

Which Tablet is Enterprise Going For?

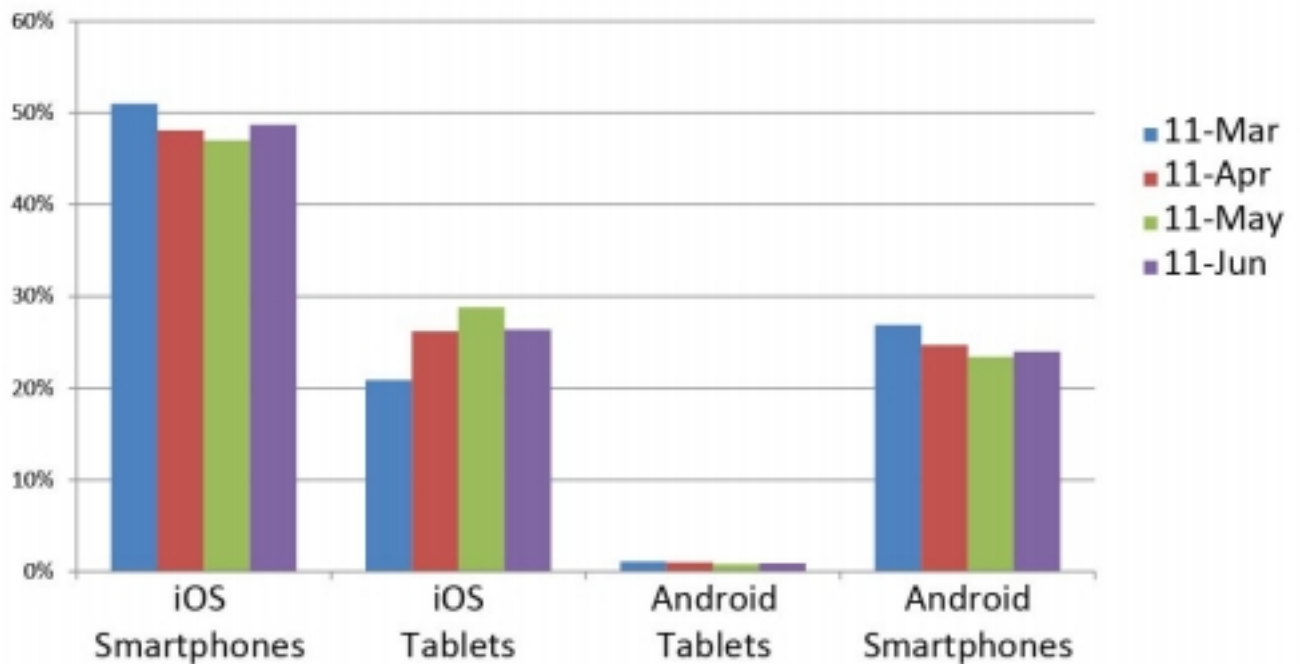
Written by Marco Attard
28 July 2011

Good Technology reports tablets make 27% of enterprise customers' Q2 2011 mobile devices activations-- with 95% of those tablets being iPads.

In fact, iOS devices are becoming enterprise's device of choice in general. The iPhone 4 is Q2 2011's most popular device, while iPad (1 and 2) activations total more than Android smartphone and tablet activations combined.



Activations by Type of Device March 2011 through June 2011



Results – Activations by Type of Device

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Android tablets still have some way to go-- despite the Motorola Xoom and Samsung Galaxy Tab's debut, Good reports Android tablet activations decline by 3.1% in Q2 2011.

Why the difference? Good accounts it to user preference (particularly from "Bring Your Own device" employees) and verticals such as financial services or healthcare deploying large amounts of iPads.

However, Good forecasts the Apple-Android gap will narrow in tablets, just like it did with smartphones-- but only sometime around 2012.

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