
Description: The market for BYOD has significantly evolved in regions such as North America and Europe. Rise in the productivity of the organizations has led to the BYOD adoption across varied industry verticals. This ultimately helps the market to grow at a rapid pace. As BYOD concept is gaining popularity across various regions, implementation of BYOD security solutions has become highly important. These BYOD security solutions allow remote management of mobile devices used for business purposes viz., smartphones, tablets and laptops. To protect the important corporate data over the mobile devices, BYOD security policies play an important role and support the use of employee's own devices at their work places. Increasing adoption of BYOD concept across emerging markets is one of the key drivers for BYOD security market.

The vendors presently are manufacturing mobile devices that are integrated with security solutions. These in-built security policies allow employees to access both their personal and corporate data from a single device and from various access points. Additionally, the vendors in the market are acquiring and collaborating with the top companies in the market to enhance their product portfolio. For instance, on 26 January, 2014, VMware acquired AirWatch, which is a leader in delivering secure and enterprise-mobile management solutions, for $1.175 billion. This acquisition has helped VMware to boost mobile security offerings to the customers. Similarly, In August, 2014, SAP in collaboration with VMware has developed a mobile security software platform for mobile applications, which offers simplified user experience for all mobile applications. Key players in the market are SAP, Symantec, VMware, Citrix systems, Mobile Iron, Good Technology, Trend Micro, IBM, Alcatel Lucent and Cisco Systems.

The global BYOD security market is segmented based on the type of device used for business purposes, BYOD solution required for the implementation of BYOD in enterprises, security software, end users and geography. Smartphones, tablets and laptop are usually preferred by the employees at their workplaces. Solution segment is classified as mobile device management, mobile application management, mobile content management and mobile identity management. The segment of security software is classified as mobile data security, mobile device security and network security. The end users for the BYOD security market are large enterprises, small and medium enterprises (SME's) and government organizations. The microscopic analysis of the market has been performed by examining various regions such as North America, Europe, Asia-Pacific and LAMEA.

Key Benefits:

- The analysis of the global market provides an overview of the global BYOD security market with special reference to market trends, market structure, limiting factors and opportunities.

- The global market has been analyzed in a comprehensive manner to help the stakeholders identify the key market opportunities.

- Quantitative analysis of the current market and estimations through 2013-2020 would determine the financial caliber of the market.

- Porter's five forces model has been used to analyze the potential of buyers and suppliers, and the competitive structure of the market, to guide the market players in developing effective strategies.

- Value chain analysis provides a systematic study on the key intermediaries involved, which would in turn help the stakeholders to make appropriate strategies.

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