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## Companies Reveal Which Mobile Platforms They Will Deploy Over the Next 3 Years

*Study by J. Gold Associates shows which mobile hardware and software platforms will be used by large and small businesses. BlackBerry remains dominant as Windows Mobile, iPhone and Android increase share.*

Northborough, MA, September 22, 2008: A major business-oriented mobile application report is being released this week by J. Gold Associates. The study polled more than 400 large and small companies in North America and Western Europe to gauge their adoption of mobile technologies within their business. This extensive study with more than 200 charts and graphs contains information on business issues and challenges across the full life cycle of deployment. A broad array of data is gathered and analyzed, starting at the planning, strategy, implementation and budgeting phases, moving through the approval process, major supplier choices, and outsourcing decisions, and ending with quantitative results of total costs, ROI and satisfaction with the solution.

A key question in the study asked companies which primary platforms they support now and in 3 years. Highlights of the combined results for North American companies (see figure 1 on page 3) include:

- BlackBerry will remain the dominant player in mobile platform deployments by a substantial margin with 65.5% now, falling slightly to 59.3% in 3 years.
- Windows Mobile will gain in importance over the next 3 years, increasing from 22.5% to 28.6%
- Apple's iPhone will be important to 16% of companies in 3 years
- Google's Android will garner a relatively small 4.8% in 3 years, behind Palm (9.1%), Linux (6.1%) and Nokia (5.6%).

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According to Jack E. Gold, Principal Analyst and Founder of J.Gold Associates, "Our recently completed extensive study of the mobile market in business indicates that there is still a great deal of change occurring. It is unlikely that the market will consolidate anytime soon, but we are seeing company preferences for specific mobile platforms. We expect mobile deployments to continue at a rapid pace."

#### REPORT DETAILS

The full report includes detailed quantitative information on all phases of mobile deployments in large and small business, including;

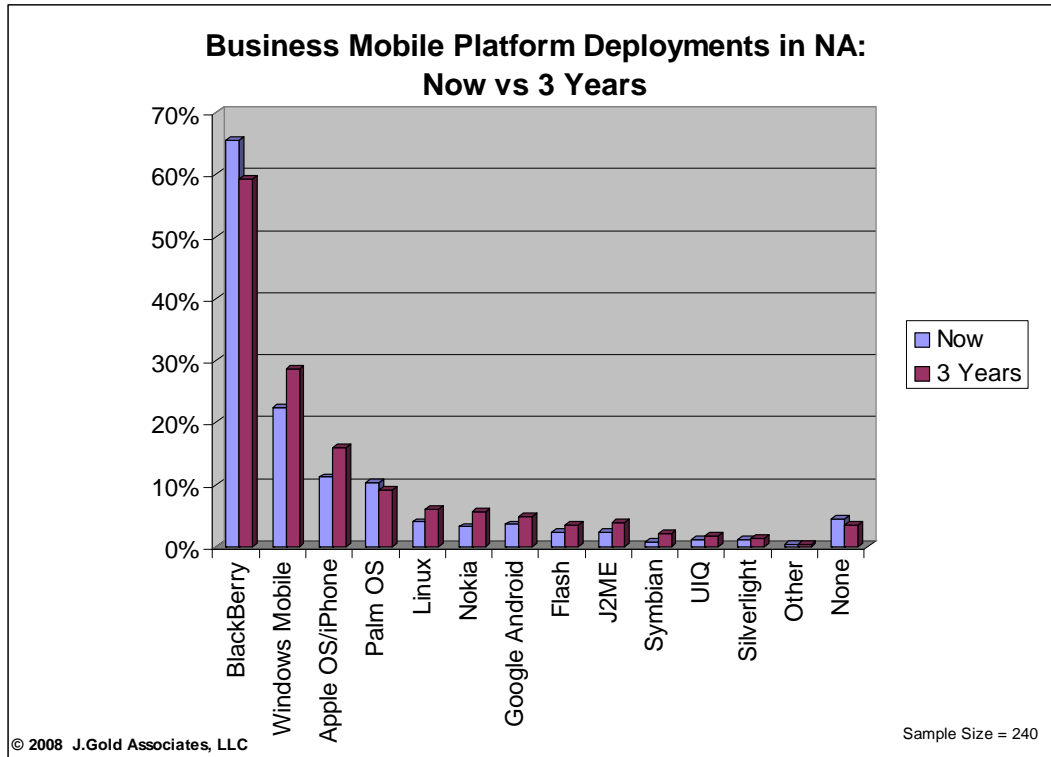
- Information on why certain decisions are made, who makes them, who has approval capacity, and what companies are spending on mobile projects,
- What kinds of projects they are deploying, who is paying for them and how much,
- What vendors they are selecting,
- How many projects they will be deploying now and in the future, how much they plan to spend, and what they plan for ROI and cost savings,
- When they turn to outside vendors and for what functions,
- What is the overall satisfaction level of companies with their mobile projects.

The research report is available for purchase from J.Gold Associates, LLC.

Further information can be obtained by contacting Jack Gold, Founder and Principal Analyst, J.Gold Associates, LLC, at 508-393-5294, or by email at [jack.gold@jgoldassociates.com](mailto:jack.gold@jgoldassociates.com). ]

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**Figure 1: Business Mobile Platforms**



*Jack E. Gold* is founder and principal analyst at J.Gold Associates, LLC and a former vice president at META Group, with over 35 years in the computer and electronics industries.

**About J.Gold Associates, LLC:**

**J.Gold Associates** is a **Technology Analyst Firm** providing its clients with insightful, meaningful and actionable analysis of trends in the computer and technology industries and the resultant implementation challenges that affect corporate operations. We maintain a broad based knowledge of the technology landscape and its implications for organizational strategies, and bring that expertise to bear in our work. We cover the needs of business users in enterprise and SMB markets, plus focus on emerging consumer technologies that will quickly be re-purposed to business use.

**J.Gold Associates** provides strategic consulting, advisory services, syndicated research and in-context analysis to help its clients make important technology choices and to enable improved product deployment decisions. We work with our clients to produce successful new product strategies and deployments through strategy workshops and reviews, business and strategic plan coaching and reviews, assistance in product selection and vendor evaluations, needs analysis, competitive analysis, and ongoing expertise transfer. We can provide companies with a trusted and expert resource to maximize investment and minimize risk.