

EVUA/OVUM Mobility Survey

European Data Roaming

Nick White

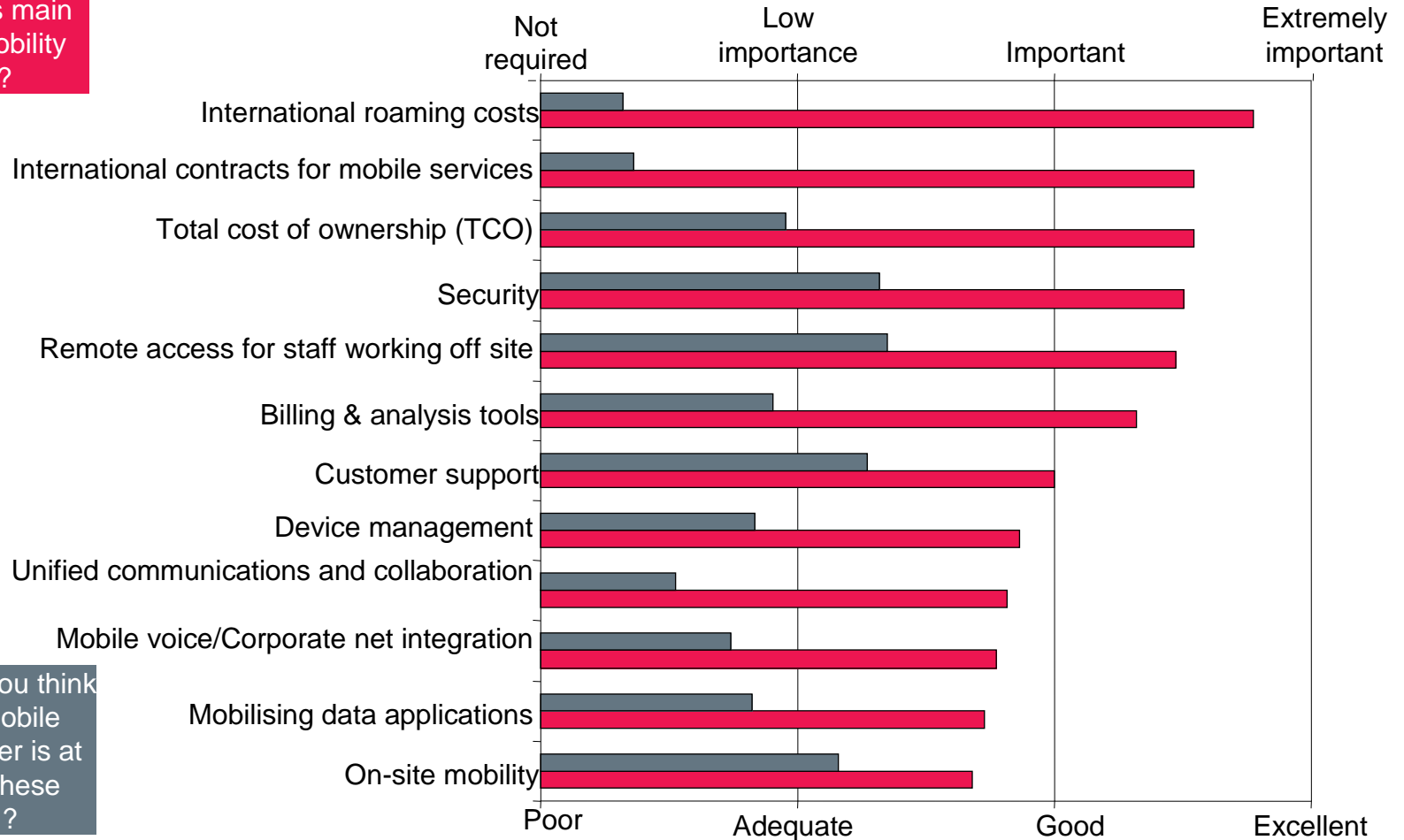
Executive Vice President

**International Telecommunications
Users Group (INTUG)**

Business user mobility priorities compared with mobile service provider capability

What are your organisation's main enterprise mobility priorities?

Enterprise priority



How good do you think your main mobile service provider is at addressing these priorities ?

