

# **BYOD Security Market by Type (Smartphone, Tablet and Laptop), Solution (MDM, Mobile Application Management, Mobile Content Management and Mobile Identity Management) and Software (Mobile data security, Mobile device security and Network security) - Global Opportunity Analysis and Industry Forecast, 2013 - 2020**

<https://marketpublishers.com/r/G5533D17C68EN.html>

Date: March 2015

Pages: 128

Price: US\$ 4,999.00 (Single User License)

ID: G5533D17C68EN

## **Abstracts**

The market for BYOD has significantly evolved in regions such as North America and Europe. Rise in the productivity of the organizations lead to the BYOD adoption across varied industry verticals. This ultimately helps the market to grow at a rapid pace. As BYOD concept is gaining popularity across various regions, implementation of BYOD security solutions has become highly important. These BYOD security solutions allow remote management of mobile devices used for business purposes viz., smartphones, tablets and laptops. To protect the important corporate data over the mobile devices, BYOD security policies plays an important role and supports the use of employee's own devices at their work places. Increasing adoption of BYOD concept across emerging markets is one of the key driver for BYOD security market. Increased productivity, reduction in the hardware cost and popularity of BYOD across various industry verticals are some additional drivers for the BYOD security market. On the other hand, low awareness about the BYOD security tools limits the growth of market. The vendors presently are manufacturing mobile devices that are integrated with security solutions. These in-built security policies allow employees to access both their personal and corporate data from a single device and from various access points. Additionally, the vendors in the market are acquiring and collaborating with the top companies in the market to enhance their product portfolio. For instance, on 26 January, 2014, VMware acquired AirWatch, which is a leader in delivering secure and

enterprise-mobile management solutions, for \$1.175 billion. This acquisition has helped VMware to boost mobile security offerings to the customers. Similarly, In August, 2014, SAP in collaboration with VMware has developed a mobile security software platform for mobile applications, which offers simplified user experience for all mobile applications. Companies profiled in the report are SAP, Symantec, VMware, Citrix systems, MobileIron, Good Technology, Trend Micro, IBM, Alcatel Lucent and Cisco Systems.

The global BYOD security market is segmented based on the type of device used for business purposes, BYOD solutions for the implementation of BYOD in enterprises, security software, end users and geography. The employees at their workplaces usually prefer Smartphones, tablets and laptop, where smartphones holds large percentage of market size, amongst others. Solution segment is further classified as mobile device management, mobile application management, mobile content management and mobile identity management. The segment of security software is classified as mobile data security, mobile device security and network security. The end users for the BYOD security market are large enterprises, small and medium enterprises (SME's) and government organizations. The microscopic analysis of the market has been performed by examining various regions such as North America, Europe, Asia-Pacific and LAMEA.

#### Key Benefits

The analysis of the global market provides an overview of the global BYOD security market with special reference to market trends, market structure, limiting factors and opportunities

The global market has been analyzed in a comprehensive manner to help the stakeholders identify the key market opportunities

Quantitative analysis of the current market and estimations through 2013-2020 would determine the financial caliber of the market

Porter's five forces model has been used to analyze the potential of buyers and suppliers, and the competitive structure of the market, to guide the market players in developing effective strategies

Value chain analysis provides a systematic study on the key intermediaries involved, which would in turn help the stakeholders to make appropriate strategies

## KEY MARKET SEGMENTS

### Market by Device Type

Smartphone

Tablet

Laptop

### Market by Solution

Mobile Device Management (MDM)

Mobile Application Management (MAM)

Mobile Content Management (MCM)

Mobile Identity Management (MIM)

### Market by Security Software

Mobile data security

Mobile device security

Network security

### Market by End User

Large enterprises

Small and medium Enterprises (SMEs)

