

RESPONDING TO THE DIGITAL MOBILE CONSUMER

What companies will spend in 2012 and 2015 on technologies and services to respond to digital mobile consumers

The average company in the four regions of the world will spend between \$13 million and \$22 million this year on technologies, business process changes, and other expenses to respond to digital mobile consumers

2012 SPENDING BY REGION

NORTH AMERICA
\$15.99 million

EUROPE
\$20.12 million



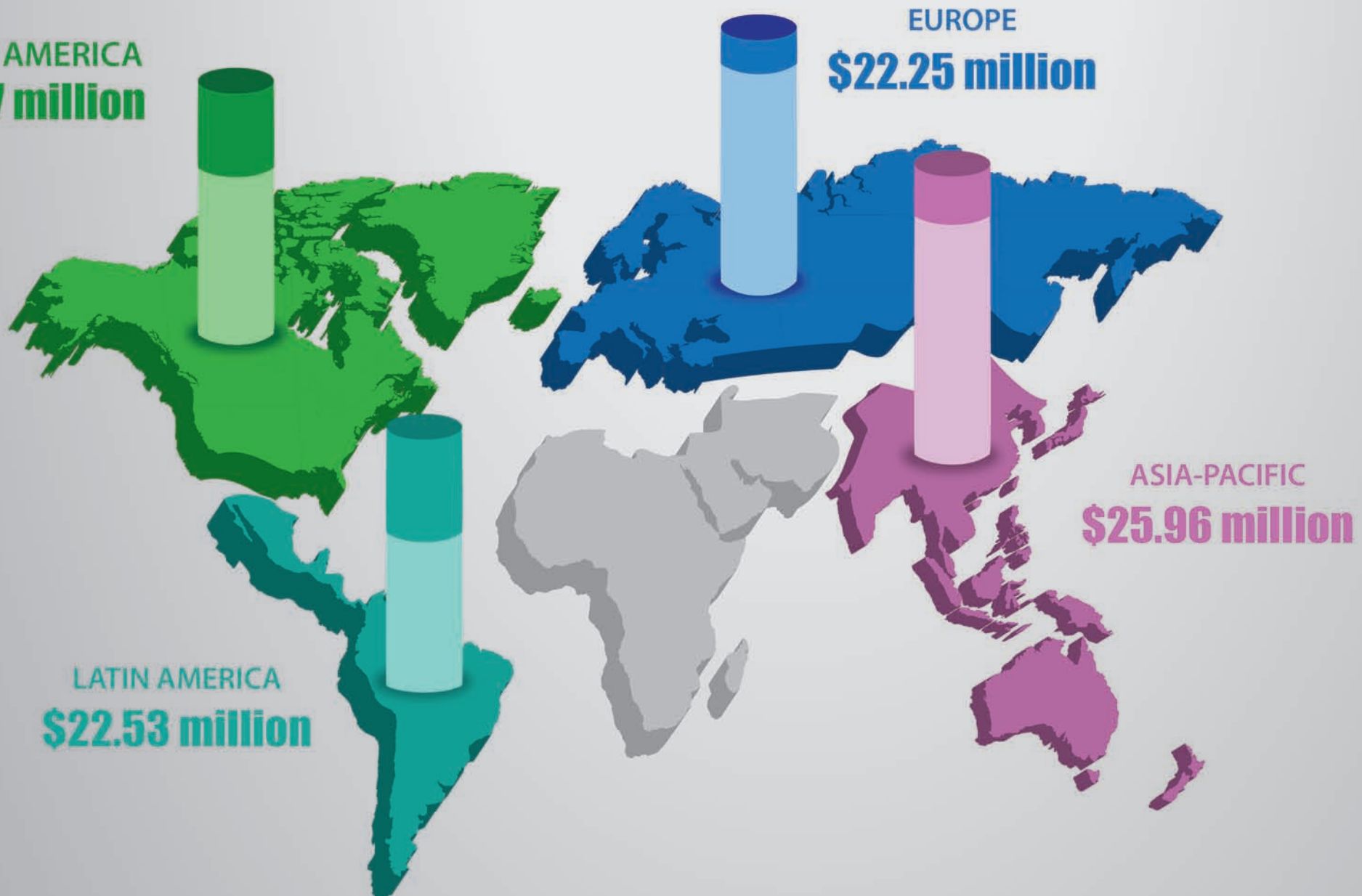
LATIN AMERICA
\$13.47 million

ASIA-PACIFIC
\$21.96 million

EXPECTED INVESTMENT GROWTH BY 2015

NORTH AMERICA
\$22.07 million

EUROPE
\$22.25 million



LATIN AMERICA
\$22.53 million

ASIA-PACIFIC
\$25.96 million