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Nota di contenuto	How to help enterprises going mobile; 1 Executive Summary; Content; List of Tables; List of Figures; 2 Introduction; 2.1 Background and Context; 2.2 Research Problem; 2.3 Relevance and Scope of Management Challenge; 2.4 Definition of Terms; 2.5 Approach and Structure of Management Challenge; 3 Review of Current Thinking; 3.1 Enterprise Mobility; 3.2 Dimensions of Enterprise Mobility; 3.3 Mobility Drives Enterprises; 3.4 Conclusion and Link to Research Project; 4 Investigation; 4.1 Investigation Objectives; 4.2 Investigation Design; 4.3 Limitations; 4.4 Ethics; 5 Findings and Analysis 5.1 Processing Interviews5.2 Data Classification; 5.3 Detailed Analysis and Discussion of Findings; 6 Conclusions and Recommendations; 6.1 Conclusions; 6.2 Recommendations; 6.3 Opportunities for Future Investigations; 7 Reflection; 7.1 Evaluation of Findings; 7.2 The Experience of the Research Process; 7.3 Achievement of Personal Objectives; 8 Reference List; 9 Appendices; 9.1 Interview Questions; 9.2 List of codes; 9.3 Sample of Data Analysis; 9.4 Sample of Raw Data; 9.5 Six Themes Characterising EM Challenges; 9.6 The Forrester Wave: Enterprise Mobility Services
Sommario/riassunto	The study at hand is about current and future requirements and influences of business apps within Enterprise Mobility. The main

objective is to provide recommendations for an IT consultancy, who needs a strategy to approach mobility market best. The recommendations include a service portfolio as well as an approach based on results of the investigation. The investigation has been conducted via interviews and focused on current and potential business apps user of different industries, job levels and company sizes. The questions contained topics from four dimensions: economic, technical, process