Government organizations

## Market by Geography

North America

Europe

Asia-Pacific

LAMEA

## Key Players

SAP

Symantec

VMware

Citrix systems

MobileIron

Good Technology

Trend Micro

IBM

Alcatel Lucent

Cisco Systems

## Contents

### CHAPTER 1 INTRODUCTION

- 1.1 Report Description
- 1.2 Reason for doing the study
- 1.3 Key Benefits
- 1.4 Key Segments
- 1.5 Research methodology
  - 1.5.1 Secondary research
  - 1.5.2 Primary research
  - 1.5.3 Analyst tools and models

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 CXO Perspective
- 2.2 Market Beyond what to expect by 2025 (\$ Million)
  - 2.2.1 Moderate Growth Scenario
  - 2.2.2 Rapid Growth Scenario
  - 2.2.3 Diminishing Growth Scenario

### CHAPTER 3 MARKET OVERVIEW

- 3.1 Market Definition and Scope
- 3.2 Key Findings
  - 3.2.1 Top Impacting Factors
  - 3.2.2 Top Investment Pockets
  - 3.2.3 Top Winning Strategies
- 3.3 Porter's Five Force Analysis
  - 3.3.1 Concentrated suppliers and demand for customized product increases the bargaining power of supplier
  - 3.3.2 Low price sensitivity and differentiated product lowers down the bargaining power of buyer
  - 3.3.3 Numerous competitors and low switching costs intensifies rivalry
  - 3.3.4 Low entry barriers increases the threat of new entrant in the industry
  - 3.3.5 No substitute availability lowers the threat of substitute in the market.
- 3.4 Value Chain Analysis
- 3.5 Market Share Analysis, 2013
- 3.6 Market Dynamics

### 3.6.1 Drivers

- 3.6.1.1 Increased adoption of BYOD by Organizations
- 3.6.1.2 Implementing BYOD policies Reduces hardware cost
- 3.6.1.3 Increased productivity
- 3.6.1.4 Popularity of BYOD in varied industry verticals
- 3.6.1.5 Increased penetration of smartphones and tablets

### 3.6.2 Restraints

- 3.6.2.1 Low awareness about BYOD security tools
- 3.6.2.2 Lack in trust harming BYOD adoption

### 3.6.3 Opportunities

- 3.6.3.1 Common BYOD security tool

## **CHAPTER 4 GLOBAL BYOD SECURITY MARKET BY DEVICE TYPE**

### 4.1 Laptop

- 4.1.1 Key Market Trends
- 4.1.2 Competitive Scenario
- 4.1.3 Key Growth factors and opportunities
- 4.1.4 Market size and forecast

### 4.2 Tablet

- 4.2.1 Key Market Trends
- 4.2.2 Competitive Scenario
- 4.2.3 Key Growth factors and opportunities
- 4.2.4 Market size and forecast

### 4.3 Smart Phone

- 4.3.1 Key Market Trends
- 4.3.2 Competitive Scenario
- 4.3.3 Key Growth factors and opportunities
- 4.3.4 Market size and forecast

## **CHAPTER 5 GLOBAL BYOD SECURITY BY SOLUTION**

### 5.1 Mobile Device Management (MDM)

- 5.1.1 Key Market Trends
- 5.1.2 Competitive Scenario
- 5.1.3 Key Growth factors and opportunities
- 5.1.4 Market size and forecast

### 5.2 Mobile Application Management (MAM)

- 5.2.1 Key Market Trends

- 5.2.2 Competitive Scenario
- 5.2.3 Key Growth factors and opportunities
- 5.2.4 Market size and forecast
- 5.3 Mobile Content Management (MCM)
  - 5.3.1 Key Market Trends
  - 5.3.2 Competitive Scenario
  - 5.3.3 Key Growth factors and opportunities
  - 5.3.4 Market size and forecast
- 5.4 Mobile Identity Management
  - 5.4.1 Key Market Trends
  - 5.4.2 Competitive Scenario
  - 5.4.3 Key Growth factors and opportunities
  - 5.4.4 Market size and forecast

