Mobile Application Development Platform Market by Deployment (Cloud, On-Premise), by End User Type (SMBs, Large Enterprise), by Industry Verticals, by Region (NA, EU, APAC, MEA, LA) - Global Forecast to 2019

Description:

Mobile Application Development Platform Market by Deployment (Cloud, On-Premise), by End User Type (SMBs, Large Enterprise), by Industry Verticals, by Region (NA, EU, APAC, MEA, LA) – Global Forecast to 2019

The MADP market is an emerging technology with range of developments reshaping the communications market through constant changes in mobile environment. In the recent years, consumers and enterprise users have moved from PCs and laptops to smart devices that have left developer teams to ascent to new tools and technologies.

The growing demand for commercial mobile devices and emerging advancements in digital technology are visibly driving the market for MADP. Industry verticals such as BFSI, healthcare, retail, transportation and logistics and manufacturing are progressively deploying MADP for better quality and performance of mobile apps.

Strategic platform vendors, namely Halosys, Convertigo, IBM and Kony among various others are offering MADP to present definite set of recommendations from the end users that would help to develop mobile applications using the responsive development procedures.

The major restraints in this market are rising cost and technical difficulties and increasing importance of security. This report analyzes the growth rate and penetration of MADP across all regions.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, economic, social, technological, and economic factors. For instance, exchange rate is one of the economic factors which are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging Asia-Pacific (APAC) regions.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the market into services, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across different industry verticals and regions.

2. This report will help them better understand the competitors and gain more insights to better position one's business. There is a separate section on competitive landscape, including end-user analysis, mergers and acquisitions, and venture capital funding. Besides this, there are company profiles of the ten major players in this market. In this section, market internals are provided that can help place one's company ahead of the competitors.

3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

Contents:

1 Introduction
1.1 Objectives of the Study
1.2 Market Definition
1.3 Market Scope
1.3.1 Markets Covered
1.3.2 Year
1.4 Currency
1.5 Package Size
1.6 Stakeholders

2 Research Methodology
6.4.5 Intensity of Competitive Rivarly

7 Global Mobile Application Development Platform Market Analysis, By Deployment Type
7.1 Introduction
7.2 Cloud
7.3 On-Premises

8 Global Mobile Application Development Platform Market Analysis, By User Type
8.1 Introduction
8.2 SMBS
8.3 Large Enterprises

9 Global Mobile Application Development Platform Market Analysis, By Industry Vertical
9.1 Introduction
9.2 BFSI
9.3 Healthcare
9.4 Retail
9.5 Transportation and Logistics
9.6 Media and Entertainment
9.7 Telecom and It
9.8 Construction
9.9 Education
9.10 Manufacturing
9.11 Others

10 Geographic Analysis
10.1 Introduction
10.2 North America
10.3 Europe
10.4 Asia-Pacific
10.5 Middle East and Africa
10.6 Latin America

11 Competitive Landscape
11.1 Overview
11.2 Competitive Situation and Trends
11.2.1 New Product Launches
11.2.2 Agreements, Partnerships, and Collaborations, 2012-2014
11.2.3 Mergers and Acquisitions
11.2.4 Expansion
11.2.5 Venture Captial (VC) Funding

12 Company Profiles
12.1 Introduction
12.2 SAP AG
12.2.1 Business Overview
12.2.2 Products and Services
12.2.3 Key Strategies
12.2.4 Recent Developments
12.2.5 SWOT Analysis
12.2.6 MNM View
12.3 IBM Corporation
12.3.1 Business Overview
12.3.2 Products and Services
12.3.3 Key Strategies
12.3.4 Recent Developments
12.3.5 SWOT Analysis
12.3.6 MNM View
12.4 Oracle Corporation
12.4.1 Business Overview
12.4.2 Products and Services
12.4.3 Key Strategies
12.4.4 Recent Developments
12.4.5 SWOT Analysis
12.4.6 MNM View
12.5 Kony
12.5.1 Business Overview
12.5.2 Products and Services
12.5.3 Key Strategies
12.5.4 Recent Developments
12.5.5 MNM View
12.6 Microsoft Corporation
12.6.1 Business Overview
12.6.2 Products and Services
12.6.3 Key Strategies
12.6.4 Recent Developments
12.6.5 SWOT Analysis
12.6.6 MNM View
12.7 Verivo Software
12.7.1 Business Overview
12.7.2 Products and Services
12.7.3 Key Strategies
12.7.4 Recent Developments
12.7.5 MNM View
12.8 Salesforce.Com
12.8.1 Business Overview
12.8.2 Products and Services
12.8.3 Key Strategies
12.8.4 Recent Developments
12.8.5 SWOT Analysis
12.8.6 MNM View
12.9 Appcelerator
12.9.1 Business Overview
12.9.2 Products and Services
12.9.3 Key Strategies
12.9.4 Recent Developments
12.9.5 MNM View
12.10 Hewlett Packard
12.10.1 Business Overview
12.10.2 Products and Services
12.10.3 Key Strategies
12.10.4 Recent Developments
12.10.5 MNM View
12.11 Microstrategy
12.11.1 Business Overview
12.11.2 Products and Services
12.11.3 Key Strategies
12.11.4 Recent Developments
12.11.5 MNM View

