

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.

Contents

CHAPTER 1 INTRODUCTION

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1. CXO PERSPECTIVES

CHAPTER 3 MARKET OVERVIEW

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
 - 3.2.1. Top investment pockets
- 3.3. PORTERS FIVE FORCES ANALYSIS
 - 3.3.1. Moderate bargaining power of suppliers
 - 3.3.2. High bargaining power of buyers
 - 3.3.3. Low threat of new entrants
 - 3.3.4. Low threat of substitution
 - 3.3.5. High rivalry among market players
- 3.4. MARKET DYNAMICS
 - 3.4.1. Drivers
 - 3.4.1.1. Increase in smartphone usage
 - 3.4.1.1.1. Availability of faster network connections
 - 3.4.1.1.1. Rise in the adoption of BYOD (Bring Your Own Device) technology
 - 3.4.2. Restraints
 - 3.4.2.1. Privacy and security concerns
 - 3.4.2.1. Lack of interoperability between platforms and operating systems
 - 3.4.3. Opportunities
 - 3.4.3.1. Advances in technology
 - 3.4.3.1. Increasing awareness
 - 3.4.4. Top impacting factors

CHAPTER 4 MOBILE CLOUD MARKET, BY APPLICATION TYPE

4.1. OVERVIEW

4.2. ENTERTAINMENT

- 4.2.1. Key market trends
- 4.2.2. Key growth factors and opportunities
- 4.2.3. Market size and forecast

4.3. UTILITIES

- 4.3.1. Key market trends
- 4.3.2. Key growth factors and opportunities
- 4.3.3. Market size and forecast

4.4. EDUCATION

- 4.4.1. Key market trends
- 4.4.2. Key growth factors and opportunities
- 4.4.3. Market size and forecast

4.5. HEALTHCARE

- 4.5.1. Key market trends
- 4.5.2. Key growth factors and opportunities
- 4.5.3. Market size and forecast

4.6. OTHERS (INDUSTRIAL, AUTOMOTIVE, AND GOVERNMENT)

- 4.6.1. Key market trends
- 4.6.2. Key growth factors and opportunities
- 4.6.3. Market size and forecast

CHAPTER 5 MOBILE CLOUD MARKET, BY DEPLOYMENT

5.1. OVERVIEW

5.2. PUBLIC

- 5.2.1. Key market trends
- 5.2.2. Key growth factors and opportunities
- 5.2.3. Market size and forecast

5.3. PRIVATE

- 5.3.1. Key market trends
- 5.3.2. Key growth factors and opportunities
- 5.3.3. Market size and forecast

5.4. HYBRID

- 5.4.1. Key market trends
- 5.4.2. Key growth factors and opportunities

5.4.3. Market size and forecast

CHAPTER 6 MOBILE CLOUD MARKET, BY GEOGRAPHY

6.1. NORTH AMERICA

6.1.1. Key market trends

6.1.2. Key growth factors and opportunities

6.1.3. Market size and forecast

6.1.4. U.S.

6.1.4.1. Market size and forecast

6.1.5. Canada

6.1.5.1. Market size and forecast

6.1.6. Mexico

6.1.6.1. Market size and forecast

6.2. EUROPE

6.2.1. Key market trends

6.2.2. Key growth factors and opportunities

6.2.3. Market size and forecast

6.2.4. Germany

6.2.4.1. Market size and forecast

6.2.5. UK

6.2.5.1. Market size and forecast

6.2.6. France

6.2.6.1. Market size and forecast

6.2.7. Russia

6.2.7.1. Market size and forecast

6.2.8. Rest of Europe

6.2.8.1. Market size and forecast

6.3. ASIA-PACIFIC

6.3.1. Key market trends

6.3.2. Key growth factors and opportunities

6.3.3. Market size and forecast

6.3.4. China

6.3.4.1. Market size and forecast

6.3.5. Japan

6.3.5.1. Market size and forecast

6.3.6. India

6.3.6.1. Market size and forecast

6.3.7. Australia

- 6.3.7.1. Market size and forecast
- 6.3.8. Rest of Asia-Pacific
 - 6.3.8.1. Market size and forecast
- 6.4. LAMEA
 - 6.4.1. Key market trends
 - 6.4.2. Key growth factors and opportunities
 - 6.4.3. Market size and forecast
 - 6.4.4. Latin America
 - 6.4.4.1. Market size and forecast
 - 6.4.5. The Middle East
 - 6.4.5.1. Market size and forecast
 - 6.4.6. Africa
 - 6.4.6.1. Market size and forecast

