



# Sage Canadian SMB Survey on Mobile Devices 2014 Summary report

## Introduction

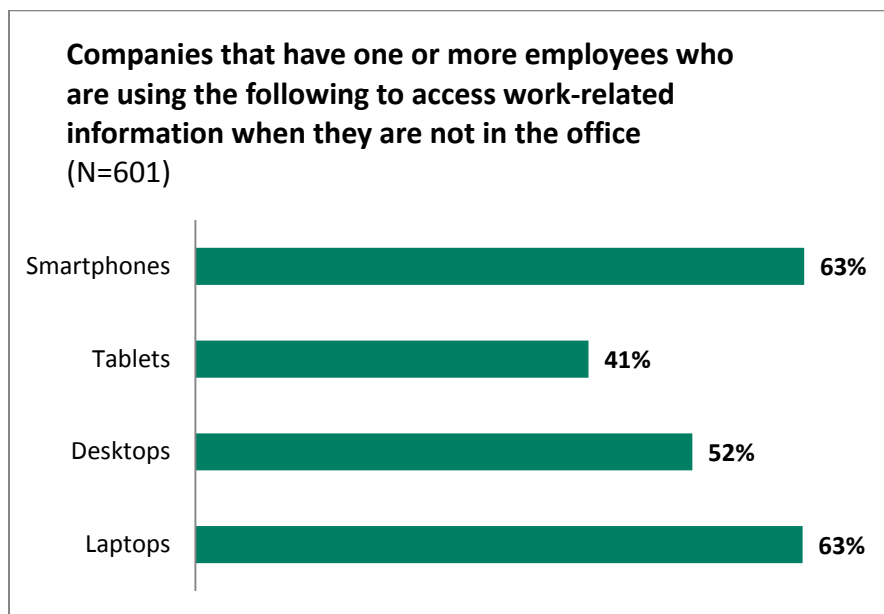
Sage North America, a leading provider of business management software and services to more than 3 million small and mid-sized businesses, recently polled 1,628 small and mid-sized businesses in Canada for the Sage SMB Survey on Mobile Devices. This is a survey of SMB managers and employees in Canada about their opinions about mobile technology in the workplace and how this technology is actually implemented.

The shift of small and medium-size businesses to using mobile technology from using computing technology on-site only has been of increasing interest to business managers, who are looking for ways to make their businesses more efficient.

The survey first explores how company leadership feels about the use of mobile technology in the business environment, whether or not they personally use laptops, smartphones, tablets, or desktops away from the office. Of the 1,628 respondents who began the survey, 37% of these were from business management (owners, CEOs, presidents, controllers, or CFOs). Some of their responses are compared to a 2013 survey of mobile devices.

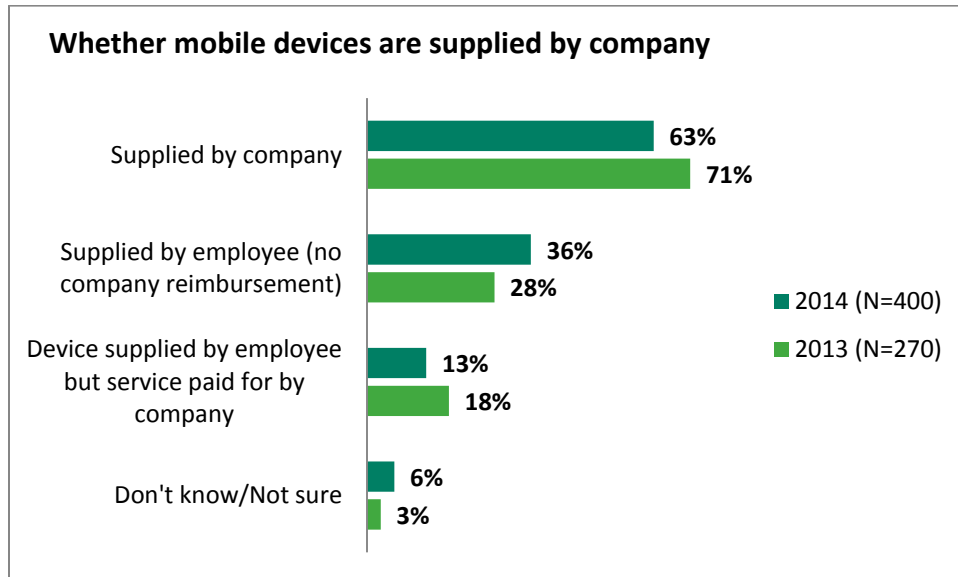
## How executives view mobile technology within their business

Laptops and smartphones are the most common mobile devices used by employees away from the office, followed by desktops and tablets.

