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smartphones and 126 million tablets in the U.S. alone. According to Randstad Technologies, businesses will implement the following five trends in response to this mobile movement.

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With technologies and workplace trends constantly changing, it can be difficult to identify the ones that show the most promise in terms of increasing productivity and efficiency.

Randstad Technologies, a leading provider of IT talent and solutions with considerable experience in enterprise mobility and modern web services, has

identified the top five [mobility trends](#) that will impact future business success.

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customer, worker and supplier is hyper-productive and engaged. By putting emphasis on acquiring quality users who will use the app multiple times, businesses will ensure that the mobility applications meet their marketing goals.

2. Building Mobile Consortiums to Put “Consumers First”: Organizations are turning the idea of “our business app” on its head by making it instead the “the consumer app”. Third-party providers will offer collaboration with other businesses to ensure that customers are more efficient in their day-to-day lives while incorporating mobile moments.

3. Brick and Mortar Discovers the Power of Geography: Interior GPS tracking will gain traction and sophistication to the point that retailers will be able to help customers with information to facilitate a buying decision. This will also help retailers prioritize stocking procedures to maintain shelves in aisles most traveled by customers.

4. Business Intelligence through Mobile Channels: Business intelligence will soon deliver real-time information to any device and screen size exactly when a user needs it. More social features will invade traditional business intelligence software, with collaboration occurring within the business intelligence application rather than through emails and meetings.

5. Creating Mobile Moments: Mobile moments occur when organizations enhance interactions with customers through the use of mobile apps by leveraging a customer's immediate context. Expect companies to make shifts in processes, development and platforms in order to collaborate on creating special apps tailored to moments in time such as major sporting events, holidays, travel and more.

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