Enterprise Mobility Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2015 - 2022

Description:
This report aims to provide a comprehensive strategic analysis of the global enterprise mobility market along with the market revenue and growth forecast for the period from 2013 to 2022. Proliferation of mobile devices such as smartphones, tablets and laptops, reduced hardware costs for enterprises, and adoption of enterprise mobility across various industry verticals are some major influencing factors in the enterprise mobility market. Enterprise mobility helps enterprises to interconnect their employees irrespective of their location with the help of tablets, smartphones, cloud computing, managed services, and wireless IP networks. This makes enterprises more responsive and flexible. With the ever-present time restraints in the workplace, enterprise mobility proves to be one of the biggest assets for enterprises. Moreover, one more advantage of enterprise mobility is that, instead of purchasing costly new devices and hardware, an enterprise can leverage the devices that employees bring to the workplace, such as tablets and smartphones. Enterprise mobility helps in collection of financial information for large institutes, collecting field data for revenue forecasting, monitoring sales across a number of locations, managing countrywide loyalty programs across retail industry, and managing enterprise-wide logistics and resources.

This research study on the global enterprise mobility market provides a detailed analysis of how enterprises in different regions across the globe are using enterprise mobility for increased operational speed and efficiency gains and efficient data collection. The report offers an in-depth study of the market drivers, restraints, and growth opportunities. Using these factors, the report identifies various trends expected to impact the market during the forecast period from 2015 to 2022. The report includes a comprehensive coverage of the underlying economic, environmental, and technological factors influencing the enterprise mobility market. It also provides the competitive landscape of key players in the enterprise mobility market in order to highlight the prevalent competition in this market. The report also provides a detailed competitive analysis of the key players in the enterprise mobility market and identifies various business strategies adopted by these leading players. The study explains the penetration of each market segment within various geographies, and how these segments have accelerated the growth of enterprise mobility market.

Based on devices, the enterprise mobility market is segmented into smartphones, tablets and laptops. Based on software, the market is segmented into mobile device management, mobile application management, enterprise email and content management, telecom expense management and mobile message management. In terms of security solutions, the market is segmented into mobile data security, mobile device security, mobile ID security and network security. On the basis of end-use application, the enterprise mobility market is segmented into manufacturing and automotive, banking, financial services and insurance (BFSI), IT and telecommunication, hospitality and retail, government and education and others. The other segments include consumer, media, life science and healthcare. The report aims to provide a comprehensive, cross-sectional analysis of the enterprise mobility market across major geographies such as North America, Europe, Asia Pacific, the Middle East and Africa, and Latin America. The overall market size enterprise mobility is the summation of the market size of software, devices and security solutions.

The report includes an overview of market strategies, annual revenues, and the recent developments of key companies operating in the market. The key market participants profiled in this study include MobileIron, SOTI, Inc., Symantec Corporation, Microsoft Corporation, Cisco Systems, Inc., Avaya Inc., Alcatel Lucent S.A., AirWatch LLC, Aruba Inc., Citrix Systems Inc., Meru Networks, Good Technology Inc., iPass Inc., Hewlett Packard Development Company Ltd., IBM Corporation, AT&T Inc., BlackBerry Ltd., Nokia Corporation, Panasonic Corporation, and Cerner Corporation. The report provides a comprehensive analysis of the solutions and services pertaining to enterprise mobility offered by these leading players. Information on the research and development activities, new product launches, and upcoming technologies is also included in the report.

Market Segmentation:

Enterprise Mobility Market Analysis, by Device
Smartphones
Laptops
Tablets
Enterprise Mobility Market Analysis, by Software Type
Mobile Device Management
Mobile Application Management
Enterprise Email and Content Management
Others
Enterprise Mobility Market Analysis, by Security Solution
Mobile Data Security
Mobile Device Security
Network Security
Mobile ID Security
Enterprise Mobility Market Analysis, by End-use Application
IT and Telecommunication
BFSI
Government and Education
Hospitality and Retail
Manufacturing and Automotive
Others
Enterprise Mobility Market by Geography
North America
U.S.
Rest of North America
Europe
EU7
CIS
Rest of Europe
Asia-Pacific
Japan
China
Australasia
Rest of Asia Pacific
Middle East and Africa (MEA)
GCC Countries
North Africa
South Africa
Rest of MEA
Latin America
Brazil
Rest of Latin America

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