

Sage survey of the food and beverage industry sectors about their use of mobile technology 2014

Summary report

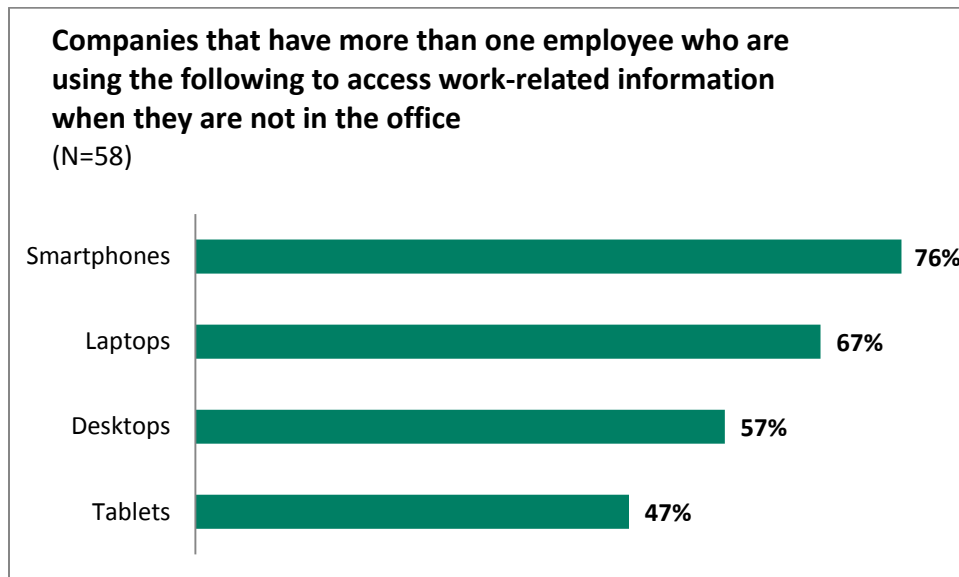
Introduction

The shift of small and medium-size businesses from using computing technology on site only to using mobile technology has been of increasing interest to business managers, who are looking for ways to make their businesses more efficient. This is a survey of food and beverage industry managers and employees in both the United States and Canada about their opinions about mobile technology in the workplace and how this technology is actually implemented. Slightly more than a third of the food and beverage sector respondents were from retail trade (37%), followed by manufacturing (18%), wholesale trade (15%), and transporting or warehousing (5%).

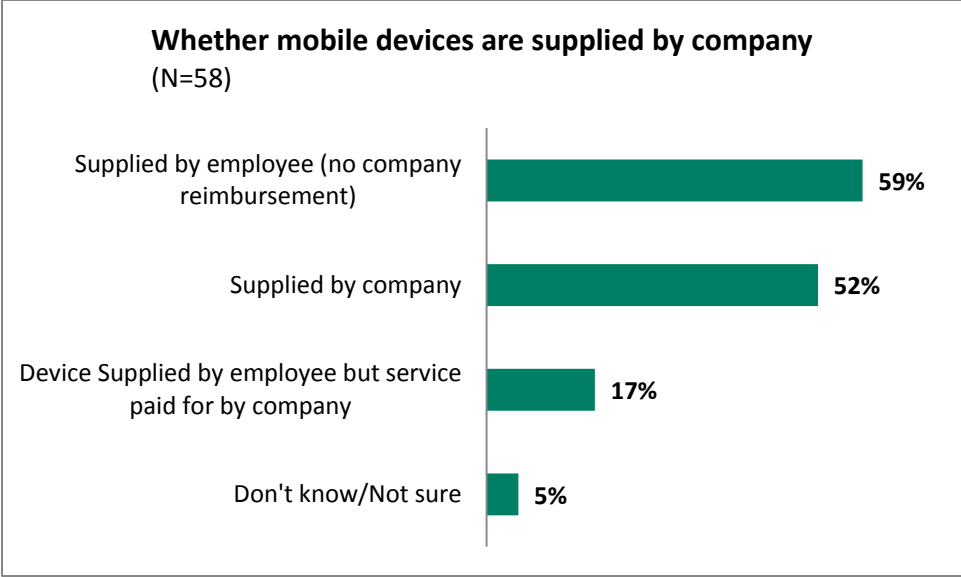
The survey first explores how company leadership feels about the use of mobile technology in the business environment, whether or not they personally use laptops, smartphones, tablets, or desktops away from the office. Of the 102 respondents who began the survey, 54% of these were from business management (owners, CEOs, presidents, controllers, or CFOs).

