overall, enterprise application activations continued to see an impressive growth rate at 57 percent quarter over quarter, up from 54 percent and 43 percent growth from the last two quarters respectively.

The number of secure browsing app activations skyrocketed this quarter to the fifth most-activated app category, despite not making the top 10 in previous quarters, thanks to the introduction of new secure browsing apps such as Good Access into the Good-secured ecosystem. At 2900 percent growth quarter over quarter, we can expect it to likely claim one of the top spots in coming quarters.

There was a continued momentum in custom app development at 77 percent growth quarter over quarter, a significant jump in the 55 percent growth reported from Q3 to Q4 of last year. Organizations across all industries are embracing secure containers and leveraging the Good Dynamics Secure Mobility Platform to simplify the creation of mobile apps and securely mobilize business processes.

Other app categories that experienced 100 percent plus growth quarter over quarter include mobile printing, notes and mobile unified communications.

## OS Highlights:

Platform activations held steady quarter over quarter, with iOS reporting 72% of total device activations in Q1 and Android activations increasing one percentage point quarter over quarter, for 27% of total device activations. Windows Phone activations continue to remain consistent with the four previous quarters and made up one percent of total activations.

Not surprisingly, iOS enterprise app activations mirror the stronghold iOS continues to have on the device market and recorded 93% of total app activations this quarter.

## Device Type Highlights:

Likely attributed to its more app-friendly form factor and wider range of use when it comes to mobile apps, tablets recorded twice the number of enterprise app activations versus smartphones this quarter.

**Top three tablet apps activated.** Document editing, document management and custom apps made up the top three app categories activated across tablets this quarter.

**Top three smartphone apps activated.** Mobile unified communications, document management and custom apps were the top three app categories activated across smartphones.

## Industry Highlights:

Insurance emerged as a strong new industry category, and recorded 12 percent of total device activations as well as 11 percent of iPad activations.

Other new categories that emerged in the top 10 of total iPad activations were High Tech and Energy & Utilities.

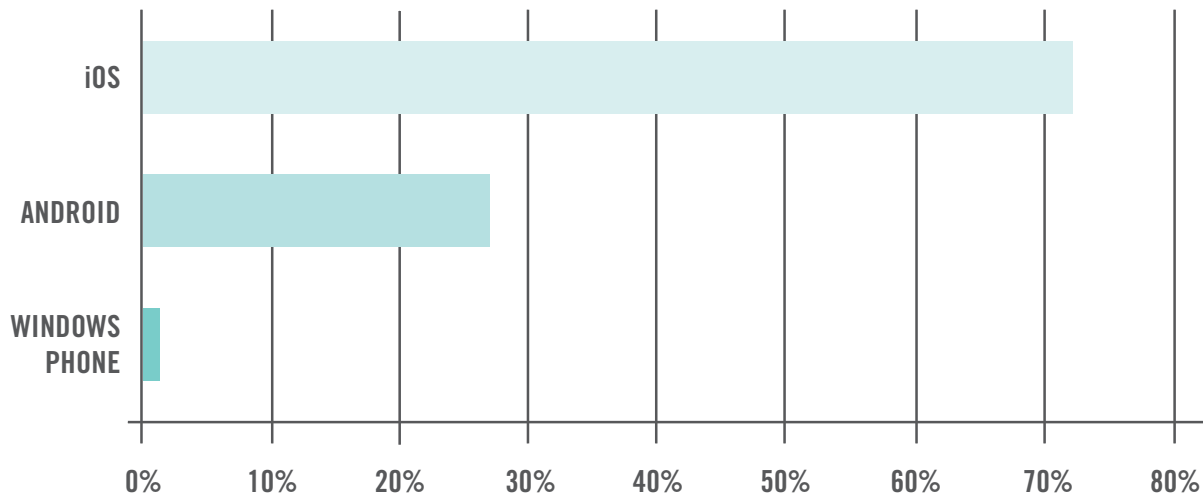
## Detailed Findings

Good Technology analyzed both the mobile apps and devices activated by its customers over the first quarter of 2014 to highlight trends in mobility, app and device preference.

