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## P R E S S R E L E A S E

LINKÖPING, JANUARY 31, 2013

# The ultimate mobile business app revealed in IFS study

**A global IDC study, sponsored by IFS, the global enterprise applications company, reveals the top-three mobile business apps on company wish lists. Having polled more than 450 C-level executives worldwide, there is no doubt the most wanted mobile functionality is: CRM.**

The study shows that the top-three business apps companies would like on their smartphones are:

1. Customer relationship management (CRM)—31 percent of companies indicate CRM (e.g. management of sales, contracts, activities, and opportunities) is the mobile business app that would most significantly impact their business.
2. Business Intelligence (BI)—13 percent of the respondents favored BI capabilities, for example KPIs and reporting.
3. Approvals and Authorizations—10 percent chose functionality such as approval of requisitions, purchase orders, and supplier invoices as the most wanted business app.

“It is interesting to note the level of unanimity among the companies in the survey,” said Martin Gunnarsson, director of IFS’s Research & Strategy team. “In other words, customers know exactly what they want when it comes to mobile functionality. At IFS, we use customer feedback and this type of market research as the basis for development, which has resulted in a number of apps such as the IFS Sales Companion, IFS Quick Reports, and IFS Notify Me.”

Furthermore, the survey reveals that mobile customer care/sales, integrated with the company’s CRM system, are the key focus for investments in the future.

Commenting on the survey result, IDC Program Director Jason Andersson said: “Ensuring a competitive advantage and enabling an even more productive workforce that gets access to correct data, even when they are on the move, is a critical success factor in the future and a major focus for mobility solutions. Mobility and mobile data solutions are part of the core foundation for ICT industry growth up to 2020.”

Find out more about IFS and mobility at <http://mobility.ifsworld.com>.

### About the study

The survey was performed in nine countries (Sweden, Denmark, Norway, Poland, Germany, United Kingdom, Australia, United States, and France) with a total of 455 phone interviews and web survey responses in a number of industry verticals. The survey targeted CIO or IT Managers who were decision-makers regarding mobile solutions, budgets and strategies. The respondents indicated what current mobile capabilities they provide to their workforce, but also specific drivers for investing in mobility solutions. Over half of the responding companies (52%) belong to one of five industry verticals: Industrial manufacturing, Process manufacturing, Retail, Construction & Contracting and Service Provider.

### About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 47 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

More information on IDC is available at [www.IDC.com](http://www.IDC.com)

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Corporate identity number: 556122-0996

**About IFS**

IFS is a public company (XSTO: IFS) founded in 1983 that develops, supplies, and implements IFS Applications™, a component-based extended ERP suite built on SOA technology. IFS focuses on industries where any of four core processes are strategic: Service & asset management, manufacturing, supply chain and projects. The company has 2,000 customers and is present in approximately 60 countries with 2,800 employees in total. Net revenue in 2011 was SKr 2.6 billion.

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