How executives view mobile technology within their business

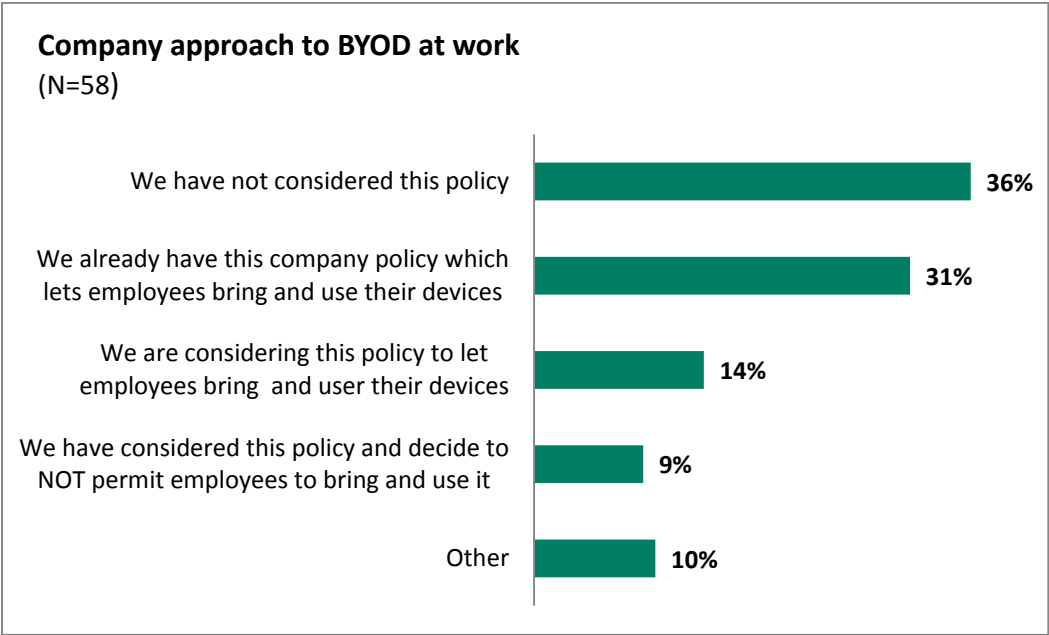
Smartphones and laptops are the most common mobile devices used by employees away from the office, followed by desktops and tablets.



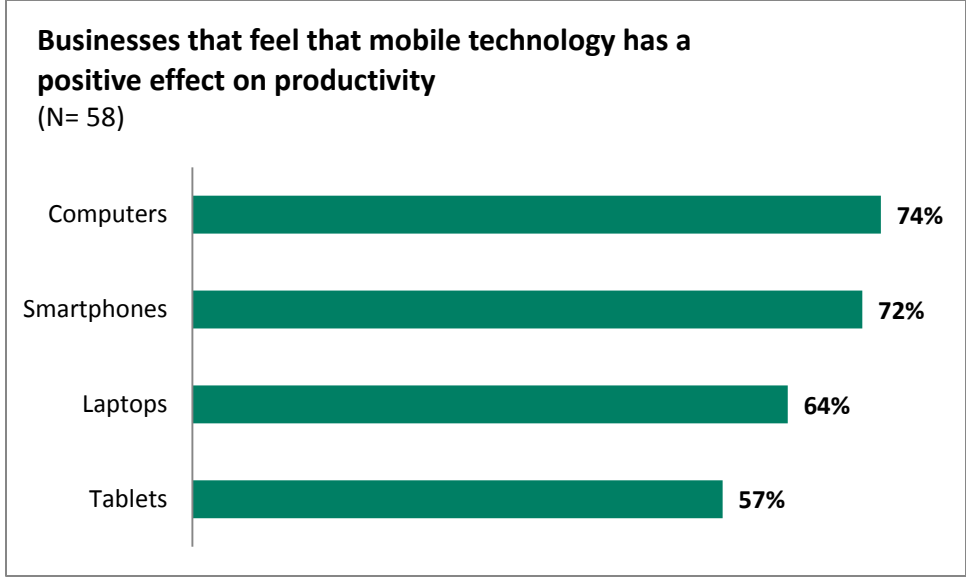
About three out five of the companies surveyed (59%) report that their employees supply the mobile device. About half report that they also supply mobile devices to their employees.