## **CHAPTER 6 GLOBAL BYOD SECURITY MARKET BY SECURITY SOFTWARE**

- 6.1 Mobile Data Security
  - 6.1.1 Key market trends
  - 6.1.2 Competitive Scenario
  - 6.1.3 Key growth factors and opportunities
  - 6.1.4 Market size and forecast
- 6.2 Mobile Device Security
  - 6.2.1 Key market trends
  - 6.2.2 Key growth factors and opportunities
  - 6.2.3 Competitive Scenario
  - 6.2.4 Market size and forecast
- 6.3 Network Security
  - 6.3.1 Key market trends
  - 6.3.2 Key growth factors and opportunities
  - 6.3.3 Competitive Scenario
  - 6.3.4 Market size and forecast

## **CHAPTER 7 GLOBAL BYOD SECURITY BY END USER**

- 7.1 Large Enterprises
  - 7.1.1 Market Size and Forecast
- 7.2 Small and Medium Enterprises (SMEs)
  - 7.2.1 Market Size and Forecast
- 7.3 Government Enterprises

### 7.3.1 Market Size and Forecast

## **CHAPTER 8 GLOBAL BYOD SECURITY MARKET BY GEOGRAPHY**

### 8.1 North America

#### 8.1.1 Key Market Trends

#### 8.1.2 Competitive Scenario

#### 8.1.3 Key Growth Factors and Opportunities

#### 8.1.4 Market Size and Forecast

### 8.2 Europe

#### 8.2.1 Key Market Trends

#### 8.2.2 Competitive Scenario

#### 8.2.3 Key Growth Factors and Opportunities

#### 8.2.4 Market Size and Forecast

### 8.3 Asia-Pacific

#### 8.3.1 Key Market Trends

#### 8.3.2 Competitive Scenario

#### 8.3.3 Key Growth Factors and Opportunities

#### 8.3.4 Market Size and Forecast

### 8.4 LAMEA

#### 8.4.1 Key Market Trends

#### 8.4.2 Competitive Scenario

#### 8.4.3 Key Growth Factors and Opportunities

#### 8.4.4 Market Size and Forecast

## **CHAPTER 9 COMPANY PROFILES**

### 9.1 SAP

#### 9.1.1 Company Overview

#### 9.1.2 Company snapshot

#### 9.1.3 Business performance

#### 9.1.4 Strategic moves and development

#### 9.1.5 SWOT analysis and Strategic Conclusion of SAP

### 9.2 Citrix Systems

#### 9.2.1 Company Overview

#### 9.2.2 Business Performance

#### 9.2.3 Strategic Moves and Developments

#### 9.2.4 SWOT Analysis and Strategic Conclusion of Citrix Systems Inc.

### 9.3 Trend Micro



- 9.3.1 Company Overview
- 9.3.2 Business Performance
- 9.3.3 Key strategies of Trend Micro
- 9.3.4 SWOT analysis and strategic conclusion
- 9.4 INTERNATIONAL BUSINESS MACHINE (IBM)
  - 9.4.1 Company overview
  - 9.4.2 Business Performance
  - 9.4.3 Strategic Moves and Developments
  - 9.4.4 SWOT Analysis and Strategic Conclusion Of IBM
- 9.5 VMware
  - 9.5.1 Company Overview
  - 9.5.3 Strategic Moves and Developments
  - 9.5.4 SWOT Analysis and Strategic Conclusion of VMware Inc.
- 9.6 Good Technology
  - 9.6.1 Company Overview
  - 9.6.2 Strategic Moves and Developments
  - 9.6.3 SWOT Analysis and Strategic Conclusion of Good Technology
- 9.7 Mobile iron
  - 9.7.1 Company Overview
  - 9.7.2 Strategic moves and developments
  - 9.7.3 SWOT analysis of Mobile Iron
  - 9.7.4 Swot analysis of Mobile Iron
- 9.8 Alcatel Lucent
  - 9.8.1 Company Overview
  - 9.8.2 Business Performance
  - 9.8.3 Strategic Moves and Developments
  - 9.8.4 SWOT analysis and strategic conclusion of Alcatel lucent
  - 9.8.5 Swot analysis of Alcatel lucent
- 9.9 Cisco Systems
  - 9.9.1 Company Overview
  - 9.9.2 Business performance
  - 9.9.3 Strategic moves and developments
  - 9.9.4 SWOT analysis of Cisco System Inc.
- 9.10 Symantec Corporation
  - 9.10.1 Company Overview
  - 9.10.2 Business Performance
  - 9.10.3 Key strategies of Symantec Corporation
  - 9.10.4 SWOT analysis and strategic conclusion

