

iPad and Smartphone Use in the Energy Industry

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Abstracts

Fueled by the launch of Apple's iPad and iPhone 5, Mini iPad and the New iPad, along with the corresponding Android smartphone market explosion, the mass adoption of mobile devices is creating huge opportunities for energy companies to leverage mobile technology to boost profit and efficiencies.

A full 91% of all U.S. citizens have a mobile device including an iPhone, iPad or Android device, within reach 24 hours a day. Your customers, target market, vendors, and competition are increasingly relying on them for business-related tasks.

In September 2012, Apple reached record sales for its newest version of the iPhone 5, with analysts predicting Apple will sell over 200 million iPhone 5s over the next 24 months. And in November, Apple unveiled its smaller version of the iPad, the Mini iPad, selling a whopping 2 million in the first weekend.

With prices decreasing, and the amount of size and connection options increasing, enterprises will undoubtedly be adopting mobile devices at an accelerated rate in the next 6-12 months. And your competition is adopting mobile technologies to reach your customers, and increase internal efficiencies at a staggering rate.

Mobile technology is much more than just the latest 'app' downloaded to a smartphone or tablet; mobile is comprised of many technologies that are impacting everyday life and every vertical market in a variety of ways. According to Internet Retailer, mobile-commerce sales will reach \$17.1 billion in 2012, up 60% 2011.

Is your company prepared to reach your customers who are using mobile devices? Is your organization taking advantage of the portability and capabilities of ipads, tablets and smartphones internally?

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GLOSSARY

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