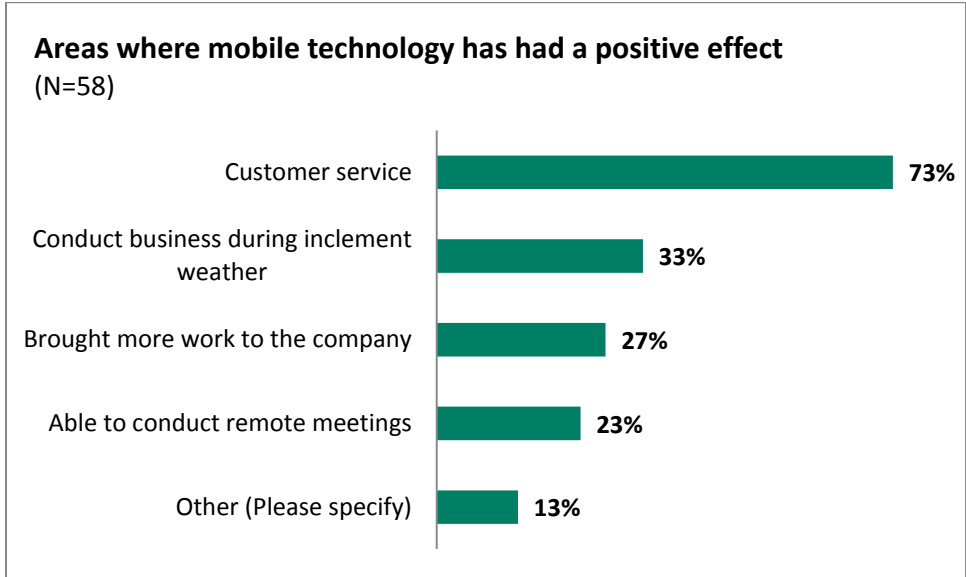
About three out of ten of the food and beverage sector executives responding have a policy that lets employees bring their own devices (31%), while (36%) have not considered a BYOD policy, and slightly more than one in ten (9%) considered BYOD but decided not to permit employees to bring and use their own devices.



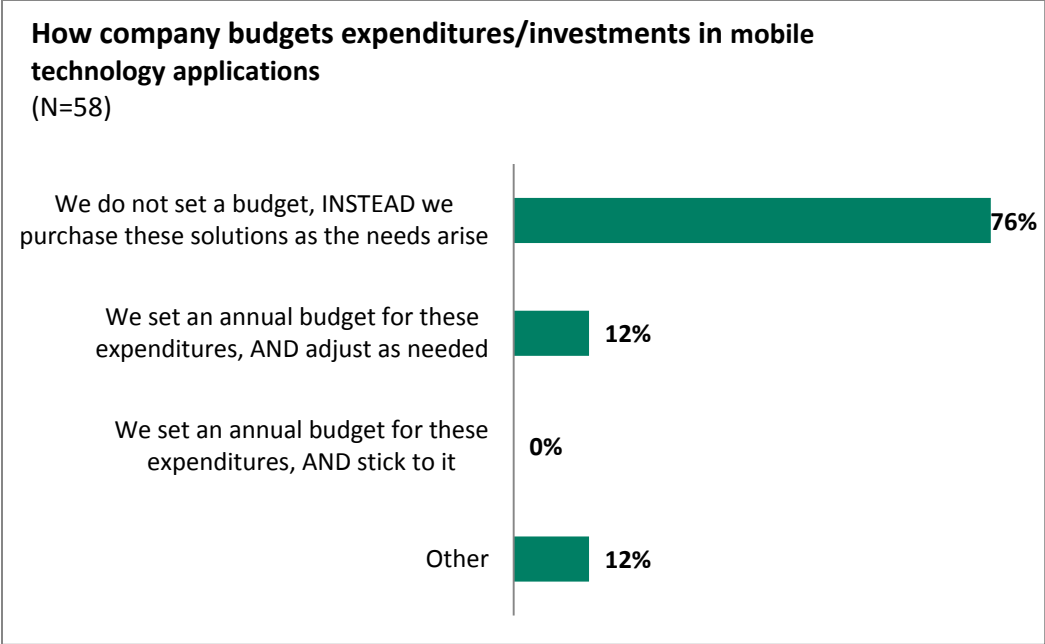
The executives surveyed are generally very positive on the effect of mobile technology. When asked which media had an especially positive effect on their company’s productivity, computers smartphones, and laptops received similarly felt to have a positive on productivity, while tablets were considered a little less so. Slightly less than three out of five felt that tablets had a positive effect on productivity.



