

Results of the 1st Study: “Trends of Business Control in Mobile Devices”

LITEBI, the Cloud Computing Business Analytics leading Company, announces that **the current business framework is ready for Mobile Intelligence**. It is time to place reporting and analytics in the hands of decision-makers, wherever they are via their favorite mobile device.

During June, LITEBI carried out the study “**Trends of Business Control in Mobile Devices**” using the following sources:

- Documentary research and recent studies on mobile trends.
- Interview with LITEBI customers and partners to get to know their mobile intelligence needs.
- Public form: Trends about Business Control in Mobile Devices
- LinkedIn Poll.

As a tool for the data representation, analysis and interpretation, **LiteEXPLORER** has been used as part of the Cloud Computing Business Analytics platform of LITEBI.

Some of the main conclusions found after making this study, outline that mobile business analytics applications will be accessible and **available to a wider** and more diverse **work force**.

On the poll launched in LinkedIn, where LITEBI asked if they considered that mobile **business applications could improve their business efficiency**, 79% of participants answered favorably and 19% of the sample stated it could help to its business management.

One of the most relevant thoughts gathered from the survey, where **100%** of participants strongly **agreed**, indicates that **businesses will miss business opportunities if they don't have a mobile business application**.

LITEBI, within its **customer-focused culture**, launched this study in order to understand current businesses needs so they are taken into consideration for the brand-new Mobile Business Application, **LiteMOBILE**, currently being developed by the company. The complete study has been published on their site where it can be downloaded for free.

If you want to read the complete study, you can **download it [here](#)**:



If you are also interested in more topics relating Business Analytics, you can [register](#) for **LITEBI** Cloud Computing and Business Analytics [Summer School](#), an intensive [FREE webinar](#), where you will learn how to get the most of your company's data for an efficient management.



About LITEBI:

LITEBI is an agile, powerful and affordable business intelligence solution.

LITEBI is leading the new Business Intelligence generation with its Cloud Computing platform. It offers advanced analytics, reports, data integration, alerts and comprehensive dashboards for companies from any industry and any size through its SaaS Model.