

Building the digital workplace

What comes next in the mobile revolution

Oxford Economics worked with Citrix to survey 600 business and IT executives around the world and across industries to measure their progress toward digital work. We found that big changes are happening—but much work remains to be done.



Mobile strategy is at an inflection point

Many companies have yet to meaningfully change strategies around mobile, but the number with mature mobile strategies is expected to rise sharply by 2020.

Percent of companies with integrated strategies for mobile



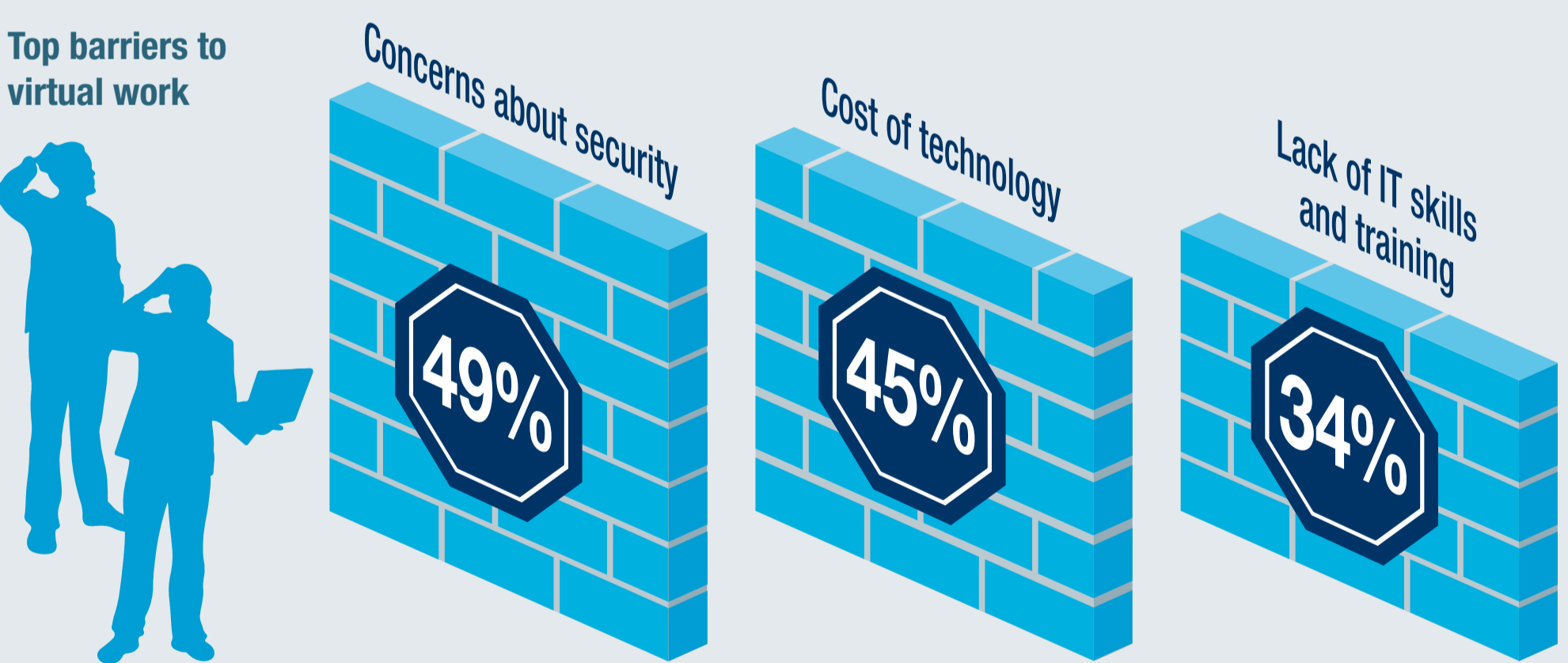
Digital work means more than mobility

The explosion in mobile maturity will drive the development of digital work, and strategies are changing to support the shift.



Digital work takes work

Change of this magnitude is never easy, and there are meaningful barriers to digital work.



Digital work pays off

Organizations demonstrating the strongest capabilities for mobility and digital work—we call them Digital Workspace Leaders—perform at a higher level than others.



For more research, visit:

www.oxfordeconomics.com/thought-leadership/digital-workspace