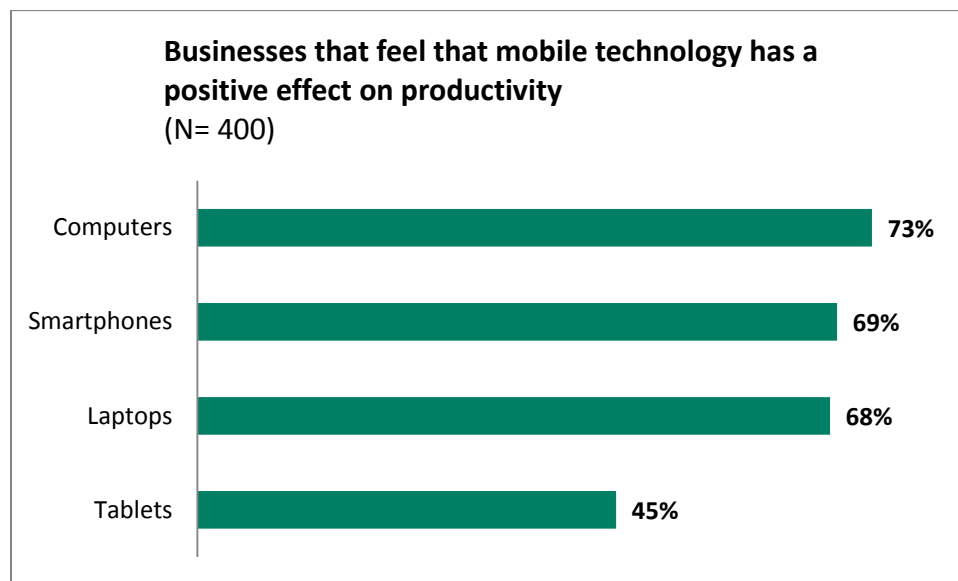


Almost two-thirds (63%) of companies supply mobile devices to their employees, lower than reported in the previous year (71%). Companies are slightly more likely than in 2013 to allow employees to supply their mobile devices for company business with no company reimbursement.

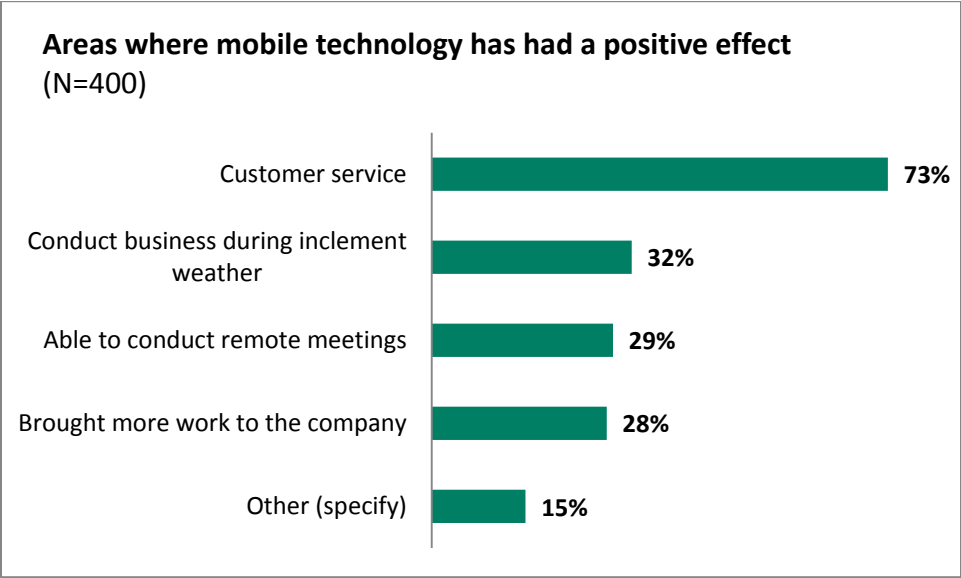
Changes in policy about bringing employee devices to work have not significantly changed from the previous year. Slightly less than half of the executives responding have a policy that allows employees to bring their own devices (45%), while about one in ten have considered a “bring your own device” (BYOD) policy (13%) but decided not to permit employees to bring and use their own devices.