CHAPTER 7 COMPANY PROFILES

- 7.1. AMAZON WEB SERVICES INC.
 - 7.1.1. Company overview
 - 7.1.2. Company snapshot
 - 7.1.3. Operating business segments
 - 7.1.4. Product portfolio
 - 7.1.5. Business performance
 - 7.1.6. Key strategic moves and developments
- 7.2. MICROSOFT CORPORATION
 - 7.2.1. Company overview
 - 7.2.2. Company snapshot
 - 7.2.3. Operating business segments
 - 7.2.4. Product portfolio
 - 7.2.5. Business performance
 - 7.2.6. Key strategic moves and developments
- 7.3. GOOGLE, INC.
 - 7.3.1. Company overview
 - 7.3.2. Company snapshot
 - 7.3.3. Operating business segments
 - 7.3.4. Product portfolio
 - 7.3.5. Business performance
 - 7.3.6. Key strategic moves and developments
- 7.4. SALESFORCE.COM INC.
 - 7.4.1. Company overview

- 7.4.2. Company snapshot
- 7.4.3. Operating business segments
- 7.4.4. Product portfolio
- 7.4.5. Business performance
- 7.4.6. Key strategic moves and developments
- 7.5. APPLE INC.
 - 7.5.1. Company overview
 - 7.5.2. Company snapshot
 - 7.5.3. Operating business segments
 - 7.5.4. Product portfolio
 - 7.5.5. Business performance
 - 7.5.6. Key strategic moves and developments
- 7.6. RACKSPACE HOSTING, INC.
 - 7.6.1. Company overview
 - 7.6.2. Company snapshot
 - 7.6.3. Operating business segments
 - 7.6.4. Product portfolio
 - 7.6.5. Business performance
 - 7.6.6. Key strategic moves and developments
- 7.7. DELL EMC
 - 7.7.1. Company overview
 - 7.7.2. Company snapshot
 - 7.7.3. Operating business segments
 - 7.7.4. Product portfolio
 - 7.7.5. Business performance
 - 7.7.6. Key strategic moves and developments
- 7.8. IBM CORPORATION
 - 7.8.1. Company overview
 - 7.8.2. Company snapshot
 - 7.8.3. Operating business segments
 - 7.8.4. Product portfolio
 - 7.8.5. Business performance
 - 7.8.6. Key strategic moves and developments
- 7.9. ORACLE CORPORATION
 - 7.9.1. Company overview
 - 7.9.2. Company snapshot
 - 7.9.3. Operating business segments
 - 7.9.4. Product portfolio
 - 7.9.5. Business performance

- 7.9.6. Key strategic moves and developments
- 7.10. AKAMAI TECHNOLOGIES, INC.
 - 7.10.1. Company overview
 - 7.10.2. Company snapshot
 - 7.10.3. Operating business segments
 - 7.10.4. Product portfolio
 - 7.10.5. Business performance
 - 7.10.6. Key strategic moves and developments

List Of Tables

LIST OF TABLES

TABLE 1. GLOBAL MOBILE CLOUD MARKET REVENUE, BY APPLICATION TYPE, 2017-2023(\$MILLION)

TABLE 2. MOBILE CLOUD MARKET REVENUE FOR ENTERTAINMENT, BY GEOGRAPHY, 2014-2023(\$MILLION)

TABLE 3. MOBILE CLOUD MARKET REVENUE FOR UTILITIES, BY GEOGRAPHY, 2014-2023 (\$MILLION)

TABLE 4. MOBILE CLOUD MARKET REVENUE FOR EDUCATION, BY GEOGRAPHY, 2014-2023 (\$MILLION)

