

MAJORITY OF CANADIAN PROFESSIONALS (59%) BELIEVE ACCESS TO MOBILE TECHNOLOGY WILL INCREASE THEIR PRODUCTIVITY AND DRIVE COMPANY PROFITABILITY



Ipsos Reid

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MAJORITY OF CANADIAN PROFESSIONALS (59%) BELIEVE ACCESS TO MOBILE TECHNOLOGY WILL INCREASE THEIR PRODUCTIVITY AND DRIVE COMPANY PROFITABILITY

Toronto, ON – According to a new Ipsos Reid survey conducted on behalf of Microsoft, a majority (59%) of Canadian professionals believe mobile devices that allow them to connect to information like email when they are away from the office can make them more productive. And 84% of those who use a mobile device for work say this increases their productivity and helps drive company profitability.

In addition, 65% of Canadian professionals feel it is increasingly necessary in today's competitive environment to remain connected when out of the office. Together, these statistics illustrate how mobile work is changing, from a simple information exchange to an extension of business processes and applications, regardless of location. The majority of Canadian professionals also expect more from their mobile devices, indicating that applications need to go beyond basic email functionality.

Seven in ten Canadian professionals cited that access to their company's information, such as customer information software or client files, would allow them to stay fully connected with their team and provide overall better customer service to their clients. In addition, more than half (54%) felt that access to work files on the road would allow them to relax without worry of missing a critical issue at the office.

Additional survey findings showed that among professional Canadians:

- 61% feel access to their organization's information or business processes, such as company customer information software, or specific client files, would better enable them to make better or more informed business decisions



- Majorities feel their ideal mobile device should be able to go beyond basic email functionality and allow mobile workers to review and edit documents, connect to corporate intranet websites, surf the Web and make conference calls
- Nine in ten would like the opportunity to work from home and still be connected to information like email
- Of those who use a mobile device for work, 71% would like the ability to check email, customer data and listen to MP3s with their mobile device

These are the findings of an Ipsos Reid poll conducted for Microsoft and fielded from February 10th to February 13th 2006. For the survey, a representative sample of 1155 adult “professional” Canadians were interviewed via an on-line survey vehicle. For the purposes of this study, professionals were defined as those Canadians who are employed in work environment where computer access and email are relevant and active components of their job.

The sample used in this study has been weighted according to Census data to accurately reflect the population of professional Canadians. With a sample of this size, the aggregate results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had this entire population been polled. The margin of error will be larger within each sub-grouping of the survey population.



Six In Ten (59%) Agree That Having a Device To Connect To Information Like Email When Away From The Office Would Make Them More Productive...

Six in ten professionals (59%) agree with the statement that “having a device, to connect to information like email, while away from your office would make me more productive” (21% strongly agree). Among those who use a mobile device for work, 80% agree with this statement (36% strongly agree).

Four in ten professionals (41%) disagree with this statement (20% strongly disagree).

- Two-thirds in each of Atlantic Canada (66%), Ontario and British Columbia (64%) agree with this statement.
- Over half in Quebec (54%) disagree with this statement – the highest percentage in the country.

...And 84% Of Those Who Use A Mobile Device For Work Agree That Being Able To Work Out Of The Office Through The Use Of Mobile Technology Increases Their Productivity...

Eighty-four percent of professionals who use a mobile device for work agree that “being able to work out of the office through the use of mobile technology increases my productivity and contribution to my organization’s bottom line” (37% strongly agree). Just one in seven (16%) disagree with this statement.

Two-thirds (65%) Agree Being Fully Connected When Out Of Office Is Becoming A Necessity In Today’s Business Environment...

Sixty-five percent of professionals agree that “being fully connected when working out of the office, is becoming more of a necessity in today’s fast-moving business environment” (23% strongly agree). One-third (34%) disagree with this statement.



A very strong majority (84%) of those who use mobile devices for work agree with this statement.

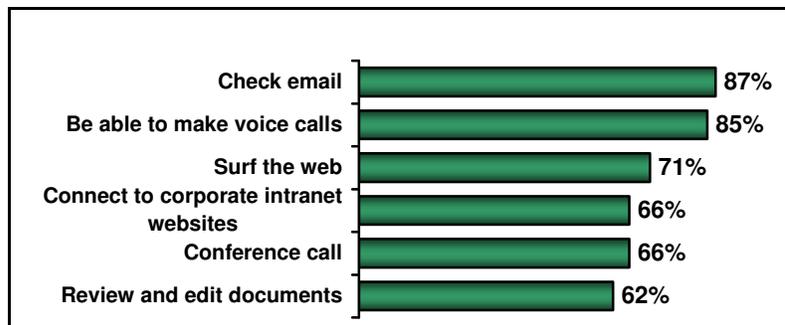
- Professionals in Atlantic Canada (79%) and Ontario (72%) are the most likely to agree with this statement.
- Professionals in Quebec (50%) are the most likely to disagree with this statement.

