Description: About Backend as a Service (BaaS or MBaaS)

BaaS, also referred to as MBaaS, is a unique model that enables mobile and web application developers to store and link their applications to a backend cloud infrastructure. BaaS is different from cloud computing services such as SaaS, PaaS, and IaaS. It uses custom SDKs and APIs, and provides various value-added features such as user management, usage analysis, and push campaigning or notification. It also enables seamless integration with social media networks such as Facebook and Twitter. In addition, BaaS is superseding the on-premises MEAP category and it provides lot more turn-key functionality for a mobile strategy than traditional API management and PaaS options.

The analysts forecast the Global BaaS or MBaaS market to grow at a CAGR of 101.88 percent over the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the Global BaaS or MBaaS market for the period 2015-2019. To calculate the market size, the report considers revenue generated from BaaS or MBaaS software platform, tools, applications, services, support, and maintenance.

The report, Global BaaS or MBaaS Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the APAC and EMEA regions and the Americas; it also covers the Global BaaS or MBaaS market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Regions
- Americas
- APAC
- EMEA

Key Vendors
- Appcelerator
- Flurry
- Parse by Facebook
- Rackspace

Other Prominent Vendors
- AnyPresence
- Api O Mat
- Apigee
- Appery.io
- Applicasa
- Buddy Platform
- CloudMine
- Corona Labs
- Exadel
- FatFractal
- FeedHenry
- Geoloqi
- KidoZen
- Kii
- Kinvey
- Kumulos
- Microsoft
- mobDB
- Pivotal Software
- Proxomo Software
- QuickBlox
Market Drivers
- Increased Adoption of Cell Phones and Smart Devices
- For a full, detailed list, view our report

Market Challenges
- Growing Competition in Mobile Applications Market
- For a full, detailed list, view our report

Market Trends
- Emerging Trend of BYOD
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

Contents:
01. Executive Summary
02. List of Abbreviations
03. Scope of the Report
03.1 Market Overview
03.2 Product Offerings
04. Market Research Methodology
04.1 Market Research Process
04.2 Research Methodology
05. Introduction
06. Market Landscape
06.1 Market Overview
06.2 MBaaS Cloud Pyramid
06.3 Types of BaaS/MBaaS
06.4 Market Size and Forecast
06.5 Five Forces Analysis
07. End-Users Segmentation
08. Geographical Segmentation
09. Key Leading Countries
09.1 US
09.2 Germany
09.3 Japan
10. Buying Criteria
11. Market Growth Drivers
12. Drivers and their Impact
13. Market Challenges
14. Impact of Drivers and Challenges
15. Market Trends
16. Trends and their Impact
17. Vendor Landscape
17.1 Competitive Scenario
17.2 Major Vendors
17.3 Other Prominent Vendors
18. Key Vendor Analysis
18.1 Appcelerator
18.1.1 Key Facts
18.1.2 Business Overview
18.1.3 Product Segmentation
18.1.4 Recent Developments
18.1.5 SWOT Analysis
18.2 Flurry
18.2.1 Key Facts
18.2.2 Business Overview
18.2.3 Product Segmentation
18.2.4 SWOT Analysis
18.3 Parse
18.3.1 Key Facts
18.3.2 Business Overview
18.3.3 Product Segmentation
18.3.4 Recent Developments
18.3.5 SWOT Analysis
18.4 Rackspace
18.4.1 Key Facts
18.4.2 Business Overview
18.4.3 Product Segmentation
18.4.4 Products Segmentation by Revenue 2012 and 2013
18.4.5 Geographical Segmentation by Revenue 2013
18.4.6 Business Strategy
18.4.7 Recent Developments
18.4.8 SWOT Analysis
19. Other Reports in this Series

List of Exhibits
Exhibit 1: Market Research Methodology
Exhibit 2: BaaS or MBaaS Mechanism
Exhibit 3: BaaS/MBaaS Platform: Client-Server Relationship
Exhibit 4: MBaaS Position in Cloud Pyramid
Exhibit 5: MBaaS Categorization
Exhibit 7: Global BaaS Market by End-user Segmentation 2014
Exhibit 8: Global BaaS Market by Geographical Segmentation 2014
Exhibit 9: Features Offered by Vendors in the Global Backend-as-a-service Market
Exhibit 10: Appcelerator: Product Segmentation
Exhibit 11: Flurry: Product Segmentation
Exhibit 12: Parse: Product Segmentation
Exhibit 13: Rackspace: Product Segmentation 2013
Exhibit 14: Rackspace: Product Segmentation by Revenue 2012 and 2013 (US$ million)
Exhibit 15: Rackspace: Geographical Segmentation by Revenue 2013

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3063707/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Global Backend as a service (BaaS or MBaaS) Market 2015-2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3063707/">http://www.researchandmarkets.com/reports/3063707/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCDKKLOA</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>USD 2250</th>
<th><strong>USD 2500 - Until 30th Apr 2016</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>Single User:</td>
<td>Deselect</td>
</tr>
<tr>
<td></td>
<td>1 - 5 Users:</td>
<td>Deselect</td>
</tr>
<tr>
<td></td>
<td>Site License:</td>
<td>Deselect</td>
</tr>
<tr>
<td></td>
<td>Enterprisewide:</td>
<td>Deselect</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>USD 2520 - Until 30th Apr 2016</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>USD 2800 - Until 30th Apr 2016</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>USD 3150 - Until 30th Apr 2016</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>USD 3500 - Until 30th Apr 2016</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>USD 9000 - Until 30th Apr 2016</strong></td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr □</th>
<th>Mrs □</th>
<th>Dr □</th>
<th>Miss □</th>
<th>Ms □</th>
<th>Prof □</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB9853308333083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World