

# Mobile Resource Management (MRM) Handset-based Solutions: Market Research Report

<https://marketpublishers.com/r/MB43106379AEN.html>

Date: June 2012

Pages: 674

Price: US\$ 4,500.00 (Single User License)

ID: MB43106379AEN

## Abstracts

This report analyzes the worldwide markets for Mobile Resource Management (MRM) Handset-Based Solutions in US\$ Million.

The report provides separate comprehensive analytics for the US, Japan, Europe, Asia-Pacific, and Rest of World.

Annual estimates and forecasts are provided for the period 2010 through 2018.

A six-year historic analysis is also provided for these markets.

The report profiles 74 companies including many key and niche players such as AT&T, Inc., AppLocation Systems Inc., CalAmp Corp., Descartes Systems Group, Garmin International, Inc., Ituran Location and Control Ltd., Masternaut, Qualcomm, Inc., RedPrairie Corporation, SkyBitz, Inc., Sonim Technologies, Inc., Sybase, Inc., Telogis Inc., Telenav, Inc., TeleTrac, Transics International NV, Trimble Navigation Ltd., PeopleNet Communications Corporation, Verizon Wireless, Vehiclepath, ., XcelleNet, Inc., and Xora, Inc.

Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based upon search engine sources in the public domain.

## Contents

### **I.INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS**

Study Reliability and Reporting Limitations  
Disclaimers  
Data Interpretation & Reporting Level  
Quantitative Techniques & Analytics  
Product Definitions and Scope of Study

### **II. EXECUTIVE SUMMARY**

#### **1.INDUSTRY OVERVIEW**

Introduction  
Current and Future Scenario  
MRM Value Chain  
Application and Content Developers  
Independent Software Vendors  
Wireless Carriers  
System Integrators  
Mobile Device Makers  
Mobile Platform Vendors

#### **2.TRENDS AND ISSUES**

GPS-Based MRM-Handsets Gains Traction Among Fleet Owners  
Trailer Monitoring Systems Gradually Expected to Gather Steam  
Challenges  
Generating Customer Awareness – A Major Challenge  
Pricing Proves a Major Hurdle for MRM Adoption  
Commercial Fleets Snap Up MRM-Handset Solutions  
Wireless Carriers Lure Enterprise Subscribers With MRM Offerings  
Vertical Specific Solution to Facilitate Market Growth  
MRM Penetration Varies Across Geographic Markets  
Vendors Adopt Strategies to Address Price Concerns  
Wireless Network Operators Under Onslaught from New Entrants  
Single MRM Vendor – the Preferred Option

### **3.SERVICE OVERVIEW**

What is Mobile Resource Management?

MRM Solutions

Benefits

Lesser Fuel Expenses

Lesser Maintenance Costs

Lesser Operational Costs

MRM Tracking Unit

Fleet Management Systems

Need for Fleet Management Solutions

Applications

System/Vehicle Maintenance

Inventory/Driver Monitoring

Compliance

Navigation/Routing

### **4.PRODUCT/SERVICE INTRODUCTIONS**

CalAmp Rolls Out Novel MRM Devices for Fixed and Mobile Applications

Sonim Technologies Unveils the Sonim XP3300 FORCE GSM Mobile Phone

AT&T Expands AT&T WorkBench to Support Android Platform Devices

AT&T Introduces Android Compatible Xora GPS Time Track™ Application

TeleNav Introduces Hybrid GPS Navigation Technology

Descartes Systems Introduces MRM 2.0 Solutions

Vehiclepath Unveils VP290 GPS Fleet Tracking Device

PreCise MRM Introduces Enhanced PreCise MRM Platform

Brault & Martineau to Deploy Descartes MRM 2.0

WYDOT to Expand CompassCom Software™ System

CalAmp Unveils LMU-700, LMU-2600, LMU-4200 and RMU-900 Devices

Windstream to Deploy GeoManager Solution of Trimble

Samsung Mobile and AT&T to Launch Samsung Rugby® II

Sybase 365 Unveils IPX Services for BlackBerry® Infrastructure of RIM

Sybase to Support Managed Mobility Offering of Verizon Business

Sybase Introduces New Version of Sybase® Unwired Platform

Syclo Introduces Enhancements in Agentry 5.2 MEAP

PreCise™ MRM Launches IX-101 Mobile Resource Management Solution

InSight USA Introduces StreetEagle Loceight GPS Asset Tracking Solution

Vehiclepath Unveils VP400 GPS Fleet Tracking Device

Vehiclepath Unveils BAT50 GPS Asset Tracking Device

PROCON Rolls out The CUBE®

Qualcomm Launches OmniVision Metro

CalAmp, Cinterion Wireless Modules and u-blox Holding Introduce MRM Products

## **5.RECENT INDUSTRY ACTIVITY**

ORBCOMM Inc Acquires PAR Logistics

CalAmp Inks Supply Agreement with Navman Wireless

Multiband Corporation Chooses Trimble GeoManager™ Solution

TeleCommunication Systems Chooses Locaid's Mobile Solutions

Descartes Takes Over Telargo

Trimble Navigation Acquires PeopleNet Communications

Telogis Takes Over Intergis

Telular Inks a Definitive Merger Agreement with SkyBitz

Masternaut and Cybit Merge Operations to Form Global Telematics Entity

TechnoCom Enters into Partnership with Abaq.us

Sprint Enters into Partnership with Trimble

SAP and Accenture Ink Strategic Agreement

Esri® Enters Into Partnership with Syclo

ServicePower and Syclo Enter Into Partnership

Telogis Takes Over Remote Dynamics

Trimble Navigation Acquires Tata AutoComp Mobility Telematics

Descartes Systems Takes Over Routing International

FleetMatics to Acquire SageQuest

Qualcomm Inks Agreement with GreenRoad Technologies

Valiant Enters into Partnership with ActSoft

Telogis Expands Agreement with NAVTEQ

FORCE America Takes Over PreCise™ MRM from Preco™ Electronics

Trimble Takes Over Accutest

Intergis Collaborates with KORE Telematics

Xora Merges with Gearworks

## **6.FOCUS ON SELECT GLOBAL PLAYERS**

AppLocation Systems Inc (Canada)