So What Is The Ideal Mobile Device For Professional Canadians? Majorities Say They Want More Than Just Email And Phone...

When asked to choose what types of functions their ‘ideal’ mobile device should be able to perform, the largest percentage point to “check email” (87%), followed by “be able to make voice calls” (85%), “surf the web” (71%), “connect to corporate intranet websites” (66%), “conference call” (66%) and “review and edit documents” (62%).

Figure 1. Functions Of An Ideal Mobile Device For Professionals

% Who Answer Yes



Thinking about your ‘ideal’ mobile device, what types of functions should this device be able to perform? Do you think it should?

Among Professional Canadians, Seven In Ten Say Being Able to Access Organizational Files Remotely Can Help Them Stay Fully Connected With Their Work Team (71%) And Provide Better Customer Service (67%)...

Seven in ten professional Canadians think that when they are of the office, being able to access their organization’s information or business processes, such as their company’s

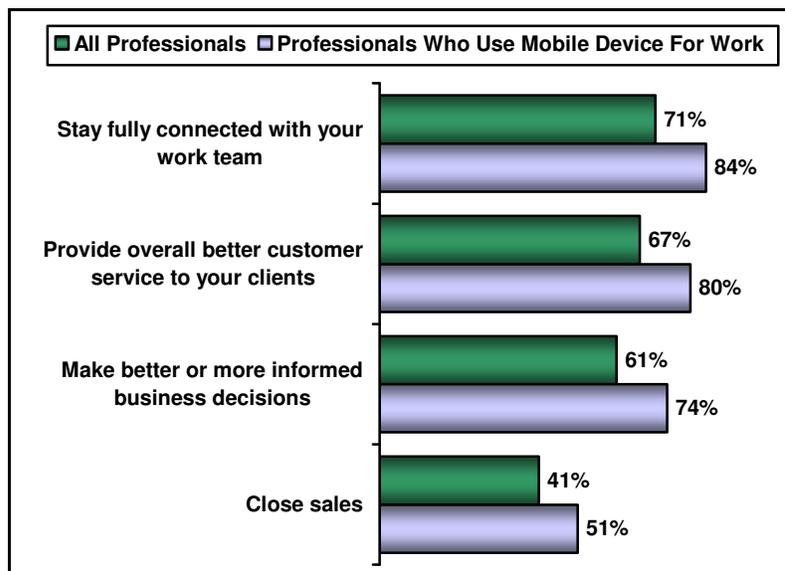


customer information software, or specific client files, would better enable them to “stay fully connected with (their) work team” (71%) and “provide overall better customer service to (their) clients” (67%).

Among those who currently use a mobile device to help them work when they are out of the office, these sentiments are even stronger: Eighty-four percent believe being able to access their organization’s information or business process when they are out of the office would better enable them to “stay fully connected with (their) work team” and 80% say it would allow them to “provide better customer service to their clients”.

Figure 2. Benefits Of Being Able To Access Organizational Files When Out Of The Office

% Who Answer Yes



When you are working out of the office, do you think that being able to access your organization’s information or business processes, such as your company’s customer information software, or specific client files, would better enable you to...

A good majority of professionals (61%) believe having access to these type of files when out of the office would better enable them to “make better or more informed business decisions” – 74% feel this way among those who use a mobile device for work.



- Overall, professionals in Ontario are the most likely to believe that having access to this organizational information while out of the office would better enable them to perform each of the functions asked about.

More Than Half (54%) Feel Being Able To Access Work Files From A Mobile Would Allow Them To Relax More Often Without Having To Miss Critical Issues At The Office...

More than half of professionals (54%) agree with the statement “being able to access my work files from a mobile device allows me to relax more often without having to miss critical issues at the office” (19% strongly agree). Just under half (46%) disagree with this statement (24% strongly disagree). Among those who use a mobile device for work, agreement rises to 72%.

- Agreement is highest in Ontario (60%), Atlantic Canada (58%) and Saskatchewan/Manitoba and Alberta (both at 56%).
- Disagreement is highest in Quebec (57%).

Seventy-one Percent Of Those Who Use A Mobile Device For Work Would Like The Ability To Check Email, Customer Data And Listen To MP3s With My Mobile Device...

And 71% of those who use a mobile device for work agree “I would like the ability to check email, customer data and listen to MP3s with my mobile device” (27% strongly agree). Three in ten (29%) disagree.



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