13 Appendix
13.1 Discussion Guide
13.2 Introducing RT: Real Time Market Intelligence
13.3 Available Customizations
13.4 Related Reports

List of Tables (71 Tables)

Table 1 Global Mobile Application Development Platform Market Size and Growth Rate, 2012-2019 ($Million, Y-O-Y %)
Table 2 Increasing Number of Commercial Mobile Devices Will Drive the Market
Table 3 Increasing Importance of Security Will Restrain the Growth of MADP
Table 4 Better Management of Applications on Different Platform Will Act as an Opportunity for MADP
Table 5 Maintaining Back End Integration Will Be the Major Challenge for Platform Providers
Table 6 Global Mobile Application Development Platform Market Size, By Deployment Type, 2012-2019
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Years</th>
<th>Region</th>
<th>($Million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Global Cloud Deployed MADP Market Size, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Global On-Premises Deployed MADP Market Size, By User Type Voice, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Global On-Premises Deployed MADP Market Size, By Region, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Global SMBS MADP Market Size, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Global Large Enterprises MADP Market Size, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Global Large Enterprise MADP Market Size, By Region, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Global Market size in BFSI Industry Vertical, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Global Market size in BFSI Industry Vertical, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Global Market size in the Retail Industry Vertical, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Global Market size in the Retail Industry Vertical, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Global Market size in the Transportation and Logistics Industry Vertical, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Global Market size in the Transportation and Logistics Industry Vertical, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Global Market size in the Media and Entertainment Industry Vertical, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>Global Market size in the Media and Entertainment Industry Vertical, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Global Market size in the Telecom and IT Industry Vertical, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Global Market size in the Telecom and IT Industry Vertical, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>Global Market size in the Construction Industry Vertical, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Global Market size in the Construction Industry Vertical, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>Global Market size in the Education Industry Vertical, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>43</td>
<td>Global Market size in the Education Industry Vertical, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>45</td>
<td>Global Market size in the Manufacturing Industry Vertical, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Global Market size in the Manufacturing Industry Vertical, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Global Market size in the Others Industry Vertical, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Global Market size in the Others Industry Vertical, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Global Mobile Application Development Platform Market Size, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>North America: Market Size, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>North America: Market Size, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>Europe: Market Size, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>Europe: Market Size, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>58</td>
<td>APAC: Market Size, By Deployment Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>APAC: Market Size, By User Type, 2012-2019</td>
<td>2012-2019</td>
<td>($Million)</td>
<td></td>
</tr>
</tbody>
</table>
Table 60 APAC: Market Size, By Industry Vertical, 2012-2019 ($Million)
Table 61 MEA: Market Size, By Deployment Type, 2012-2019 ($Million)
Table 62 MEA: Market Size, By User Type, 2012-2019 ($Million)
Table 63 MEA: Market Size, By Industry Vertical, 2012-2019 ($Million)
Table 64 Latin America: Market Size, By Deployment Type, 2012-2019 ($Million)
Table 65 Latin America: Market Size, By User Type, 2012-2019 ($Million)
Table 66 Latin America: Market Size, By Industry Vertical, 2012-2019 ($Million)
Table 67 New Product Launches, 2012-2014
Table 68 Agreements, Partnerships, and Collaborations, 2012-2014
Table 69 Mergers and Acquisitions, 2011-2014
Table 70 Expansion, 2012-2014
Table 71 VC Funding, 2011-2014

List of Figures (64 Figures)

