Mobile BI Market by Type (Software, Services), Business Function (IT, Finance, Sales, Marketing, Operations, HR), Business Application, Organization Size (SMES, Large Enterprises), Industry Vertical, and Region - Global Forecast to 2021

Description: “Increasing BYOD trend is driving the growth”

The mobile BI market is growing rapidly because of the transition from traditional BI techniques to advanced BI and analytics techniques, which can be managed and utilized from anyplace at any time, and the massive surge in the Bring Your Own Device (BYOD) trend across industry verticals. Factors such as difficulty in identifying durable return on investment and lack of sustainable data governance process are expected to limit the market growth.

“IT business function to have the largest market size in 2016”

Organizations are evolving their Information Technology (IT) monitoring tools to gain more visibility into the new complexity. With the right solution, one can detect patterns early to predict issues before they arise. Mobile BI allows big data from IT to be converted into relevant and actionable insights for a quick problem resolution. It enables the organizations to extract insights from key operational data types, such as log files, performance metrics, events, and trouble tickets, so that they can proactively avoid outages, achieve faster mean time to repair, and realize cost savings through greater operational efficiency from anyplace. Therefore, IT is estimated to have the largest market share in 2016 among all business functions.

“Healthcare and life sciences vertical to have the highest growth rate during the forecast period”

Mobile BI solutions have been deployed across various verticals, including Banking, Financial Services, and Insurance (BFSI); telecommunication & IT; retail & eCommerce; manufacturing; healthcare & life sciences; energy & utilities; transportation & logistics; media & entertainment; government & defense; and others. Healthcare and life sciences industry vertical is expected to witness the highest CAGR during the forecast period because of the increasing need for managing real-time data coming from various healthcare activities, such as patient’s sleep analysis and calories burnt based on the physical activities conducted.

“North America is expected to hold the largest market share”

North America, followed by Europe, is expected to continue being the largest revenue-generating region for the mobile BI vendors for the next five years. This is mainly due to the presence of various developed economies, such as Canada and the U.S. and because of the high focus on innovations through research & development and technology across industry verticals. Asia-Pacific (APAC) is expected to be the highest growing region in the mobile BI market because of the increasing adoption of Internet of Things (IoT) & smart technologies and government initiatives such as smart cities in the APAC countries, including China and India.

In-depth interviews were conducted with the Chief Executive Officers (CEOs), marketing directors, other innovation & technology directors, and executives from various key organizations operating in the mobile BI marketplace.

By Company: Tier 1 - 22%, Tier 2 - 30%, and Tier 3 - 48%
By Designation: C-Level - 30%, Director Level - 45%, and Others - 25%
By Region: North America - 48%, Europe - 30%, and APAC - 22%

The Mobile BI Ecosystem Comprises the Following Major Vendors:

- IBM Corporation (U.S.)
- SAP SE (Germany)
- Microsoft Corporation (U.S.)
- Oracle Corporation (U.S.)
Scope of the Report:

The mobile BI market revenue is primarily classified into revenues from software and services. Software’s revenue is associated with stand-alone software offerings while services’ revenue is associated with managed services and professional services. The professional services comprise deployment & integration, support & maintenance, and consulting services. The market is also segmented on the basis of business functions, applications, deployment models, industry verticals, and regions.

Reasons to Buy the Report:

- To get a comprehensive overview of the global mobile BI market
- To gain wide range information about the top players in this market sphere, their product portfolios, and the key strategies adopted by them
- To gain insights of the major countries/regions in which the mobile BI market is flourishing in various industries

Contents:

1 Introduction
1.1 Objectives of the Study
1.2 Market Definition
1.3 Market Scope
1.3.1 Markets Covered
1.3.2 Years Considered for the Study
1.4 Currency
1.5 Limitations
1.6 Stakeholders

2 Research Methodology
2.1 Research Data
2.1.1 Secondary Data
2.1.1.1 Key Data from Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data from Primary Sources
2.1.2.2 Key Industry Insights
2.1.2.3 Breakdown of Primaries
2.2 Market Size Estimation
2.3 Market Breakdown and Data Triangulation
2.4 Research Assumptions
2.4.1 Assumptions
2.5 Vendor Analysis Methodology

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunities in the Mobile BI Market
4.2 Mobile BI Market: Market Share Across Various Regions
4.3 Mobile BI Market: Industry Vertical and Region Market
4.4 Life Cycle Analysis, by Region, 2016