TABLE 5. MOBILE CLOUD MARKET REVENUE FOR HEALTHCARE, BY GEOGRAPHY, 2014-2023 (\$MILLION)

TABLE 6. MOBILE CLOUD MARKET REVENUE FOR OTHERS (INDUSTRIAL, AUTOMOTIVE AND GOVERNMENT), BY GEOGRAPHY, 2014-2023 (\$MILLION)

TABLE 7. GLOBAL MOBILE CLOUD MARKET REVENUE, BY DEPLOYMENT, 2014-2023 (\$MILLION)

TABLE 8. MOBILE CLOUD MARKET REVENUE FOR PUBLIC, BY GEOGRAPHY, 2014-2023 (\$MILLION)

TABLE 9. MOBILE CLOUD MARKET REVENUE FOR PRIVATE, BY GEOGRAPHY, 2014-2023 (\$MILLION)

TABLE 10. MOBILE CLOUD MARKET REVENUE FOR HYBRID, BY GEOGRAPHY, 2014-2023 (\$MILLION)

TABLE 11. MOBILE CLOUD MARKET REVENUE, BY GEOGRAPHY, 2014-2023 (\$MILLION)

TABLE 12. NORTH AMERICAN MOBILE CLOUD MARKET REVENUE, BY APPLICATION, 2014-2023 (\$MILLION)

TABLE 13. NORTH AMERICAN MOBILE CLOUD MARKET REVENUE, BY DEPLOYMENT, 2014-2023 (\$MILLION)

TABLE 14. NORTH AMERICAN MOBILE CLOUD MARKET REVENUE, BY COUNTRY, 2014-2023 (\$MILLION)

TABLE 15. U.S. MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)

TABLE 16. CANADA MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)

TABLE 17. MEXICO MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)

TABLE 18. EUROPE MOBILE CLOUD MARKET REVENUE, BY APPLICATION, 2014-2023 (\$MILLION)

TABLE 19. EUROPE MOBILE CLOUD MARKET REVENUE, BY DEPLOYMENT, 2014-2023 (\$MILLION)

- TABLE 20. EUROPE MOBILE CLOUD MARKET REVENUE, BY COUNTRY, 2014-2023 (\$MILLION)
- TABLE 21. GERMANY MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)
- TABLE 22. UK MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)
- TABLE 23. FRANCE MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)
- TABLE 24. RUSSIA MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)
- TABLE 25. REST OF EUROPE MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)
- TABLE 26. ASIA-PACIFIC MOBILE CLOUD MARKET REVENUE, BY APPLICATION, 2014-2023 (\$MILLION)
- TABLE 27. ASIA-PACIFIC MOBILE CLOUD MARKET REVENUE, BY DEPLOYMENT, 2014-2023 (\$MILLION)
- TABLE 28. ASIA-PACIFIC MOBILE CLOUD MARKET REVENUE, BY COUNTRY, 2014-2023 (\$MILLION)
- TABLE 29. CHINA MOBILE CLOUD MARKET REVENUE, 2014-2022 (\$MILLION)
- TABLE 30. JAPAN MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)
- TABLE 31. INDIA MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)
- TABLE 32. AUSTRALIA MOBILE CLOUD TERMINALS MARKET REVENUE, 2014-2022 (\$MILLION)
- TABLE 33. REST OF ASIA-PACIFIC MOBILE CLOUD MARKET REVENUE, 2014-2023(\$MILLION)
- TABLE 34. LAMEA MOBILE CLOUD MARKET REVENUE, BY APPLICATION, 2014-2023 (\$MILLION)
- TABLE 35. LAMEA MOBILE CLOUD MARKET REVENUE, BY DEPLOYMENT, 2014-2023 (\$MILLION)
- TABLE 36. LAMEA MOBILE CLOUD MARKET REVENUE, BY COUNTRY, 2014-2023 (\$MILLION)
- TABLE 37. LATIN AMERICA MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)
- TABLE 38. MIDDLE EAST MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)
- TABLE 39. AFRICA MOBILE CLOUD MARKET REVENUE, 2014-2023 (\$MILLION)
- TABLE 40. AMAZON WEB SERVICES: COMPANY SNAPSHOT
- TABLE 41. AMAZON.COM: OPERATING SEGMENTS
- TABLE 42. AMAZON WEB SERVICES: PRODUCT PORTFOLIO
- TABLE 43. MICROSOFT: COMPANY SNAPSHOT
- TABLE 44. MICROSOFT: OPERATING SEGMENTS
- TABLE 45. MICROSOFT: PRODUCT PORTFOLIO
- TABLE 46. GOOGLE COMPANY SNAPSHOT

