

Key findings of Dell's International Tablet Survey

The 2014 International Tablet Survey, sponsored by Dell, surveyed more than 1400 IT decision makers (ITDMs) in 10 countries. Its purpose was to gain insight and feedback from the ITDMs in these countries regarding their tablet usage, specifically: their policies toward the use of tablets in their company, their tablet purchase habits for their company, the impact of tablets on their company in terms of benefits and challenges, their views on tablets vs desktops, laptops and smartphones, and how well tablets met their expectations.



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Tablets are becoming mainstream in business

Tablets are no longer perceived as personal toys; rather business tools that are adding value.

The study found that:

- Nine out of 10 ITDMs (across all countries except Japan) report that tablets are a standard part of their company's IT offering or are currently under evaluation, and/or they allow employees to use their own tablet.
- Broken down by country the percentage of respondents who said that their organisations currently use tablets: UK (68%), France (61%), South Africa (42%), Russia (51%), UAE/KSA (74%).
- ITDMs who plan to continue to use or deploy more tablets into the workforce: UK (97%), France (97%), South Africa (100%), Russia (98%), UAE/KSA (90%).
- Tablets are a key business tool for mobile workers and are used by employees who travel extensively - split by country: UK (81%), France (80%), South Africa (84%), Russia (77%), UAE/KSA (53%).
- For many countries, tablets are used by Sales & Marketing departments, supporting workers who are constantly on the go, in the field meeting with customers.
- Percentage of respondents who said tablets are used by their Sales & Marketing department: UK (66%), France (70%), South Africa (75%), Russia (50%), UAE/KSA (37%).

Companies using tablets achieve more

Enhanced mobility drives better performance by allowing people to react more quickly, collaborate seamlessly and get more work done in more places.

The study found that:

- In most countries, ITDMs report that tablet adoption has increased productivity in their company.
- Percentage of respondents who agree tablets have led to an increase in productivity levels as a result of using tablets: UK (78%), France (56%), Russia (69%), South Africa (91%).
- Drilling down further, the majority of countries reported experiencing between 10% to 30% productivity gains in initial deployments.
- Employees are more productive on the move with respondents saying that tablets are easier to use while travelling: UK (74%), France (73%), Russia (83%), UAE/KSA (33%), South Africa (97%).

- According to those surveyed, productivity gains translate into better customer service levels: UK (54%), France (52%), Russia (47%), UAE/KSA (83%), South Africa (76%).

No compromise on security

Tablets can enable employees to achieve more without compromising on security.

The study found that:

- Tablets are considered just as secure as or more secure than laptops when guarding against viruses with the following agreeing: UK (68%), France (78%), Russia (76%), UAE/KSA (63%), South Africa (79%).
- Tablets are comparable or better for security versus laptops and desktops: UK (78%), France (68%), Russia (63%), UAE/KSA (70%), South Africa (83%).

Tablets make business sense

Tablets are now genuine business tools that are driving productivity and commercial business gains - building a proven track record.

The study found that:

- At least nine in 10 ITDMs received input from other employees in favour of using tablets prior to deployments/use in their companies. Employees are asking for tablets.
- Tablets are considered easier or just as easy to use as compared to laptops and desktops: UK (91%), France (85%), South Africa (87%), Russia (82%), UAE/KSA (70%).
- If you think tablets mean big budgets, think again. In a majority of use cases, tablets deliver more, but don't cost more than laptops.
- Percentage of respondents that agree tablets are similar or lower in cost than laptops: UK (71%), France (68%), Russia (74%), UAE/KSA (70%), South Africa (78%).
- ITDMs report that tablets have met the expectations their company had for them; in most countries. A sizeable percentage report that tablets have exceeded their expectations.
- Percentage of respondents that agreed tablets had met or exceeded business expectations: UK (94%), France (94%), Russia (98%), UAE/KSA (74%), South Africa (97%).

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