5 Market Overview
5.1 Introduction
5.2 Market Evolution
5.3 Market Segmentation
5.3.1 by Type
5.3.2 by Service
5.3.3 by Professional Service
5.3.4 by Business Function
5.3.5 by Application
5.3.6 by Organization Size
5.3.7 by Industry Vertical
5.3.8 by Region
5.4 Market Dynamics
5.4.1 Drivers
5.4.1.1 Increasing Byod Trend
5.4.1.2 Rise of Mobile Enterprise Application Platform
5.4.1.3 Growing Popularity of Representational State Transfer Application Programming Interfaces
5.4.1.4 Proliferation of In-Memory Computing
5.4.1.5 Rapid Advancement of Mobile Device Features
5.4.2 Restraints
5.4.2.1 Difficulty in Identifying Significant Return on Investment
5.4.2.2 Lack of Suitable Data Governance Process
5.4.3 Opportunities
5.4.3.1 Access to Real-Time Data
5.4.3.2 Increased Profitability Through Customer Satisfaction
5.4.3.3 Increased Efficiency in Operations and Business Processes
5.4.4 Challenges
5.4.4.1 Privacy and Data Security Concerns
5.4.4.2 Designing for Mobile Devices
5.4.4.3 Maintaining Uninterrupted Network Connectivity
5.5 Types of Mobile BI
5.5.1 Passive Mobile BI
5.5.2 Active Mobile BI

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Mobile BI User Trends
6.3.1 Executives
6.3.2 Field Workers
6.3.3 Business Analysts
6.3.4 Clerical Staff
6.4 Strategic Benchmarking
6.4.1 Strategic Benchmarking: Partnerships and Collaborations
6.4.2 Strategic Benchmarking: New Product Development

7 Mobile BI Market Analysis, by Type
7.1 Introduction
7.2 Software
7.3 Services
7.3.1 Professional Services
7.3.1.1 System Deployment and Integration
7.3.1.2 Support and Maintenance
7.3.1.3 Consulting Services
7.3.2 Managed Services

8 Mobile BI Market Analysis, by Business Function
8.1 Introduction
8.2 Information Technology
8.3 Finance
8.4 Sales
8.5 Marketing
8.6 Operations
8.7 Human Resources

9 Mobile BI Market Analysis, by Application
9.1 Introduction
9.2 Fraud and Security Management
9.3 Sales and Marketing Management
9.4 Redictive Asset Maintenance
9.5 Risk and Compliance Management
9.6 Customer Engagement and Analysis
9.7 Supply Chain Management and Procurement
9.8 Operations Management
9.9 Others

10 Mobile BI Market Analysis, by Organization Size
10.1 Introduction
10.2 Large Enterprises
10.3 Small and Medium Enterprises

11 Mobile BI Market Analysis, by Industry Vertical
11.1 Introduction
11.2 Banking, Financial Services, and Insurance
11.3 IT and Telecommunications
11.4 Retail and Ecommerce
11.5 Healthcare and Life Sciences
11.6 Manufacturing
11.7 Government and Defense
11.8 Energy and Utilities
11.9 Transportation and Logistics
11.10 Media and Entertainment
11.11 Others

12 Geographic Analysis
12.1 Introduction
12.2 North America
12.3 Europe
12.4 Asia-Pacific
12.5 Middle East and Africa
12.6 Latin America

13 Competitive Landscape
13.1 Overview
13.2 Competitive Situations and Trends
13.2.1 New Product Launches
13.2.2 Partnerships, Collaborations, and Agreements
13.2.3 Mergers and Acquisitions
13.2.4 Expansions
13.2.5 Venture Capital Funding
13.3 Mobile BI

14 Company Profiles
14.1 Introduction
14.2 International Business Machines Corporation
14.3 SAP SE
14.4 Microsoft Corporation
14.5 Oracle Corporation
14.6 Microstrategy, Incorporated
14.7 SAS Institute
14.8 Tableau Software
14.9 Information Builders, Inc.
14.10 Tibco Software, Inc.
14.11 Yellowfin International Pty. Ltd
14.12 Qlik Technologies, Inc.

