

Mobile technology expansion needed

About 40% of companies are investing in mobile technologies across their business and consider mobility as a key part of their business strategy, according to Accenture Mobility Report 2014.



PwC's Johan Potgieter says that digital and mobility are key issues that need to be addressed by businesses in South Africa.
Image: LinkedIn

The report says digital technologies have considerable potential to transform the ways in which companies create revenue and drive profits via innovative strategies, products, processes and experiences.

The study was conducted through an online survey of senior executives in December and January. A total of 1,475 executives completed surveys. Respondents' represented 10 sectors in 14 countries, including SA. The report was released last week, as SA was applauded for maintaining 70th position in the World Economic Forum's Global Information Technology Report (GITR) 2014. The GITR, sponsored by Cisco, measures the capacity of 148 economies to use ICT for growth and economic and social transformation.

According to the report, SA's ranking in the Networked Readiness Index is second only to Mauritius in the sub-Saharan Africa region.

Now the Accenture report says given that mobility is a key enabler of the digital business, it is not surprising that mobility has been an area of focus among companies of all types.

"Indeed, four in 10 companies indicated they have aggressively pursued and invested in mobile technologies across their business and consider mobility a key part of their business strategy," says the survey. "Importantly, mobility is close to the chief executive's heart in 35% of companies, where the CEO plays a role in mobility strategy development, according to the

report.

All roads lead to digital

PwC Technology Industry Leader for Southern Africa Johan Potgieter said last week: "Today all roads lead to digital. From business strategy to execution, digital technology has become the foundation for everything we do."

He said despite many firms laying claim to being a digital organisation, only a minority (20%) are truly there. Cisco SA Managing Director Alpheus Mangale said: "SA's increase in Internet access is leading to many important innovations that provide more and better services, such as financial services, that were previously unavailable. ICTs are a key source of new opportunities to foster innovation and boost economic and social prosperity, for both advanced and emerging economies."

The Accenture Mobility Report cautions that most companies have not made substantial progress toward the mobility priorities that are important to their business.

It further says another common shortcoming relates to determining where and how mobility can have the greatest effect.

Eight in 10 respondents said their organisation has no formal process for identifying, evaluating, and prioritising ways mobility can benefit their business.

Accenture's mobility study was designed to explore how companies are applying digital technologies, especially mobility, to help improve various aspects of their business.

Source: Business Day via I-Net Bridge

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