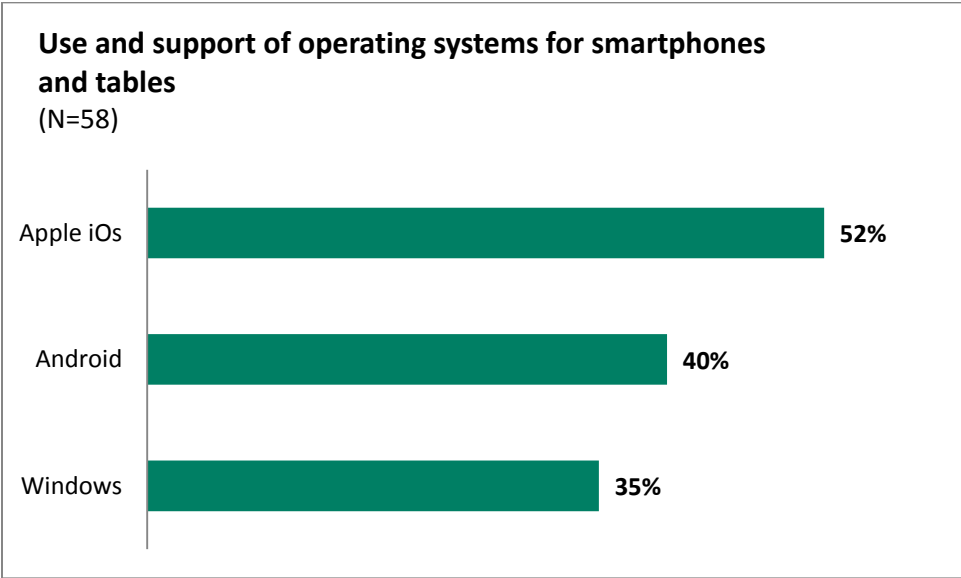
When asked about where mobile technology had a positive effect, three-quarters of food and beverage executives mentioned that it was especially effective for customer service (73%). It also helped employees conduct business during inclement weather (33%) and conduct remote meetings (23%). Slightly more than a quarter of executives (27%) 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 ability to conduct business while traveling and placing orders.



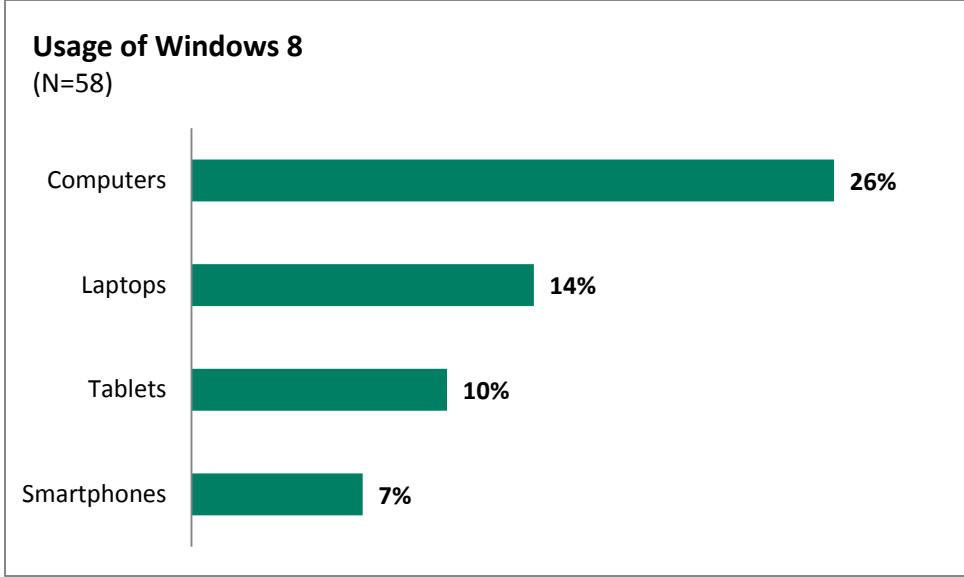
About three-quarters of food and beverage executives generally do not budget for mobile devices, preferring instead to purchase them as the need arises. No one reported that his or her business sets an annual budget for mobile items and sticks to it, while slightly more than one in ten set an annual budget and adjust expenditures as needed.