15 Key Innovators
15.1 Dundas Data Visualization, Inc.
15.2 Rosslyn Analytics, Ltd
15.3 Big Data Bizviz
15.4 Zoho Corporation
List of Tables
Table 1 Mobile BI Market Size and Growth, 2016-2021 (USD Billion, Y-O-Y %)
Table 2 Mobile BI Market Size, by Type, 2014-2021 (USD Million)
Table 3 Software: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 4 Services: Mobile BI Market Size, by Type, 2014-2021 (USD Million)
Table 5 Services: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 6 Professional Services: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 7 System Deployment and Integration: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 8 Support and Maintenance: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 9 Consulting Services: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 10 Managed Services: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 11 Mobile BI Market Size, by Business Function, 2014-2021 (USD Million)
Table 12 Information Technology: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 13 Finance: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 14 Sales: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 15 Sales: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 16 Operations: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 17 Human Resources: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 18 Mobile BI Market Size, by Application, 2014-2021 (USD Million)
Table 19 Fraud and Security Management: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 20 Sales and Marketing Management: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 21 Predictive Asset Maintenance: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 22 Risk and Compliance Management: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 23 Customer Engagement and Analysis: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 24 Supply Chain Management and Procurement: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 25 Operations Management: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 26 Others: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 27 Mobile BI Market Size, by Organization Size, 2014-2021 (USD Million)
Table 28 Large Enterprises: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 29 Small and Medium Enterprises: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 30 Mobile BI Market Size, by Industry Vertical, 2014-2021 (USD Million)
Table 31 Banking, Financial Services, and Insurance: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 32 IT and Telecommunications: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 33 Retail and Ecommerce: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 34 Healthcare and Life Sciences: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 35 Manufacturing: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 36 Government and Defense: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 37 Energy and Utilities: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 38 Transportation and Logistics: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 39 Media and Entertainment: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 40 Others: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 41 Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 42 North America: Mobile BI Market Size, by Type, 2014-2021 (USD Million)
Table 43 North America: Mobile BI Market Size, by Service, 2014-2021 (USD Million)
Table 44 North America: Mobile BI Market Size, by Professional Service, 2014-2021 (USD Million)
Table 45 North America: Mobile BI Market Size, by Business Function, 2014-2021 (USD Million)
Table 46 North America: Mobile BI Market Size, by Application, 2014-2021 (USD Million)
Table 47 North America: Mobile BI Market Size, by Industry Vertical, 2014-2021 (USD Million)
Table 48 North America: Mobile BI Market Size, by Organization Size, 2014-2021 (USD Million)
Table 49 Europe: Mobile BI Market Size, by Type, 2014-2021 (USD Million)
Table 50 Europe: Mobile BI Market Size, by Service, 2014-2021 (USD Million)
Table 51 Europe: Mobile BI Market Size, by Professional Service, 2014-2021 (USD Million)
Table 52 Europe: Mobile BI Market Size, by Business Function, 2014-2021 (USD Million)
Table 53 Europe: Mobile BI Market Size, by Application, 2014-2021 (USD Million)
Table 54 Europe: Mobile BI Market Size, by Industry Vertical, 2014-2021 (USD Million)
Table 55 Europe: Mobile BI Market Size, by Region, 2014-2021 (USD Million)
Table 56 Asia-Pacific: Mobile BI Market Size, by Type, 2014-2021 (USD Million)
Table 57 Asia-Pacific: Mobile BI Market Size, by Service, 2014-2021 (USD Million)
Table 58 Asia-Pacific: Mobile BI Market Size, by Professional Service, 2014-2021 (USD Million)
Table 59 Asia-Pacific: Mobile BI Market Size, by Business Function, 2014-2021 (USD Million)
Table 60 Asia-Pacific: Mobile BI Market Size, by Application, 2014-2021 (USD Million)
Table 61 Asia-Pacific: Mobile BI Market Size, by Organization Size, 2014-2021 (USD Million)
Table 62 Asia-Pacific: Mobile BI Market Size, by Industry Vertical, 2014-2021 (USD Million)
Table 63 Middle East and Africa: Mobile BI Market Size, by Type, 2014-2021 (USD Million)
Table 64 Middle East and Africa: Mobile BI Market Size, by Service, 2014-2021 (USD Million)
Table 65 Middle East and Africa: Mobile BI Market Size, by Professional Service, 2014-2021 (USD Million)
Table 66 Middle East and Africa: Mobile BI Market Size, by Business Function, 2014-2021 (USD Million)
Table 67 Middle East and Africa: Mobile BI Market Size, by Application, 2014-2021 (USD Million)
Table 68 Middle East and Africa: Mobile BI Market Size, by Organization Size, 2014-2021 (USD Million)
Table 69 Middle East and Africa: Mobile BI Market Size, by Industry Vertical, 2014-2021 (USD Million)
Table 70 Latin America: Mobile BI Market Size, by Type, 2014-2021 (USD Million)
Table 71 Latin America: Mobile BI Market Size, by Service, 2014-2021 (USD Million)
Table 72 Latin America: Mobile BI Market Size, by Professional Service, 2014-2021 (USD Million)
Table 73 Latin America: Mobile BI Market Size, by Business Function, 2014-2021 (USD Million)
Table 74 Latin America: Mobile BI Market Size, by Application, 2014-2021 (USD Million)
Table 75 Latin America: Mobile BI Market Size, by Organization Size, 2014-2021 (USD Million)
Table 76 Latin America: Mobile BI Market Size, by Industry Vertical, 2014-2021 (USD Million)
Table 77 New Product Launches, 2014-2016
Table 78 Partnerships, Collaborations, and Agreements, 2014-2016
Table 79 Mergers and Acquisitions, 2014-2016
Table 80 Expansions, 2014-2016
Table 81 Venture Capital Funding, 2014-2016