Business executives are generally positive on the effect of mobile technology. When asked which technology had an especially positive effect on their company’s productivity, desktop computers were most commonly mentioned, followed by smartphones and laptops. Slightly less than half felt that tablets had a positive effect on productivity.

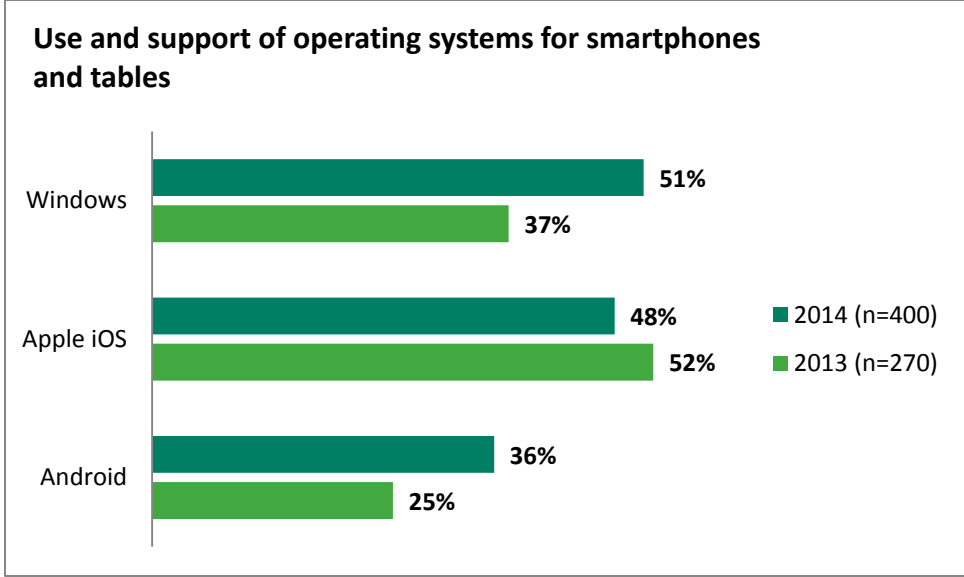


When asked about where mobile technology had a positive effect, almost three-quarters mentioned that it was especially effective for customer service (73%). It also helped employees conduct business during inclement weather and conduct remote meetings. Twenty-eight per cent of executives report that mobile technology has helped bring more work to their company. When asked to expand on the positive effect of mobile technology, respondents mentioned the benefits of keeping in contact with all employees wherever and whenever they are working and being readily available to meet client needs.

