A recent survey by Adobe shows that companies have been allocating increased budget to mobile app development because of the increase in number of mobile users and an unceasing increase in the number of apps being developed by the day. The survey – that covered HR, Sales and Marketing managers accross US, UK, Germany, china, and India – showed that the trend would likely continue to grow for three years. The reason behind this was attributed to the fact that business apps give enterprises an easy medium to reach a wide array of customers and also cater to many of the organizational and customer needs.

Adobe’s survey also looks at the mobile apps demand from the employee’s perspective. Enterprises today realize that much of the work needed to be done by employees can be made easy with the help of apps. As a result, they now have the opportunity to produce mobile apps for their employees to keep up with increased productivity and competition in the market.

Following are some key deductions from the survery:

* About 56% of the survey respondents believe that investment in their enterprise mobile apps will increase by the next year while 66% believe it to increase for next three years. Companies can already see approximately 35% Return on Investment on their mobile app investments.
* When asked about the risks faced by companies in the absence of mobile apps, 61% believed it to be inefficient operations, 51% termed it as looking outdated and 47% believed that they were unable to attract new sales or clients.
* The three most important categories for gaining competitive edge in mobile app industry were believed to be customer service and support, messaging and collaboration systems, and customer relationship management.
* The survey also predicted that the focus of mobile apps will shift to user experience, security and cloud-based apps in the next year.

Adobe has put forth its own five steps to create a competitive mobile app strategy

1. Focus on apps that cater to the needs of employees first
2. Set up key capabilities
3. Centralize app management
4. Develop an understanding of how enterprise mobile apps are viewed by your organization
5. Stay updated with changes