List of Figures
Figure 1 Mobile BI Market: Research Design
Figure 2 Market Size Estimation Methodology: Bottom-Up Approach
Figure 3 Market Size Estimation Methodology: Top-Down Approach
Figure 4 Data Triangulation
Figure 5 Vendor Analysis: Criteria Weightage
Figure 6 Mobile BI Market is Expected to Grow in the Global Market During the Forecast Period
Figure 7 Mobile BI Market Snapshot on the Basis of Type (2016 Vs. 2021)
Figure 8 Mobile BI Market Snapshot on the Basis of Service
Figure 9 Mobile BI Market Snapshot on the Basis of Professional Service
Figure 10 Mobile BI Market Snapshot on the Basis of Business Function
Figure 11 Mobile BI Market Snapshot on the Basis of Application
Figure 12 Mobile BI Market Snapshot on the Basis of Organization Size
Figure 13 Mobile BI Market Snapshot on the Basis of Industry Vertical (2016 Vs. 2021)
Figure 14 Lucrative Market Prospects in the Mobile BI Market During the Forecast Period
Figure 15 North America Commands Over the Mobile BI Market by Covering the Largest Market Size in 2016
Figure 16 Banking, Financial Services, and Insurance Vertical and North America in the Region Segment is Expected to Gain the Largest Market Share in 2016
Figure 17 Asia-Pacific Soon to Enter the Exponential Growth Phase During the Period of 2016-2021
Figure 18 Evolution of Mobile BI
Figure 19 Mobile BI Market Segmentation: by Type
Figure 20 Mobile BI Market Segmentation: by Service
Figure 21 Mobile BI Market Segmentation: by Professional Service
Figure 22 Mobile BI Market Segmentation: by Business Function
Figure 23 Mobile BI Market Segmentation: by Application
Figure 24 Mobile BI Market Segmentation: by Organization Size
Figure 25 Mobile BI Market Segmentation: by Industry Vertical
Figure 26 Mobile BI Market Segmentation: by Region
Figure 27 Mobile BI Market: Drivers, Restraints, Opportunities and Challenges (DROC)
Figure 28 Mobile BI Market: Value Chain Analysis
Figure 29 Strategic Benchmarking: Partnerships and Collaborations During the Period of 2014-2016
Figure 30 Strategic Benchmarking: New Product Development and Product Upgradations During the Period of 2014-2016
Figure 31 The Services Segment is Expected to Have the Highest CAGR During the Forecast Period
Figure 32 The Managed Services Segment is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 33 Support and Maintenance Services Segment is Expected to Have the Highest CAGR During the Forecast Period
Figure 34 the Sales Segment is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 35 Predictive Asset Maintenance is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 36 SMEs are Expected to Adopt Mobile BI Solutions at the Highest CAGR During the Forecast Period
Figure 37 The Healthcare and Life Sciences Vertical is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 38 Asia-Pacific is Expected to Grow at the Highest CAGR During the Forecast Period
Figure 39 Asia-Pacific is Expected to Grow at the Highest CAGR in the Mobile BI Market During Forecast Period
Figure 40 North America Market Snapshot
Figure 41 Asia-Pacific Market Snapshot
Figure 42 Companies Adopted Partnerships, Collaborations, and Agreements as the Key Growth Strategy During the Period 2014-2016
Figure 43 Market Evaluation Framework
Figure 44 Battle for Market Share: Partnerships, Collaborations, and Agreements is the Key Strategy in the Mobile BI Market in the Forecast Period
Figure 45 Product Offerings Comparison
Figure 46 Business Strategies Comparison
Figure 47 Geographic Revenue Mix of Top Five Market Players
Figure 48 IBM Corporation: Company Snapshot
Figure 49 IBM Corporation: SWOT Analysis
Figure 50 SAP SE: Company Snapshot
Figure 51 SAP SE: SWOT Analysis
Figure 52 Microsoft Corporation: Company Snapshot
Figure 53 Microsoft Corporation: SWOT Analysis
Figure 54 Oracle Corporation: Company Snapshot
Figure 55 Oracle Corporation: SWOT Analysis
Figure 56 Microstrategy, Incorporated: Company Snapshot
Figure 57 Microstrategy, Incorporated: SWOT Analysis
Figure 58 SAS Institute: Company Snapshot
Figure 59 Tableau Software: Company Snapshot

Ordering:
Order Online - http://www.researchandmarkets.com/reports/4033118/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Mobile BI Market by Type (Software, Services), Business Function (IT, Finance, Sales, Marketing, Operations, HR), Business Application, Organization Size (SMES, Large Enterprises), Industry Vertical, and Region - Global Forecast to 2021
Web Address: http://www.researchandmarkets.com/reports/4033118/
Office Code: SC

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 5650</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6650</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 8150</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title:</td>
<td>Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □</td>
</tr>
<tr>
<td>First Name:</td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World