Mobile Content Management Market by Deployment Type, User Type (Small and Medium Enterprises, and Enterprisers), Vertical, Region (North America, Europe, Middle East and Africa, and Latin America) - Global Forecast and Analysis to 2020

Description: Mobile content management defines the ability of Bring Your Own Device (BYOD) and content management capabilities by providing effective and better way to work on the mobile devices without any difficulty. The report aims at estimating the market size and future growth potential of mobile content management market across different segments, such as deployment types, end users, verticals, and regions. The base year considered for the study is 2014 and the market size is estimated from 2015 to 2020. With the rise in BYOD adoption in SMEs and large enterprises, the mobile content management is expected to play a key role in fueling the growth of the market in the next five years.

The research methodology used to estimate and forecast the mobile content management market included capturing data on key vendor revenues through secondary research. The vendor offerings were also taken into consideration to determine the market segmentation. The bottom-up procedure was employed to arrive at the overall market size of the global mobile content management market from the revenue of the key players in the market. After arriving at the overall market size, the total market was split into several segments and sub-segments which were then verified through primary research by conducting extensive interviews with key people, such as CEOs, VPs, directors, and executives. The data triangulation and market breakdown procedures were employed to complete the overall market engineering process and to arrive at the exact statistics for all segments and sub-segments. The breakdown of profiles of primary participants is depicted below:

The mobile content management ecosystem consists of mobile content management solution vendors, such as Citrix Systems, CA Technologies, MobileIron, Symantec Corporation and others; and mobile content management cloud providers such as AirWatch and CA Technology.

Target audience
- Mobile content management suit vendors
- System integrators
- IT developers
- Third party vendors
- Cloud service providers
- Network operators
- Infrastructure provider
- Government
- Regulatory and compliance agencies

Study answers several questions for the stakeholders, primarily which market segments to focus in next two to five years for prioritizing the efforts and investments.

Scope of the Report

The research report segments the mobile content management market into the following submarkets:

By Deployment type:
- Cloud
- On-Premises

By Organization size:
- Small and Medium Enterprises (SMEs)
- Large Enterprises
By Vertical:
- Academia and education
- Banking, Financial Services, and Insurance (BFSI)
- Consumer goods and retail
- Energy and power
- Government and defense
- Life sciences and healthcare
- Manufacturing
- IT and telecom
- Transportation and logistics
- Others

By Region:
- North America
- Europe
- Asia-Pacific (APAC)
- Middle East and Africa (MEA)
- Latin America

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