# appdome

# Enterprise Workplace Apps on the Public App Store 2020-Beyond

Enterprise mobile development and innovation aimed at the workplace has increased significantly. A broad range and diversity of Android and iOS apps designed for internal work has emerged on the public app store. Below, we highlight the key findings from our research on the mobile apps published by the Fortune 1000 to the app store. Our goal is to help organizations design mobile strategies in 2020 and beyond.



## FORTUNE 1000 Companies Publishing Internal Workplace Apps to App Stores

Nearly 1 in 3 companies, or 27%, of the Fortune 1000 are building internally facing mobile apps designed specifically for the workplace and publishing these apps on the public app store.

## Types of Workplace Mobile Apps on App Stores?

Among the Fortune 1000, Appdome found 693 internal facing workplace apps on the public App Store. Here's the breakdown of the types of apps we found.





#### **Event and Meeting Apps**

Mobile apps built for customer conference engagement used to be the only internally facing mobile apps on the app store. Now, they barely lead the pack. These apps facilitate corporate and customer meeting and

		conferences, provide real time feed, conference schedules and more.
21%	s 146 apps	<b>Sales Process/Enablement Apps</b> Enterprise organizations are building more mobile apps than ever to facilitate sales, quote generation, product demonstration and product selection. These function specific apps are used by internal sales people to speed sales and improve the buying process for everyone.
20%	<del>ری.</del> 139 apps	<b>Operational Process Apps</b> Mobile apps that improve the way organizations work, collect information, process claims, confirm values on remote systems, manage payloads and inventory, enroll clients, project and workflows management and more have emerged as a leading category in the enterprise mobile app landscape. These special purpose apps help mobile workers increase productivity and efficiency in every aspect of work.
15%	<b>م</b> ی 104 apps	Workplace safety / training Apps It shouldn't be surprising that enterprises have started to build mobile apps for HR, training and workplace safety. What should be surprising is that these apps cover more than mere text or video based training programs, payroll and standard healthcare benefit information. These apps include finding mentors, employee reward programs and perks, employee scheduling and time tracking, training games, work permitting, virtual reality training and more.
12%	ළ උ උ 83 apps	<b>Team collaboration Apps</b> Enterprise built team collaboration apps are definitely on the rise as organizations race to leverage the power of mobile to foster better peer review and support, teamwork and overall collaboration.
1%	7 apps	<b>Partner–SPECIFIC Apps</b> These apps are semi-public usually meant for partners of the enterprise developer. These apps allow the partner to register deals, confirm royalties, track shipments, get company or product news, and similar activities.

#### FORTUNE 1000 APPS PUBLISHED BY APP USE CASE SCENARIO



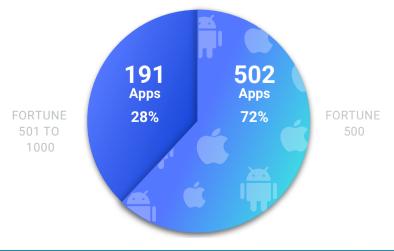
### Companies Exclusively Publishing Internal Workplace Mobile Apps to Public App Stores

Of the 270 companies publishing internal apps to the public app store, roughly 29 percent or 78 companies are only publishing internally facing apps to the public app store.

### Larger Companies Build More Apps for Internal Use

Of the 693 internally facing mobile apps published to the public app store by the Fortune 1000, 502 or 72% were built by the Fortune 500.





### Want to build and publish workplace apps to the app store?

Appdome's industry defining no-code mobile security platform can secure Android and iOS apps for the workplace in seconds, no code or coding required. This self-serve, user-friendly, service automatically builds new mobile app security, and enterprise authentication and access features, or UEM-MAM support, into any Android and iOS app instantly. Over 150+ leading financial, healthcare, government, and m-commerce providers use Appdome to consistently deliver richer and safer mobile experiences to millions of mobile end users via public app stores.

For more information visit: https://www.appdome.com or start a trial at https://fusion.appdome.com/signup.

To learn more about our research and publishing workplace apps to the app store, drop us a line at workapps@appdome.com