
Description: The Mobile Cloud market includes a combination of cloud computing, mobile computing and wireless technologies and networks to enhance the computational power. The beneficiaries of the technology are the mobile/smartphone users, network operators and cloud service providers, since the smartphone, tablet and cloud computing technologies are converging into the new mobile cloud market. The mobile cloud market is projected to grow from US$ 9.46 billion in 2015 to US$ 38.48 billion in 2020, at an estimated CAGR of 26.34%. It is estimated that by 2020, the market will have crossed the 1 trillion cloud-ready devices benchmark.

The Mobile Cloud Technology is broadly of four types: Immobile Clouds, Proximate Immobile Computing, Proximate Mobile Computing and Hybrid Computing. At a time when mobile technologies have radically altered business around us, almost everything today from text files and documents to music and videos is stored on the cloud today. One of the primary advantages of using the cloud technology for storage is the space, ease of use, scalability, integration and synchronization-capability, reliability and security it offers the data. It can be concluded that mobile cloud has revolutionized the current use and applicability of mobile phones. Vis-à-vis, the cloud-based mobile storage apps has leveraged the adoption of a personalized user-experience in mobile-based clouds.

The market is driven by factors such as the rise in the demands of users, the ease in provision of mobile apps, the rise in smartphone sales, the availability of secure and fast network connections, the escalating need for a centralized data management system and the increasing adoption of BYOD technologies. However, acceleration in the growth of the market is hindered by security issues, lack of interoperability between platforms and Operating Systems, uncertainty towards the security of data and the lack of awareness about the available telecommunication networks and features.

Opportunities lie in the loopholes of the framework of the cloud. The cloud is capable of not only bridging the gap in accessibility and connectivity, but also in enhancing capabilities within Enterprises and introducing a new framework in the workflow of business. The technology is also fostering other IoT trends such as the Wearable technology market. The mobile cloud is also expected to leverage the mobilization of money in the future.

The Mobile Cloud is enabled by technologies such as HTML5, Onepi, 4G LTE, Web 4.0, Cloudlets, Hypervisor and Cascading Style Sheet (CSS). It has been observed that the rise and popularity of the HTML5 technology is a primary driver of the market. The current prominent Mobile Cloud APPs are Dropbox, Box, Sugarsync, Onedrive, Carbonite, Mozy, Google Drive and Idrivesync.

The Market has been segmented on the basis of User Type as Personal and Corporate. Market scenarios and Investment opportunities in various Applications Areas of the Mobile Cloud technology such as Gaming, Entertainment, Education, Productivity, Finance, Utilities, Healthcare, Travel, Navigation and Social Networking APP have been enlisted as part of the study. Other segments covered in the report are on the basis of End-User as Health care, Retail, Education, Government, Gaming, Communications, Banking and Financial Services etc. and Geography as North America (NA), Europe, Asia-Pacific (APAC), Latin America (LA) and Middle East and Africa (MEA).

The market leaders in the domain are Amazon Web Services, Google, Inc., Microsoft Corporation, Apple Inc, Salesforce, EMC, IBM and Oracle. Other popular vendors of the technology are Rackspace, Inc., Eucalyptus Systems, GoGrid, HP and Akamai Technologies, Inc.

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