## List Of Tables

### LIST OF TABLES

TABLE 1 GLOBAL BYOD SECURITY MARKET REVENUE BY GEOGRAPHY, 2013–2020 (\$ MILLION)

TABLE 2 GLOBAL BYOD SECURITY MARKET MODERATE GROWTH SCENARIO REVENUE BY GEOGRAPHY, 2020-2025 (\$ MILLION)

TABLE 3 GLOBAL BYOD SECURITY MARKET RAPID GROWTH SCENARIO REVENUE BY GEOGRAPHY, 2020-2025 (\$ MILLION)

TABLE 4 GLOBAL BYOD SECURITY MARKET DIMINISHING GROWTH SCENARIO REVENUE BY GEOGRAPHY, 2020-2025 (\$ MILLION)

TABLE 5 GLOBAL BYOD SECURITY MARKET REVENUE BY DEVICE TYPE, 2013–2020 (\$ MILLION)

TABLE 6 GLOBAL BYOD SECURITY LAPTOP MARKET REVENUE BY GEOGRAPHY, 2013–2020 (\$ MILLION)

TABLE 7 GLOBAL BYOD SECURITY TABLET MARKET REVENUE BY GEOGRAPHY, 2013-2020 (\$ MILLION)

TABLE 8 GLOBAL BYOD SECURITY SMARTPHONE MARKET REVENUE BY GEOGRAPHY, 2013-2020 (\$ MILLION)

TABLE 9 GLOBAL BYOD SECURITY MARKET REVENUE BY SOLUTION, 2013–2020 (\$ MILLION)

TABLE 10 GLOBAL BYOD SECURITY MOBILE DEVICE MANAGEMENT SOLUTION MARKET REVENUE BY GEOGRAPHY, 2013–2020 (\$ MILLION)

TABLE 11 COMPANIES WITH MAM SOFTWARE WITH ITS SUITABLE INSTALLATION ENVIRONMENT:

TABLE 12 GLOBAL BYOD SECURITY MOBILE APPLICATION MANAGEMENT SOLUTION MARKET REVENUE BY GEOGRAPHY, 2013–2020 (\$ MILLION)

TABLE 13 GLOBAL BYOD SECURITY MOBILE CONTENT MANAGEMENT SOLUTION MARKET REVENUE BY GEOGRAPHY, 2013–2020 (\$ MILLION)

TABLE 14 GLOBAL BYOD SECURITY MOBILE IDENTITY MANAGEMENT SOLUTION MARKET REVENUE BY GEOGRAPHY, 2013–2020 (\$ MILLION)

TABLE 15 GLOBAL BYOD SECURITY MARKET REVENUE BY SECURITY SOFTWARE, 2013–2020 (\$ MILLION)

TABLE 16 GLOBAL BYOD SECURITY MOBILE DATA SECURITY MARKET REVENUE BY GEOGRAPHY, 2013–2020 (\$ MILLION)

TABLE 17 GLOBAL BYOD SECURITY MOBILE DEVICE SECURITY MARKET REVENUE BY GEOGRAPHY, 2013-2020 (\$ MILLION)

TABLE 18 GLOBAL BYOD SECURITY NETWORK SECURITY MARKET REVENUE

BY GEOGRAPHY, 2013–2020 (\$ MILLION)

TABLE 19 GLOBAL BYOD SECURITY MARKET REVENUE BY END USER,  
2013–2020 (\$ MILLION)