Executives whose employees used mobile devices were asked which operating systems they used and supported for smartphones and tablets. About half reported that they used the Apple iOS, while two out of five used Android, and slightly more than a third used Windows.



The Windows 8 operating system is most commonly used for desktop computers (26%), followed by laptops (14%). About one in ten use Windows 8 on tablets or smartphones.

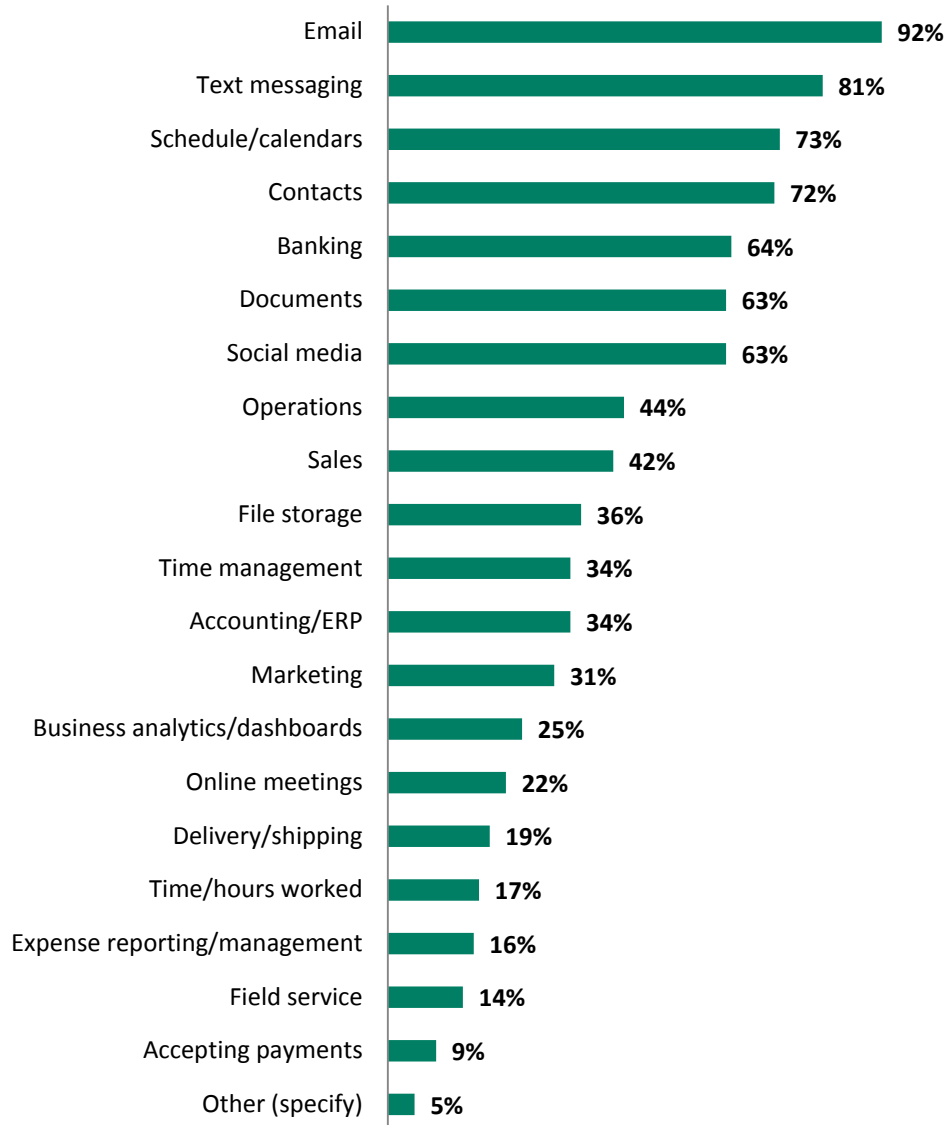


Employee use of mobile technology

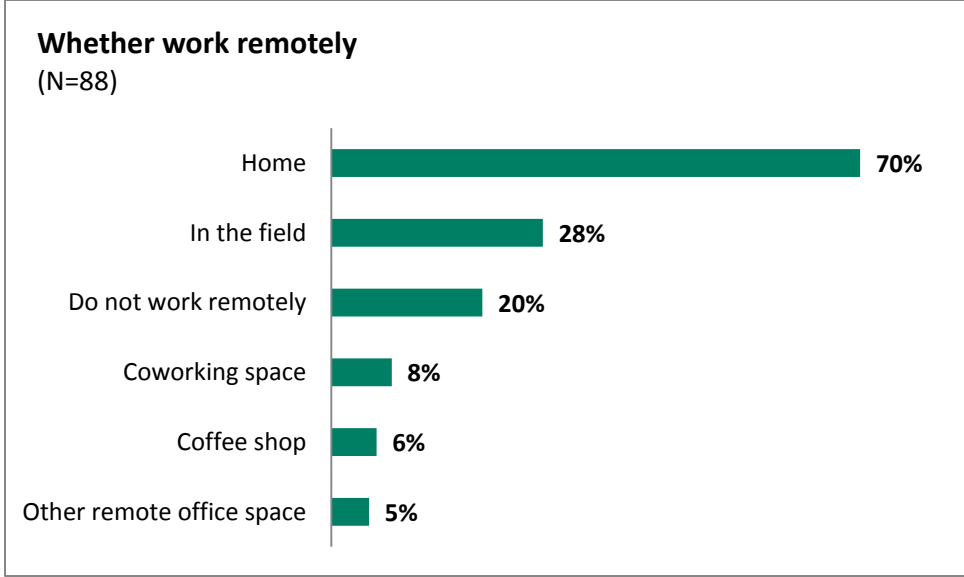
Slightly more than half of the survey respondents (63%) personally use a mobile device to access work-related information remotely (when away from the office or their main computer). About two out of five respondents who use mobile applications are using a work-related application on their mobile device (other than a laptop) that connects to the cloud. Employees most commonly use mobile applications for checking their email (92%), text messaging (81%), scheduling/calendar (73%), managing contacts (72%), banking (64%), documents (63%), and social media (63%). Employees are least likely to check dashboards or other more specialized business functions.