### Good ▶ Net Activation by Platform Q1 2014: January thru March

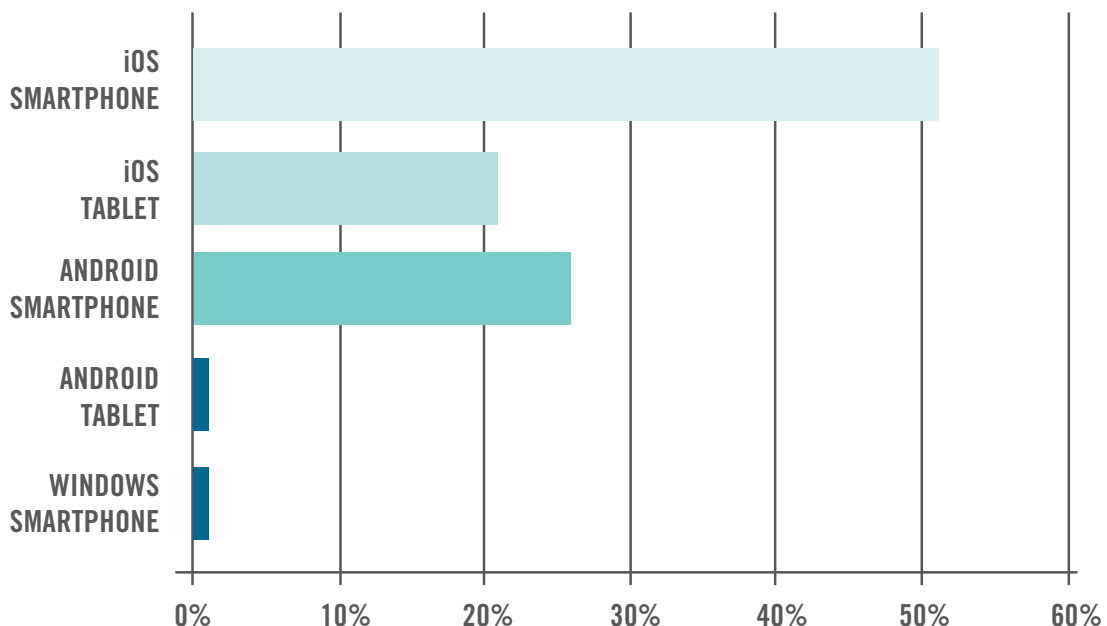
iOS activations made up 72% of total device activations in Q1, down just one percentage point from the previous quarter. Android activations increased one percentage point quarter over quarter and came in at 27% of total device activations.

Windows Phone activations remain consistent with the four previous quarters and made up one percent of total activations.



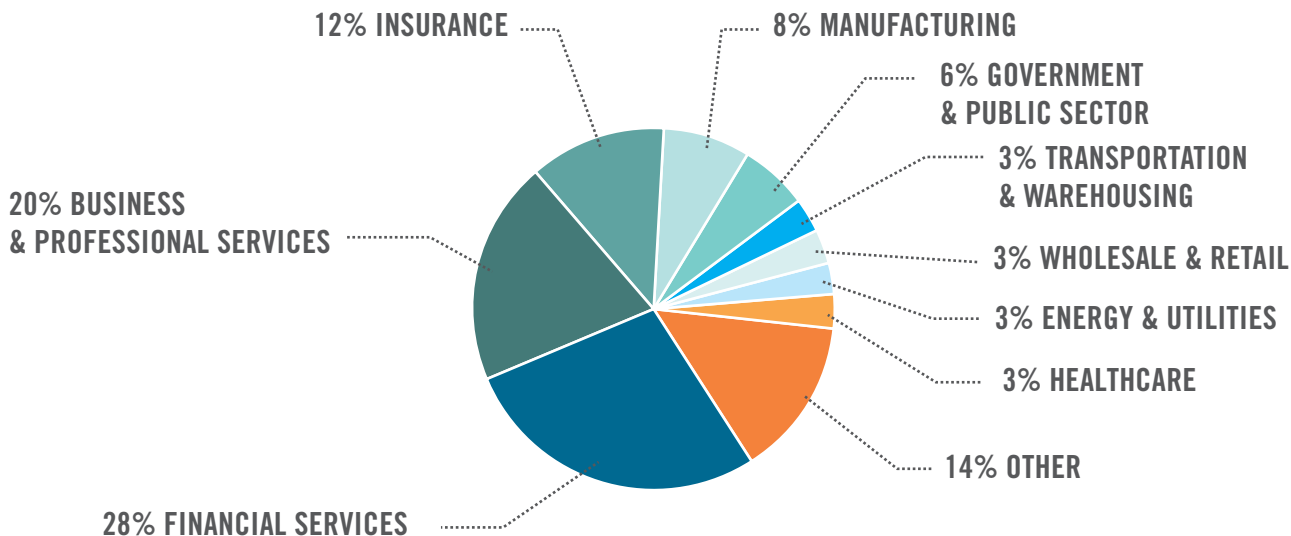
### Good ▶ Net Activations by Type of Device Q1 2014: January thru March

Total device activations for iOS smartphones decreased slightly from Q4 to Q1 and came in at 51 percent. iOS tablet activations saw a slight increase quarter over quarter, coming in at 21 percent of activations. Android smartphone activations held consistent share of total activations at 26 percent this quarter versus 25 percent in Q4.