Service provider capability

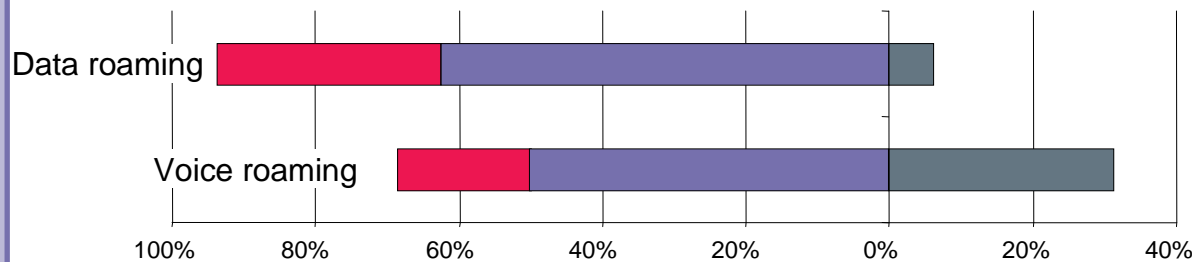
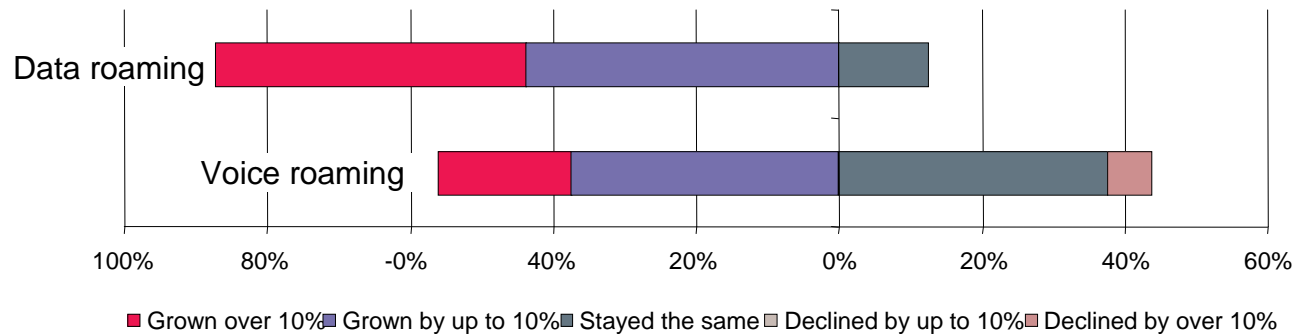
Source: Ovum/EVUA

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International roaming remains top concern

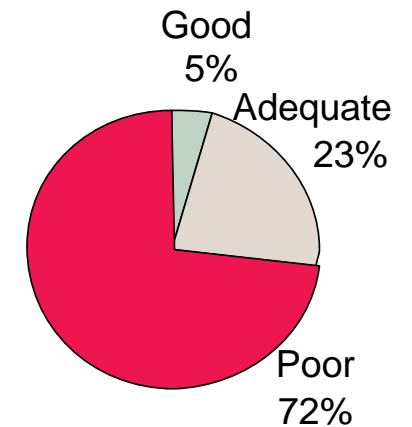
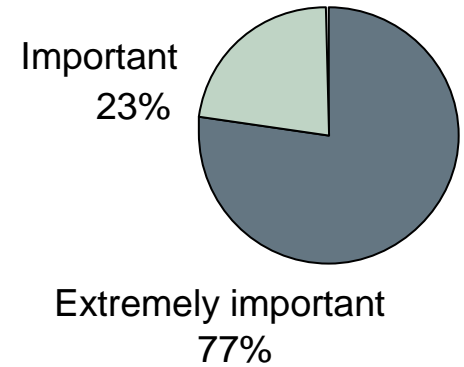
- Expenditure on roaming isn't going down - according to EVUA members

How much do you think your **expenditure** on roaming has changed over the past year?



How much do you think your **usage** of roaming has changed over the past year?

Enterprise priority



Supplier capability

Mobile data application requirements



Which mobile data applications does your company currently use or plan to use?



Source: Ovum/EVUA

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- Mobilising email and office applications still dominates
- Increased use of other applications - SFA, M2M, FSA