Types of work-related information or applications accessed remotely on a mobile device

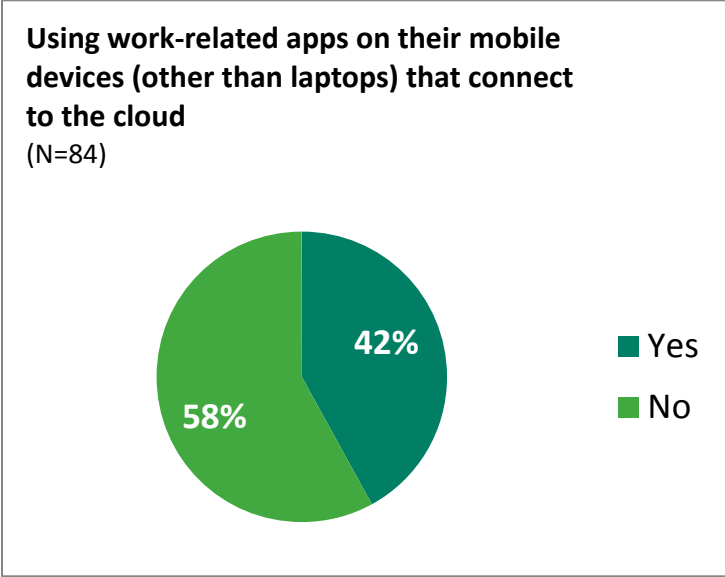
(N=64)



About seven out of ten of employees surveyed who had mobile devices (70%) used them to work from home, and slightly more than a quarter used it in the field (28%). A very small proportion of employees admitted that they used a mobile device in a coffee shop (6%). About one out of five (20%) of those who have a mobile device do not work remotely.



About two out of five (42%) of those who use mobile applications for work do so on mobile devices that connect to the cloud.



The survey was conducted by Sage between April 18 and May 4, 2014, among an independent online panel of respondents in the food and beverage sectors in the United States and Canada. The margin of error for the executive respondents is +/- 13% and among mobile device users +/- 11% with a confidence level of 95 percent.

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