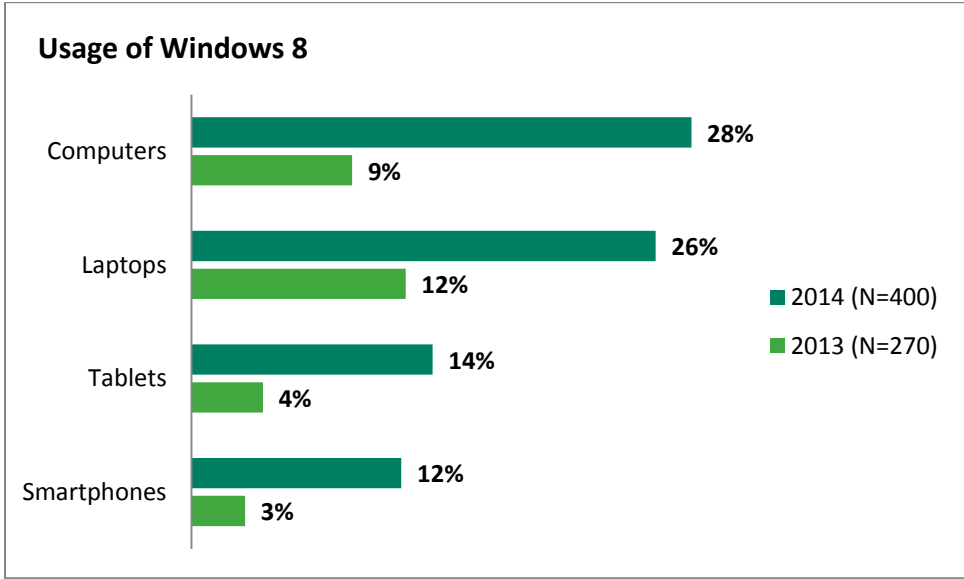


Four out of five business executives generally do not budget for mobile devices, preferring instead to purchase them as the need arises. Less than one in ten businesses sets an annual budget for mobile items and sticks to it (7%).

Business executives whose employees used mobile devices were asked which operating systems they used and supported for smartphones and tablets. The same questions were used in the mobile survey of 2013. Windows was the operating system most commonly used (51%), improving over the previous year (37%). Apple iOS closely followed (48%) little changed from the previous year, with the Android OS following behind (36%). Usage of the Android system also increased over the previous year.



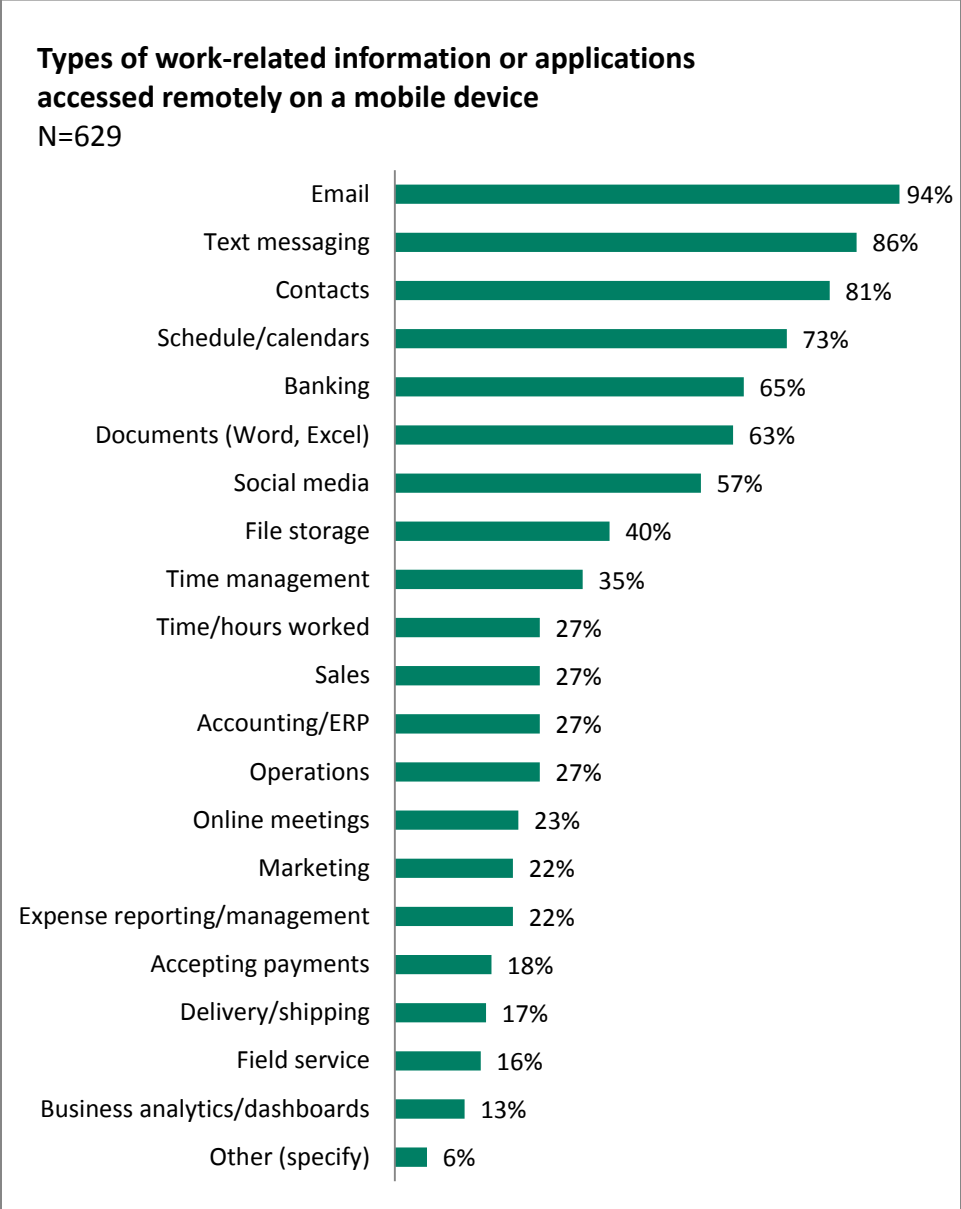
Usage of the Windows 8 operating system has dramatically increased over the previous year. Slightly over a quarter of businesses use it for computers or laptops, while a smaller proportion use it for tablets or smart phones.



