

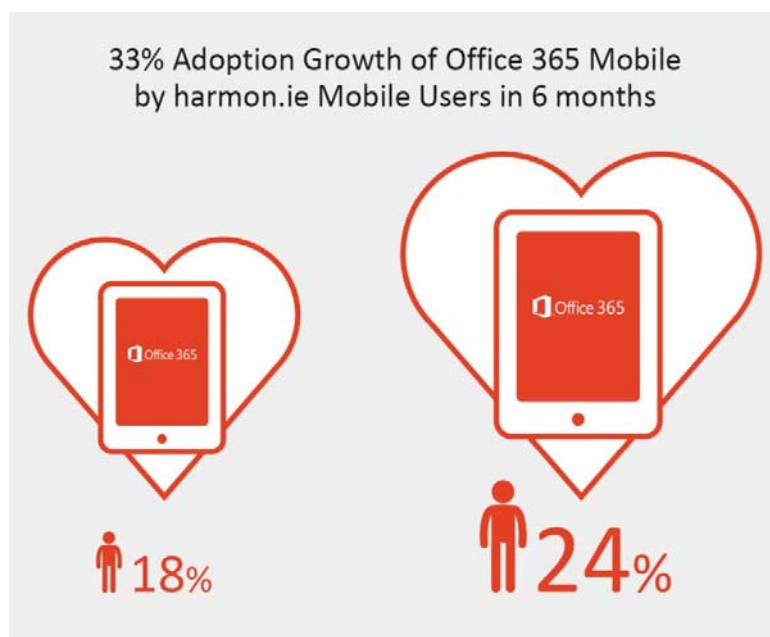
## Report: Microsoft Collaboration Usage



This report is based on usage and activity analysis across 1,500 business users from 800 companies, in over 75 countries using harmon.ie Mobile, which brings together Microsoft document sharing and social applications into a single screen experience on iOS, Android, and BlackBerry 10 platforms.

## Adoption of mobile Office 365 is on the rise

There was an increase in adoption of mobile Office 365 - 24 percent of harmon.ie Mobile users are now using mobile Office 365 in the cloud, compared to 18 percent just six months ago; revealing a **consistent adoption growth of 33 percent** for the period.



### What This Means:

The adoption of Office 365 is proceeding at breakneck speed. While many companies can't or won't move to the cloud, at least exclusively in the near-term, because of customization restrictions or compliance requirements, we are seeing a very rapid adoption of the Office 365 cloud.

[Microsoft's commercial cloud revenue](#), which includes Office 365, grew 114 percent in Q414 compared to the same period in the previous year, and is now on an annualized revenue run rate of \$5.5B.<sup>1</sup>

According to Jeffrey Mann, a research vice president at Gartner, in a recent CIO article, as companies' Enterprise License Agreements run out they are considering their options, which include moving to cloud-based systems like Office 365.<sup>2</sup>

Organizations and systems integrators must be aware of this reality and adapt to a more cloud-oriented ecosystem going forward. It is critical to find partners who can help you survive and thrive in the cloud, as the need for maintaining server farms and software patches will diminish in the coming months and years.

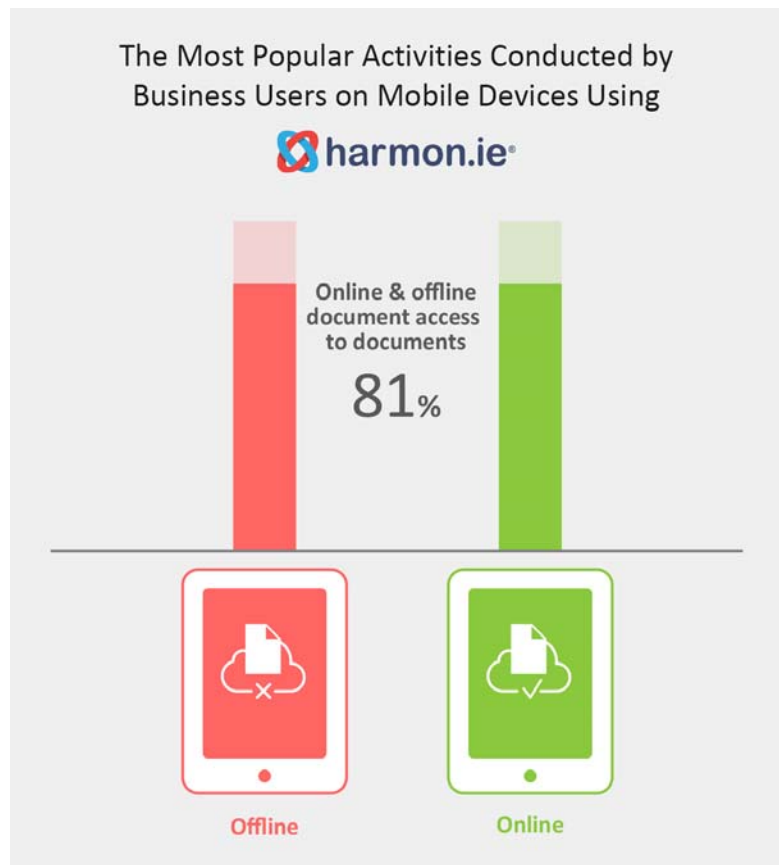
<sup>1</sup> Microsoft FY15 Q2 earnings report.