Figure 1 Markets Covered
Figure 2 Research Design
Figure 3 Market Size Estimation Methodology: Bottom-Up Approach
Figure 4 Market Size Estimation Methodology: Top-Down Approach
Figure 5 Break Down of Primary Interview: By Company Type, Designation, and Region
Figure 6 Data Triangulation
Figure 7 MADP Market Size, User Type Snapshot (2014-2019): Market for Large Enterprise is Expected to Double in the Next Five Years
Figure 8 MADP Market Size, Industry Vertical Snapshot (2014-2019): BFSI Will Dominate the Market
Figure 9 Global MADP Market Size, By Deployment, 2014-2019
Figure 10 Global MADP Market Share, 2014- North America Will Exhibit the Highest Market Share in 2014
Figure 11 Growing Demand for Departmental Collaboration Will Act as an Attractive Market Opportunity for the MADP Market
Figure 12 BFSI, Retail and Transportation and Logistics Are the Top Three Industry Segments Gaining the Highest Traction in Terms of Market Size
Figure 13 North America Holds the Maximum Share in the MADP Market (2014)
Figure 14 Asia-Pacific is Expected to Have the Highest Market Growth Potential in the Years to Come
Figure 15 Large Enterprise Will Continue to Dominate the MADP Market in the Next Five Years
Figure 16 Asia-Pacific Market to Grow Faster Than Europe and North America
Figure 17 MADP Industry Verticals, Growth Matrix
Figure 18 Regional Lifecycle
Figure 19 Platform Providers to Play A Crucial Role in MADP Market
Figure 20 MADP Market Size, By Deployment Type
Figure 21 MADP Market Size, By User Type
Figure 22 MADP Market Size, By Industry Vertical
Figure 23 MADP Market Size, By Region
Figure 24 Rising Demand Among Enterprises for Mobile Apps Will Drive the Market for MADP
Figure 25 Value Chain Analysis
Figure 26 Porter’s Five Forces Analysis (2014): Availability of Substitute Products Have Decreased the Value of the MADP Platform
Figure 27 Cloud-Based Deployment Will Have More Than Half the Share By 2019
Figure 28 Global MADP Market By Deployment, Geographic Analysis (2014)
Figure 29 Large Enterprises is Expected to Hold the Largest Market Share for the Cloud Deployed MADP
Figure 30 Large Enterprises Will Continue to Dominate the On-Premises Deployed MADP Market
Figure 31 SMBs Exhibit the Fastest Growth Rate in the MADP Market During the Forecast Period
Figure 32 Geographic Analysis of the MADP Market, By User Type,
Figure 33 SMBs Tend to Deploy Mobile Application Development Platform on Cloud
Figure 34 Large Enterprises Tend to Deploy Mobile Application Development Platform Market On-Premises
Figure 35 BFSI and Retail Would Control the Largest Market Share for Large Enterprise MADP Market
Figure 36 Global MADP Market is Largely Dominated By the BFSI Industry Vertical
Figure 37 Geographic Analysis of the MADP Market, By Industry Vertical
Figure 38 North America Will Lead the MADP Market
Figure 39 Geographic Snapshot – Asia-Pacific is Emerging as A New Hotspot
Figure 40 Asia-Pacific: One of the Attractive Destinations for Almost All Industry Verticals
Figure 41 Geographic Snapshot (2014-2019): Asia-Pacific an Attractive Destination for the Overall MADP Market
Figure 42 North America Market Snapshot: BFSI Industry is Expected to Contribute Maximum to the Market Value in 2014
Figure 43 Asia-Pacific MSS Market Snapshot – Retail Expected to Gain Popularity By 2019
Figure 44 Asia-Pacific is One of the Fastest Growing Regions in the MADP Market
Figure 45 Companies Adopted Partnerships/ Agreements/ Collaborations as the Key Growth Strategies Over the Last Three Years
Figure 46 Oracle and SAP AG Grew at the Fastest Growth Rate Between 2009 and 2013
Figure 47 Market Evaluation Framework
Figure 48 Battle for Market Share: Partnerships, Agreements, and Collaborations Are the Key Strategies
Figure 49 Geographic Revenue Mix of Top 5 Market Players
Figure 50 SAP AG: Business Overview
Figure 51 SAP AG: SWOT Analysis
Figure 52 IBM: Business Overview
Figure 53 IBM: SWOT Analysis
Figure 54 Oracle Corporation: Business Overview
Figure 55 Oracle Corporation: SWOT Analysis
Figure 56 Kony: Business Overview
Figure 57 Microsoft Corporation: Business Overview
Figure 58 Microsoft Corporation: SWOT Analysis
Figure 59 Verivo Software: Business Overview
Figure 60 Salesforce.Com: Business Overview
Figure 61 Salesforce.Com: SWOT Analysis
Figure 62 Appcelerator: Business Overview
Figure 63 Hewlett Packard: Business Overview
Figure 64 Microstrategy: Business Overview

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