TABLE 47. GOOGLE: OPERATING SEGMENTS
TABLE 48. GOOGLE: PRODUCT PORTFOLIO
TABLE 49. SALESFORCE.COM: COMPANY SNAPSHOT
TABLE 50. SALESFORCE.COM: OPERATING SEGMENTS
TABLE 51. SALESFORCE.COM: PRODUCT PORTFOLIO
TABLE 52. APPLE: COMPANY SNAPSHOT
TABLE 53. APPLE: OPERATING SEGMENTS
TABLE 54. APPLE: PRODUCT PORTFOLIO
TABLE 55. RACKSPACE HOSTING: COMPANY SNAPSHOT
TABLE 56. RACKSPACE HOSTING: OPERATING SEGMENTS
TABLE 57. RACKSPACE HOSTING: PRODUCT PORTFOLIO
TABLE 58. DELL TECHNOLOGIES COMPANY SNAPSHOT
TABLE 59. DELL TECHNOLOGIES: OPERATING SEGMENTS
TABLE 60. DELL EMC: PRODUCT PORTFOLIO
TABLE 61. IBM COMPANY SNAPSHOT
TABLE 62. IBM: OPERATING SEGMENTS
TABLE 63. IBM: PRODUCT PORTFOLIO
TABLE 64. ORACLE: COMPANY SNAPSHOT
TABLE 65. ORACLE: OPERATING SEGMENTS
TABLE 66. ORACLE: PRODUCT PORTFOLIO
TABLE 67. AKAMAI TECHNOLOGIES: COMPANY SNAPSHOT
TABLE 68. AKAMAI TECHNOLOGIES: OPERATING SEGMENTS
TABLE 69. AKAMAI TECHNOLOGIES: PRODUCT PORTFOLIO

List Of Figures

LIST OF FIGURES

FIGURE 1. MARKET SEGMENTATION

FIGURE 2. GLOBAL MOBILE CLOUD MARKET OVERVIEW, 2014 AND 2023

FIGURE 3. GLOBAL MOBILE CLOUD MARKET, BY REGION, 2014 AND 2023

FIGURE 4. KEY INVESTMENT POCKETS

FIGURE 5. GLOBAL MOBILE CLOUD MARKET REVENUE, BY APPLICATION TYPE, 2017-2023 (\$MILLION)

FIGURE 6. GLOBAL MOBILE CLOUD MARKET REVENUE, FOR ENTERTAINMENT, 2014-2023 (\$MILLION)

FIGURE 7. GLOBAL MOBILE CLOUD MARKET REVENUE, FOR UTILITIES, 2014-2023 (\$MILLION)

FIGURE 8. GLOBAL MOBILE CLOUD MARKET REVENUE, FOR EDUCATION, 2014-2023 (\$MILLION)

FIGURE 9. GLOBAL MOBILE CLOUD MARKET REVENUE, FOR HEALTHCARE, 2014-2023 (\$MILLION)

FIGURE 10. GLOBAL MOBILE CLOUD MARKET REVENUE, FOR OTHERS (INDUSTRIAL, AUTOMOTIVE AND GOVERNMENT), 2014-2023 (\$MILLION)

FIGURE 11. GLOBAL MOBILE CLOUD MARKET REVENUE, BY DEPLOYMENT, 2014-2023 (\$MILLION)

FIGURE 12. GLOBAL MOBILE CLOUD MARKET REVENUE, FOR PUBLIC, 2014-2023 (\$MILLION)

