

# Mobile Usage by the Institutional Investor

*By Jeff Corbin, Founder, theIRapp®*

Interesting conversations took place at this year's NIRI annual conference in Las Vegas on the subject of mobile, apps and the importance of this technology to our industry and IR communications. Many great companies, both large and small, have already embraced the importance of having a mobile IR strategy while others are still questioning its need.

As an IR consultant for more than 15 years and as the founder of theIRapp®, I have worked diligently over the past couple of years in trying to educate the communications industry about the importance of mobile as a platform to assist us in our work as well as the opportunity it presents. Who would have imagined that in just two years since our launch at the NIRI conference in Seattle, that almost everyone would have an iPhone, iPad, Android or more than one?

In a recent blog that was published on [Wired.com](http://Wired.com), I follow in the footsteps of Oracle CEO Larry Ellison in believing that in the near future, the PC will become obsolete ([see the recent interview of Larry Ellison on CNN](#)). Rather, mobile technology and cloud computing will prevail. Think about it this way: Microsoft, which for the past decades was the champion of the PC is now investing heavily in both the cloud (Office 365) and mobile (the Surface tablet); Amazon has a huge business in the cloud (Amazon Web Services); Apple and Google are all about mobile and apps; and Oracle, as stated above, has never believed in the future of the PC. Five of the largest technology companies in the world have all but concluded that the future rests with mobile.

To put this conversation in the context of how it applies to the IR industry (and in an effort to better understand how the investment community is conforming to the rapid expansion of mobile phones and tablets), theIRapp conducted its second annual institutional investor survey. The findings reveal that the investment community is no different than any other industry.

Investors are quickly recognizing the value that mobile plays in their work and are taking full advantage of the on-the-go benefits it offers.

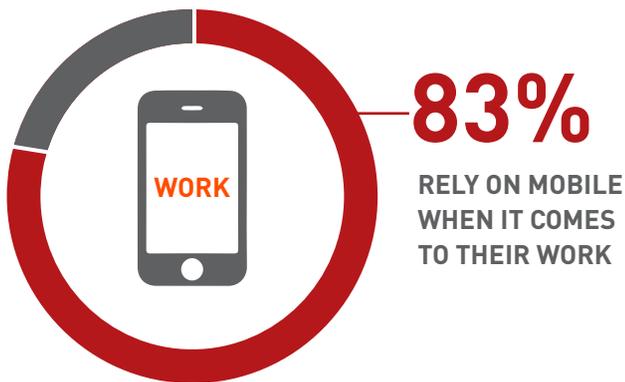
The infographic below highlights the findings of the 2014 survey. For more information on the survey or to share your thoughts on the future of mobile, feel free to contact me at [jcorbin@theIRapp.com](mailto:jcorbin@theIRapp.com) or follow me on Twitter [@icorbinIR](https://twitter.com/icorbinIR).

*Jeff Corbin is the CEO and Founder of theIRapp and its family of communications app building products. He is also CEO of KCSA Strategic Communications, an investor relations consultancy, and is the author of Investor Relations: The Art of Communicating Value.*

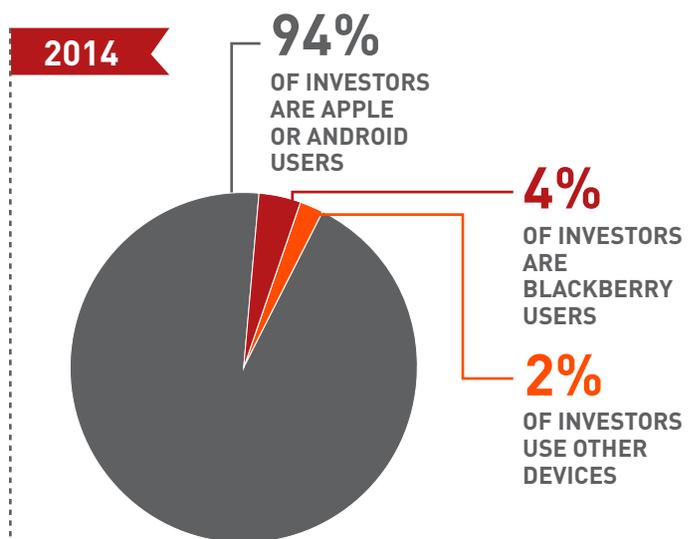
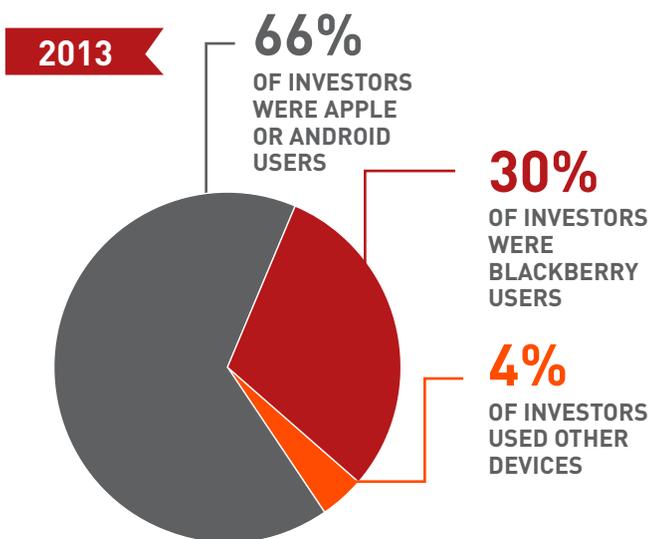


## 300 INSTITUTIONAL INVESTORS SURVEYED

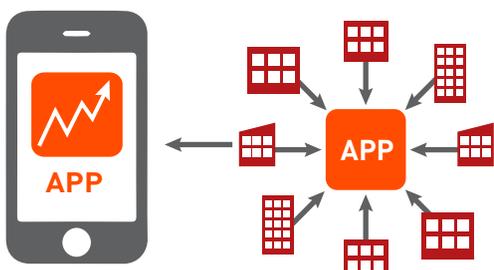
THE INVESTMENT COMMUNITY IS CONFORMING TO THE RAPID EXPANSION OF MOBILE



BLACKBERRY IS DYING – APPLE & ANDROID CONTINUE TO LEAD THE WAY



THERE'S AN APP FOR THAT



**70%** OF INVESTORS

SAID THAT THEY WOULD BE INTERESTED IN USING AN APP THAT PROVIDED THE ABILITY TO AGGREGATE ALL OF THE COMPANIES THEY FOLLOW IN ONE PLACE, ACCESSIBLE AT ANY TIME