



# Red Hat ANZ Enterprise Mobile Index Reveals Mobile Adoption Is Steadily Rising

Some organisations still face challenges in executing enterprise mobile strategies for full benefits

While many organisations in Australia and New Zealand have established an enterprise mobile strategy, there is still work to be done to get the full benefits, according to findings from the ANZ Enterprise Mobile Index report, released today by Red Hat, Inc. (NYSE: RHT), the world's leading provider of open source solutions.

The study, which provides a snapshot of enterprise mobile strategies and adoption across Australia and New Zealand, found that 65 per cent of respondents have an enterprise mobile strategy in place. Yet, just 15 per cent of respondents have a mobile-first strategy, which means that mobile devices and applications are used across the organisation as a means to transform business processes to drive innovation in a unified way.

To be successful in gaining the benefits from their mobile strategy, organisations should evolve in a way that supports both the agility of new mobile initiatives and the stability of core IT functions. Infrastructure that supports an agile approach to mobility-based business solutions gives organisations the capacity to quickly make changes and innovate.

Key findings from the Index include: Many enterprise mobile strategies are internal-facing. 64 per cent of respondents are targeting employees with their mobile strategies, while 27 per cent are targeting customers. This suggests there is room for organisations to respond to increased demand from customers to engage with organisations via mobile platforms. Security is a major challenge to enterprise mobility development. Almost 80 per cent of respondents identified security as a 'high priority' (45 per cent) or second 'high priority' (33 per cent) challenge to the mature development of an enterprise mobile strategy. This is followed by back-end integration, with 23 per cent of respondents identifying it as a 'high priority' challenge. This is not surprising, given the close relationship between the two, as organisations must focus not only on securing data but also securely integrating apps into business systems. Many platform solutions and Mobile Backend-as-a-Service (MBaaS) platforms today are designed to address both needs. IT skills shortages are preventing mobile maturity. Just over half (51 per cent) of respondents indicated that their companies do not have the right skills internally to develop and support their mobile enterprise strategy. This suggests the ANZ region is experiencing a skills shortage in the areas of mobile integration and application development. Organisations should consider using a central mobile platform to foster collaboration between internal and external third parties to help alleviate these resource and skills issues. Methodology

The Red Hat ANZ Enterprise Mobile Index canvassed the opinions of 150 senior IT and management decision-makers (89 in Australia and 61 in New Zealand). The Index was conducted by third-party marketing company Outsource and sponsored by Red Hat.

## Supporting Quote

Max McLaren, regional vice president and general manager, Red Hat

"Enterprise mobility adoption is steadily rising in Australia and New Zealand as organisations find new ways to streamline operational efficiency, increase productivity, and collaborate more effectively. Over time, more and more organisations are expected to overcome the barriers holding back their mobile strategies, which we believe will lead to an increased focus on enterprise mobility in the coming years."

## About Red Hat, Inc.

Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to reliable and high-performing cloud, Linux, middleware, storage and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT. Learn more at <http://www.redhat.com>.

## Red Hat's Forward-Looking Statements

Certain statements contained in this press release may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements provide current expectations of future events based on certain assumptions and include any statement that does not directly relate to any historical or current fact. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including: risks related to the ability of Red Hat to compete effectively; the ability to deliver and stimulate demand for new products and technological innovations on a timely basis; delays or reductions in information technology spending; the integration of acquisitions and the ability to market successfully acquired technologies and products; the effects of industry consolidation; uncertainty

and adverse results in litigation and related settlements; the inability to adequately protect Red Hat intellectual property and the potential for infringement or breach of license claims of or relating to third party intellectual property; risks related to data and information security vulnerabilities; ineffective management of, and control over, Red Hat's growth and international operations; fluctuations in exchange rates; and changes in and a dependence on key personnel, as well as other factors contained in Red Hat's most recent Annual Report on Form 10-K (copies of which may be accessed through the Securities and Exchange Commission's website at <http://www.sec.gov>), including those found therein under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations". In addition to these factors, actual future performance, outcomes, and results may differ materially because of more general factors including (without limitation) general industry and market conditions and growth rates, economic and political conditions, governmental and public policy changes and the impact of natural disasters such as earthquakes and floods. The forward-looking statements included in this press release represent Red Hat's views as of the date of this press release and these views could change. However, while Red Hat may elect to update these forward-looking statements at some point in the future, Red Hat specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing Red Hat's views as of any date subsequent to the date of this press release.

###

Red Hat and the Shadowman logo are trademarks or registered trademarks of Red Hat, Inc. or its subsidiaries in the U.S. and other countries. Linux® is the registered trademark of Linus Torvalds in the U.S. and other countries.