FIGURE 13. GLOBAL MOBILE CLOUD MARKET REVENUE, FOR PRIVATE, 2014-2023 (\$MILLION)

FIGURE 14. GLOBAL MOBILE CLOUD MARKET REVENUE, FOR HYBRID, 2014-2023 (\$MILLION)

FIGURE 15. MOBILE CLOUD MARKET, BY GEOGRAPHY (2016)

FIGURE 16. NORTH AMERICAN MOBILE CLOUD MARKET REVENUE, BY COUNTRY, 2014-2023 (\$MILLION)

FIGURE 17. EUROPE MOBILE CLOUD MARKET REVENUE, BY COUNTRY, 2014-2023 (\$MILLION)

FIGURE 18. ASIA-PACIFIC MOBILE CLOUD MARKET REVENUE, BY COUNTRY, 2014-2023 (\$MILLION)

FIGURE 19. LAMEA MOBILE CLOUD MARKET REVENUE, BY COUNTRY, 2014-2023 (\$MILLION)

FIGURE 20. AMAZON WEB SERVICES: NET SALES, 2014-2016 (\$MILLION)

FIGURE 21. AMAZON.COM: REVENUE BY BUSINESS, 2016 (%)

- FIGURE 22. AMAZON.COM: REVENUE BY GEOGRAPHY, 2016 (%)
- FIGURE 23. MICROSOFT: NET SALES, 2014-2016 (\$MILLION)
- FIGURE 24. MICROSOFT: REVENUE BY BUSINESS, 2016 (%)
- FIGURE 25. MICROSOFT: REVENUE BY GEOGRAPHY, 2016 (%)
- FIGURE 26. GOOGLE: NET SALES, 2014-2016 (\$MILLION)
- FIGURE 27. GOOGLE REVENUE BY BUSINESS, 2016 (%)
- FIGURE 28. ALPHABET: REVENUE BY GEOGRAPHY, 2016 (%)
- FIGURE 29. SALESFORCE.COM: NET SALES, 2014-2016 (\$MILLION)
- FIGURE 30. SALESFORCE.COM: REVENUE BY BUSINESS, 2016 (%)
- FIGURE 31. SALESFORCE.COM: REVENUE BY GEOGRAPHY, 2016 (%)
- FIGURE 32. APPLE: NET SALES, 2014-2016 (\$MILLION)
- FIGURE 33. APPLE: REVENUE BY BUSINESS, 2016 (%)
- FIGURE 34. APPLE: REVENUE BY GEOGRAPHY, 2016 (%)
- FIGURE 35. RACKSPACE HOSTING: NET SALES, 2014-2016 (\$MILLION)
- FIGURE 36. RACKSPACE HOSTING: REVENUE BY BUSINESS, 2016 (%)
- FIGURE 37. RACKSPACE HOSTING: REVENUE BY GEOGRAPHY, 2016 (%)
- FIGURE 38. DELL TECHNOLOGIES: NET SALES, 2014-2016 (\$MILLION)
- FIGURE 39. DELL TECHNOLOGIES REVENUE BY BUSINESS, 2016 (%)
- FIGURE 40. DELL TECHNOLOGIES: REVENUE BY GEOGRAPHY, 2016 (%)
- FIGURE 41. IBM: NET SALES, 2014-2016 (\$MILLION)
- FIGURE 42. IBM: REVENUE BY BUSINESS, 2016 (%)
- FIGURE 43. IBM: REVENUE BY GEOGRAPHY, 2016 (%)
- FIGURE 44. ORACLE: NET SALES, 2014-2016 (\$MILLION)
- FIGURE 45. ORACLE: REVENUE BY BUSINESS, 2016 (%)
- FIGURE 46. ORACLE: REVENUE BY GEOGRAPHY, 2016 (%)
- FIGURE 47. AKAMAI TECHNOLOGIES: NET SALES, 2014-2016 (\$MILLION)
- FIGURE 48. AKAMAI TECHNOLOGIES: REVENUE BY BUSINESS, 2016 (%)
- FIGURE 49. AKAMAI TECHNOLOGIES: REVENUE BY GEOGRAPHY, 2016 (%)

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