TABLE 20 GLOBAL LARGE ENTERPRISES BYOD SECURITY MARKET REVENUE  
BY GEOGRAPHY, 2013–2020 (\$ MILLION)

TABLE 21 GLOBAL SMALL AND MEDIUM (SME'S) ENTERPRISES BYOD  
SECURITY MARKET REVENUE BY GEOGRAPHY, 2013–2020 (\$ MILLION)

TABLE 22 GLOBAL GOVERNMENT ENTERPRISES BYOD SECURITY MARKET  
REVENUE BY GEOGRAPHY, 2013-2020 (\$ MILLION)

TABLE 23 NORTH AMERICAN BYOD SECURITY MARKET REVENUE BY  
SOLUTION, 2013-2020 (\$ MILLION)

TABLE 24 ASIA PACIFIC BYOD SECURITY MARKET REVENUE BY SOLUTION,  
2013-2020 (\$ MILLION)

TABLE 25 LAMEA BYOD SECURITY MARKET REVENUE BY SOLUTION, 2013-2020  
(\$ MILLION)

TABLE 26 SAP SNAPSHOT

TABLE 27 CITRIX SYSTEMS INC. SNAPSHOT

TABLE 28 TREND MICRO SNAPSHOT

TABLE 29 IBM SNAPSHOT

TABLE 30 VMWARE INC. SNAPSHOT

TABLE 31 GOOD TECHNOLOGY SNAPSHOT

TABLE 32 MOBILE IRON SNAPSHOT

TABLE 33 ALCATEL LUCENT SNAPSHOT

TABLE 34 CISCO SYSTEMS INC. SNAPSHOT

TABLE 35 SYMANTEC CORPORATION SNAPSHOT

## List Of Figures

### LIST OF FIGURES

- FIG. 1 TOP IMPACTING FACTORS, MODERATE GROWTH SCENARIO (2020-2025)
- FIG. 2 TOP IMPACTING FACTORS, RAPID GROWTH SCENARIO (2020-2025)
- FIG. 3 TOP IMPACTING FACTORS, DIMINISHING GROWTH SCENARIO (2020-2025)
- FIG. 4 TOP IMPACTING FACTORS
- FIG. 5 TOP WINING STRATEGIES
- FIG. 6 TOP WINNING STRATEGIES ANALYSIS
- FIG. 7 PORTERS FIVE FORCE MODEL
- FIG. 8 VALUE CHAIN ANALYSIS
- FIG. 9 MARKET SHARE ANALYSIS, 2013
- FIG. 10 SUPPORT FOR BRING YOUR OWN DEVICE, 2013
- FIG. 11 ADOPTION OF BYOD ACROSS INDUSTRY VERTICALS IN PERCENTAGE, 2012
- FIG. 12 UNIT SHIPMENT OF MOBILE DEVICES IN MILLION, 2013
- FIG. 13 COUNTRY WISE USE OF MOBILE DEVICE FOR BUSINESS PURPOSE IN PERCENTAGE, 2012
- FIG. 14 COMPARISION OF MOBILE DEVICES AT WORKPLACE (PERCENTAGE, 2013)
- FIG. 15 COMPARISON OF DEVICES USED AT WORKPLACES BY THE EMPLOYEES IN PERCENTAGE (2011)
- FIG. 16 ORGANIZATIONS ALLOWING BYOD (PERCENTAGE)
- FIG. 17 FREQUENCY OF SMARTPHONES FOR PERSONAL USE AND BUSINESS USE (2012)
- FIG. 18 COMPARISION FOR THE FUNCTIONS OF MOBILE DEVICE MANAGEMENT AND MOBILE DEVICE SECURITY
- FIG. 19 BYOD ADOPTION BY COMPANY SIZE IN PERCENTAGE, 2013
- FIG. 20 BYOD ADOPTION BY ENTERPRISES IN PERCENTAGE, 2014
- FIG. 21 BYOD ADOPTION BY INDUSTRIES IN PERCENTAGE, 2014
- FIG. 22 DESIGNATED MOBILE WORKERS VS EMPLOYEES WHO USE MOBILE DEVICE FOR WORK, 2012 (PERCENTAGE)
- FIG. 23 USE OF PERSONALLY OWNED DEVICES AT WORK PLACES IN VARIOUS COUNTRIES,2012 (PERCENTAGE)
- FIG. 24 EUROPEAN BYOD SECURITY MARKET REVENUE BY SOLUTION, 2013-2020 (\$ MILLION)
- FIG. 25 REGION WISE % OF COMPANIES CONSIDERING SECURITY AS TOP CHALLENGE IN BYOD, 2012

