Enterprise Mobility 2015: BYOD, Cloud, Social, Big Data and Application Management

Description: This research package includes:
- Cloud Application Marketplace 2015 - 2020
- Data as a Service (DaaS) Market and Forecasts 2015 - 2020
- Big Data Market: Business Case, Market Analysis & Forecasts 2015 - 2020
- Social Business Services in the Cloud: Market Analysis and Forecast 2015 - 2020
- Mobile Application Marketplace 2015: Market Analysis and Assessment of Future Evolution and Opportunities

This research evaluates the challenges, opportunities, and market outlook for BYOD in enterprise and cloud environments. This research assesses the potential users of cloud service and includes a SWOT analysis, cloud social vendor analysis, market trends, and industry forecasts.

The report also analyzes the technology and solution providers in certain key areas including marketing automation, social media monitoring, enterprise collaboration, web experience management, information governance, digital commerce, CRM and customer support, ECM and File sharing, and workforce management. This includes evaluation of the key benefits, challenges, trends and development process impacting the market for cloud-based applications.

This research also provides an in-depth assessment of the global Big Data market, including a study of the business case, application use cases, vendor landscape, value chain analysis, case studies and a quantitative assessment of the industry. This purchase includes time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

Target Audience:
- Medium-to-large business
- Wireless network operators
- Mobile apps stores providers
- Data as a Service (DaaS) providers
- Big Data and Analytics services companies
- Mobile device management solution providers
- Enterprise mobility management and IT personnel
- Cloud software, platform, and infrastructure providers

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