### Employee use of mobile technology

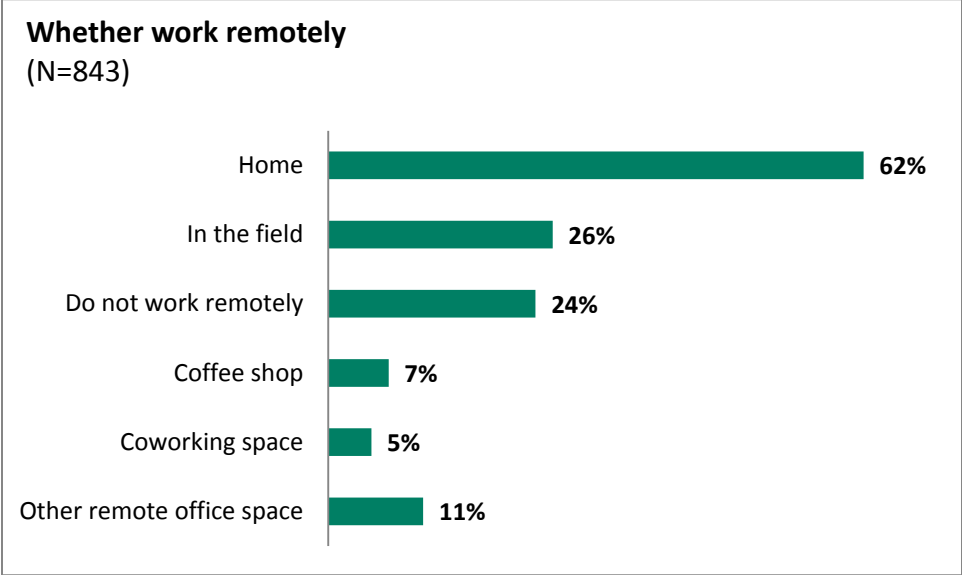
Slightly more than half of the survey respondents (53%) personally use a mobile device to access work-related information remotely (when away from the office or their main computer). About two out of five respondents who use mobile applications are using a work-related

application on their mobile device (other than a laptop) that connects to the cloud. Employees most commonly use mobile applications for checking their email (94%), text messaging (86%), managing contacts (81%) and their calendar (73%), banking (65%), managing/accessing documents (63%), and social media (57%). Employees are least likely to check dashboards or other more specialized business functions.



About three out of five the employees surveyed who had mobile devices (62%) used it to work from home or in the field (26%). A very small proportion of employees admitted that they used a

mobile device in a coffee shop (7%). About one-quarter (24%) of those who have a mobile device do not work remotely.



**About the survey**

The survey was conducted by Sage between April 18 and May 4, 2014 among an independent panel of small and medium-sized businesses in Canada, The margin of error for the executive respondents is +/- 5% and among mobile device users +/- 4% with a confidence level of 95 per cent.

©2014 Sage Software Canada, Ltd. All rights reserved. Sage, the Sage logos, and the Sage product and service names mentioned herein are registered trademarks or trademarks of Sage Software, Inc. or its affiliated entities. All other trademarks are the property of their respective owners.