FIG. 26 PERCENTAGE OF COMPANIES ADOPTING BYOD ACROSS REGIONS

FIG. 27 KEY FINANCIALS OF SAP REVENUE PERCENTAGE BY REGIONS

FIG. 28 KEY FINANCIALS OF SAP REVENUE PERCENTAGE BY INDUSTRIES

FIG. 29 SWOT ANALYSIS OF SAP

FIG. 30 REVENUE GENERATED BY CITRIX SYSTEMS INC., 2013-2011, \$ MILLION

FIG. 31 REVENUE OF CITRIX SYSTEMS INC. BY BUSINESS SEGMENT, 2013

FIG. 32 REVENUE OF CITRIX SYSTEMS INC. BY GEOGRAPHY, 2013

FIG. 33 SWOT ANALYSIS OF CITRIX SYSTEMS INC.

FIG. 34 KEY FINANCIALS OF TREND MICRO NET SALES, 2012-2013, \$MILLION

FIG. 35 SWOT ANALYSIS OF TREND MICRO

FIG. 36 KEY FINANCIALS OF IBM REVENUE BY PRODUCTS AND SERVICES

FIG. 37 SWOT ANALYSIS OF IBM

FIG. 38 REVENUE GENERATED BY VMWARE INC., 2013-2011, \$ MILLION

FIG. 39 REVENUE OF VMWARE INC. BY BUSINESS SEGMENT, 2013

FIG. 40 REVENUE OF VMWARE INC. BY GEOGRAPHY, 2013

FIG. 41 SWOT ANALYSIS OF VMWARE

FIG. 42 SWOT ANALYSIS OF GOOD TECHNOLOGY

FIG. 43 SWOT ANALYSIS OF MOBILE IRON

FIG. 44 REVENUE GENERATED BY ALCATEL-LUCENT, 2013-2011, \$ MILLION

FIG. 45 REVENUE OF ALCATEL-LUCENT BY BUSINESS SEGMENT, 2013

FIG. 46 REVENUE OF ALCATEL-LUCENT BY GEOGRAPHY, 2013

FIG. 47 SWOT ANALYSIS OF ALCATEL LUCENT

FIG. 48 KEY FINANCIALS OF CISCO SYSTEMS INC. REVENUE, 2011-2013, \$MILLION

FIG. 49 REVENUE BY PRODUCTS AND SERVICES FOR CISCO SYSTEM INC.

FIG. 50 REVENUE BY GEOGRAPHY FOR CISCO SYSTEM INC.

FIG. 51 SWOT ANALYSIS OF CISCO SYSTEM INC.

FIG. 52 KEY FINANCIALS OF SYMANTEC CORPORATION REVENUE, 2011-2013, \$MILLION

FIG. 53 REVENUE BY PRODUCTS AND SERVICES FOR SYMANTEC CORPORATION

FIG. 54 SWOT ANALYSIS OF SYMANTEC CORPORATION

## I would like to order

Product name: BYOD Security Market by Type (Smartphone, Tablet and Laptop), Solution (MDM, Mobile Application Management, Mobile Content Management and Mobile Identity Management) and Software (Mobile data security, Mobile device security and Network security) - Global Opportunity Analysis and Industry Forecast, 2013 - 2020

Product link: <https://marketpublishers.com/r/G5533D17C68EN.html>

Price: US\$ 4,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G5533D17C68EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970