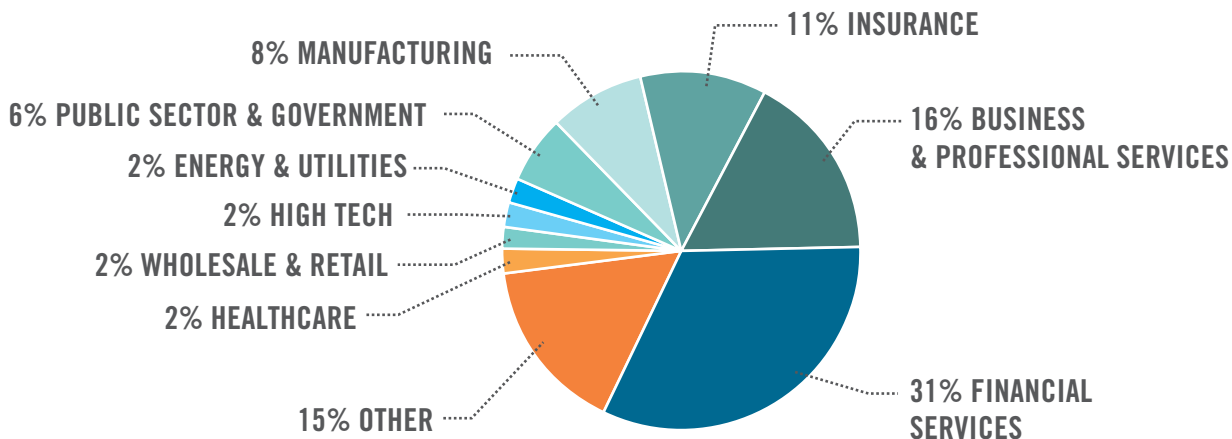
**Net Activations by Industry**  
Q1 2014: January thru March

This quarter, there was a bump in device activations across the Business & Professional Services and Energy & Utilities industries. We also saw the emergence of new categories Insurance, with 12 percent of total activations, and Wholesale & Retail and Transportation & Warehousing, each with three percent of total device activations this quarter.

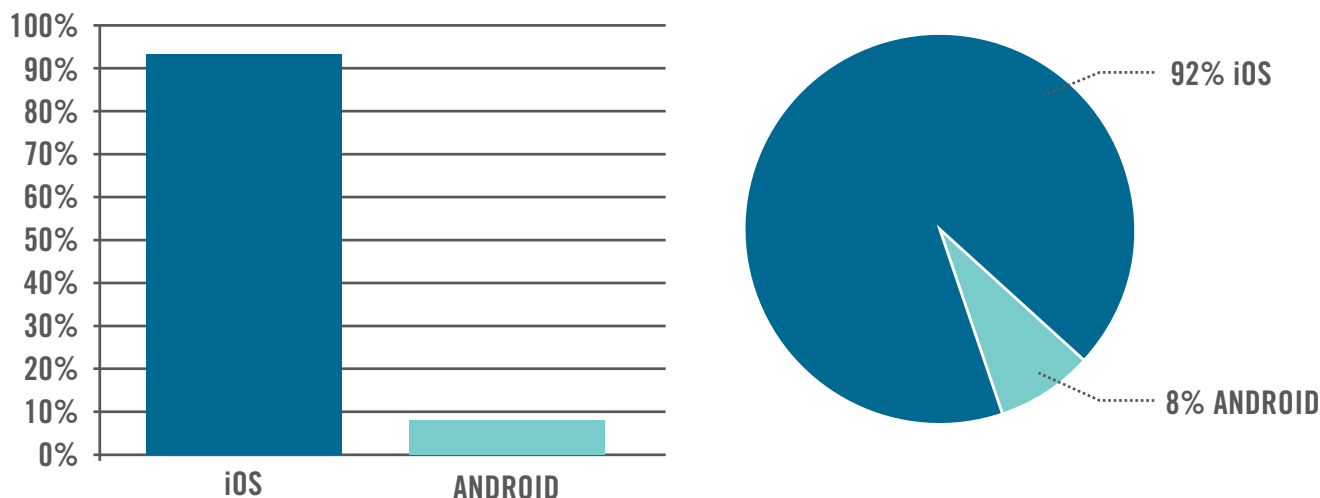


**iPad Activations by Industry**  
Q1 2014: January thru March

This quarter, Business & Professional services recorded a slight bump in iPad activations at 16 percent, and new category Insurance recorded 11 percent of total activations. Other new industry categories that emerged this quarter in the top 10 for total activations were High Tech and Energy & Utilities.



Remaining consistent quarter over quarter, iOS recorded 92 percent of tablet activations in Q1.



## Overview of Good Mobility Index Methodology

The metrics cited in this report have been directly generated from Good's internal data, as aggregated from all devices activated across Good's worldwide customer base in Q1 2014. Good analyzed activations, by month, among all its global customers that had at least five activated devices over the quarter, to draw conclusions on the overall trends for net new activations across iOS, Android and Windows Phone™ platforms. Analyzing the long tail of net new device activations by platform provides unique insight into not only the popularity of individual devices and form factors, but also the platforms that enterprises prefer for enabling employees to access business data and applications. Due to the fact that RIM devices use only the BlackBerry® Enterprise Server for corporate email access, Good does not have insight into BlackBerry handset activation trends; and they are not reflected in this report.

## About Good Technology

Good Technology is the innovation leader in secure mobility solutions; enabling business to move freely and engage at the edge. Good's comprehensive end-to-end secure mobility solutions portfolio consists of a secure mobility platform, mobile device management, mobile service management, a suite of collaboration applications, and a broad third-party application and partner ecosystem that unlocks your mobile potential. More than 5,000 organizations in 130 countries use Good Technology solutions, including FORTUNE 100™ leaders in commercial banking, insurance, healthcare, retail, government, manufacturing and aerospace and defense. Learn more at [www.good.com](http://www.good.com).

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