

# **Mobile Cloud Market by Application (Entertainment, Utilities, Education, Healthcare and Others), and Deployment (Public, Private and Hybrid) - Global Opportunity Analysis and Industry Forecast, 2017-2023**

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## **Abstracts**

With advancements in mobile technologies and increased smartphone penetration that alters the business around us, cloud computing, wireless networks, and mobile computing converge to provide mobile users a rich experience with data storage and processing services on a cloud service platform rather than on a mobile device itself, thus eliminating the need for a powerful device with high memory capacity and processing speed. This has resulted in the ease of access to data, improved scalability, and accessing business applications on the go. Consumers are engaging and transacting with businesses more on their smartphones rather than on PCs.

This has resulted in widespread adoption of the mobile cloud by organizations that have resulted in tremendous growth of the global mobile cloud market. Lack of skilled workforce, security issues, and lack of interoperability between platforms and operating systems have been the reasons few organizations resist the adoption of the mobile cloud. However, with improvements in connectivity, collaborative solutions, big data, and cloud computing technologies, the mobile cloud market will continue to evolve in future.

The mobile cloud market has been segmented in this report on the basis of application, deployment, and region. Based on application, it is divided into entertainment, utilities, education, healthcare, and others (industrial, automotive, and government). Based on deployment, it is segmented into public, private, and hybrid.

The mobile cloud market in terms of regions covers North America, Europe, Asia-Pacific, and LAMEA.

The mobile cloud market comprises vendors such as Amazon Web Services Inc.,

Microsoft Corporation, Google Inc., Salesforce.com, Apple Inc., Rackspace Inc., Dell EMC, IBM Corporation, Oracle Corporation, and Akamai Technologies Inc.

## **KEY BENEFITS**

The study provides an in-depth analysis of the global mobile cloud market with the current and future trends to elucidate the imminent investment pockets, determine the overall attractiveness, and single out profitable trends to gain a stronger foothold in the market.

The report provides information regarding the key drivers, restrains, and opportunities with an impact analysis.

A quantitative analysis of the current market and estimations from 2017 to 2023 has been provided to showcase the financial caliber of the market.

Porter's five forces model of the industry illustrates the potency of the buyers & suppliers who participate in the mobile cloud industry.

## **KEY MARKET SEGMENTS**

### **BY APPLICATION**

Entertainment

Utilities

Education

Healthcare

Others (Industrial, Automotive, and Government)

### **BY DEPLOYMENT**

Public

Private

Hybrid

## BY REGION

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

LAMEA

Latin America

The Middle East

Africa

## **KEY MARKET PLAYERS PROFILED IN THE REPORT**

Amazon Web Services Inc.

Microsoft Corporation

Google Inc.

Salesforce.com

Apple Inc.

Rackspace Inc.

Dell EMC

IBM Corporation

Oracle Corporation

Akamai Technologies Inc.

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