

The Rising Importance Of The Browser In Enterprise IT Strategies

Cloud computing has elevated the importance of web browsers for IT and employees alike.

CLOUD WORKERS RAISE THE STAKES*

This new segment paves the way for browser-based work.

4.6

hours spent in the web browser

1.7x

greater reliance on browser than other workers

61%

say browser extensions are important or critical

PRODUCTIVITY THRIVES IN THE BROWSER

The browser is a central access point for nearly half of today's business apps.

77% of employees prefer technologies that support flexible work styles.



67% rely much more on a browser for their work than they did two years ago.

68% want the ability to access files and apps from anywhere, on any device.

Employees spend a third of their work day, **2.7 hours** on average, working on a browser.

IT STRATEGIES EMPHASIZE THE BROWSER



73% of decision makers agree that browsers play a more important role in their IT strategies because employees spend more time using browser-based business apps.†

WITH A FOCUS ON SECURITY AND MONITORING

IT organizations have evolved their device and application management processes as a result of cloud services.†

50% are placing greater emphasis on browser security.

49% have increased browser monitoring and support.

49% are upgrading operating systems.

48% are exploring new device types and form factors.



Read the full study

Methodology: In this study, Forrester conducted an online survey with information workers and technology decision makers at enterprises in North America, Europe, and Asia Pacific to evaluate workforce technology approaches and needs.

Source: A commissioned study conducted by Forrester Consulting on behalf of Google, February 2018

Base: 468 global information workers who use cloud apps at least weekly for work

***Base:** 123 global information workers who use cloud apps at least weekly for work and qualify as cloud workers

†Base: 1,060 enterprise technology decision makers who oversee workforce devices and cloud applications