<sup>2</sup> Paul Reubens, "Microsoft Office365 Adoption Takes Off, War With Google Apps Rages On," CIO News Analysis, January 22, 2015

## Collaboration today is still all about document access

The most popular activity conducted by business users on mobile devices was online and offline document access, representing the overwhelming majority - **81 percent** - of all activities conducted by workers.

Discussion contributions remain distant to document access as evidenced by comparing the number of Yammer discussion contributions to opened documents. Business users opened documents 68 times more often than they participated in Yammer discussions.



### What This Means:

Collaboration today still means mostly working on shared documents. While companies are making strides in adopting more social technologies, the focus of real work is still on collaborating on documents like contracts, proposals and specifications.

As social technologies become more integrated into the user experience, expect an increase in usage. A contextual experience will drive adoption because the collaboration will feel like a logical extension of their work, not a separate activity as is often the case today.

Choosing the right social tools is important now, because as people figure it out and start moving from email-based collaboration to more social methods, you need to already have the right solution in place. By the time people start moving, it's too late to pick the tool for the job. Now is the time to put the tools in place that can work together seamlessly with document sharing technologies, email, and instant messaging tools.

## iOS, iPads and Apple continue to dominate

Based on analysis of documents opened, iOS is more popular by a factor of at least 10 over Android on a monthly basis.

The most used mobile device for document access is the iPad, followed by Apple's iPhone, then by Android phones.

The most popular device manufacturers are: Apple in the lead, followed by Samsung, LG, HTC, Sony and Motorola.



### What This Means:

There will be over 2 billion smartphone users worldwide in 2016 according to eMarketer.<sup>3</sup> Additionally, there is considerable growth expected in the tablet market for the enterprise with Forrester predicting by 2017 that 18% of tablets (~68 million units) will be purchased by the enterprise<sup>4</sup>.

While Microsoft has abandoned Windows Mobile and BlackBerry is not taking off, there is still a significant opportunity for Microsoft Office 365 for mobile users. To that end, Microsoft made its Office software available for free to iOS and Android users recognizing their dominance in the mobile market. There have been 80M downloads of Word, Excel and PowerPoint between March 2014 and January 2015.<sup>5</sup>

Microsoft's strategy, under new CEO Satya Nadella has become clear; Windows is no longer the 'keys to the Microsoft kingdom.' Rather, Microsoft is hanging its future on the Office 365 cloud. The goal is to get all mobile users on the Office 365 cloud, regardless of their device. Case in point, Microsoft's partnerships with Box and Dropbox to enable those cloud storage users to view and edit documents using Office Online.

The report data supports this dominance with the results showing that the bulk of work in the enterprise is still taking place on iPhones and iPads, followed by Android phones. Organizations need to plan to support iOS and Android for the long term. BYOD will morph to CYOD with a small selection of Android devices that will thrive in the business world. The promise of a multivariate mobile device world is not playing out. Like most technologies, only a handful of viable solutions will remain; so choose wisely.

<sup>3</sup> <http://www.emarketer.com/Article/2-Billion-Consumers-Worldwide-Smartphones-by-2016/1011694>

<sup>4</sup> JP Gownder, "Global Business and Consumer Tablet Forecast," Forrester Blog, August 2013.

<sup>5</sup> Reuters, "Microsoft gives away more Office software to attract mobile users," January 25, 2015.