AT&T, Inc. (US)

CalAmp Corp. (US)

Descartes Systems Group (Canada)

Garmin International, Inc. (US)  
Ituran Location and Control Ltd. (Israel)  
Masternaut (UK)  
Qualcomm, Inc. (US)  
RedPrairie Corporation (US)  
SkyBitz, Inc. (US)  
Sonim Technologies, Inc. (US)  
Sybase, Inc. (US)  
Telenav, Inc. (US)  
TeleTrac (US)  
Telogis Inc. (US)  
Transics International NV (Belgium)  
Trimble Navigation Ltd (US)  
PeopleNet Communications Corporation (US)  
Vehiclepath (US)  
Verizon Wireless (US)  
XcelleNet, Inc. (US)  
Xora, Inc. (US)

## **7.GLOBAL MARKET PERSPECTIVE**

**Table 1.** World Recent Past, Current and Future Analysis for Mobile Resource Management (MRM) - Handset-based Solutions by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 2.** World Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 3.** World 15-Year Perspective for Mobile Resource Management (MRM) - Handset-based Solutions by Geographic Region – Percentage Breakdown of Dollar Revenues for US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

**Table 4.** World Recent Past, Current and Future Analysis for Portable GPS Devices Market by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 5.** World Historic Review for Portable GPS Devices Market by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 6.** World 15-Year Perspective for Portable GPS Devices Market by Geographic Region – Percentage Breakdown of Dollar Revenues for US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

**Table 7.** World Recent Past, Current and Future Analysis for Local & Short Haul Fleets Market by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 8.** World Historic Review for Local & Short Haul Fleets Market by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 9.** World 15-Year Perspective for Local & Short Haul Fleets Market by Geographic Region – Percentage Breakdown of Dollar Revenues for US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

**Table 10.** World Recent Past, Current and Future Analysis for Others Market by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 11.** World Historic Review for Others Market by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 12.** World 15-Year Perspective for Others Market By Geographic Region – Percentage Breakdown of Dollar Revenues for US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

### III. MARKET

#### 1.THE UNITED STATES

##### A. Market Analysis

Current and Future Analysis

End-Use Markets

**Table 13.** US MRM Market (2011): Percentage Share Breakdown by Areas of Application - Mobile Workers, Fleet Vehicles, Containers, Trailers and Heavy Equipment (includes corresponding Graph/Chart)

Market Overview

Market Constraints

Product Launches

Strategic Corporate Developments

Key Players

##### B. Market Analytics

**Table 14.** US Recent Past, Current and Future Analysis for Mobile Resource Management (MRM) - Handset- based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 15.** US Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 16.** US 15-Year Perspective for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Percentage Breakdown of Dollar Revenues for Portable

GPS Devices, Local & Short Haul Fleets, and Others for Years 2004, 2011 and 2018  
(includes corresponding Graph/Chart)

## 2.JAPAN

### Market Analysis

**Table 17.** Japanese Recent Past, Current and Future Analysis for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 18.** Japanese Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 19.** Japanese 15-Year Perspective for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Percentage Breakdown of Dollar Revenues for Portable GPS Devices, Local & Short Haul Fleets, and Others for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

## 3.EUROPE

### A. Market Analysis

#### Current and Future Analysis

#### Market Overview

#### Car Navigation Systems Lead the Way for Telematics Industry in Russia

#### Product Launch

#### Strategic Corporate Developments

#### Key Players

### B. Market Analytics

**Table 20.** European Recent Past, Current and Future Analysis for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue

Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 21.** European Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 22.** European 15-Year Perspective for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Percentage Breakdown of Dollar Revenues for Portable GPS Devices, Local & Short Haul Fleets, and Others for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

#### **4.ASIA-PACIFIC**

##### **A. Market Analysis**

Current and Future Analysis

Select Market Overview

China

Chinese Telematics Industry Poised for Explosive Growth

India

Indian MRM-Handset Market – A Late Bloomer

Indian Telematics Story Yet to Unfold

Strategic Corporate Development

##### **B. Market Analytics**

**Table 23.** Asia-Pacific Recent Past, Current and Future Analysis for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 24.** Asia-Pacific Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 25.** Asia-Pacific 15-Year Perspective for Mobile Resource Management (MRM) -

Handset-based Solutions by Segment – Percentage Breakdown of Dollar Revenues for Portable GPS Devices, Local & Short Haul Fleets, and Others for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

## 5.REST OF WORLD

### A. Market Analysis

#### Current and Future Analysis

#### Brazil

#### Market Overview

#### Government Mandate, a Blessing in Disguise for Telematics Industry

#### Product Launches

#### Strategic Corporate Developments

#### Key Players

### B. Market Analytics

**Table 26.** Rest of World Recent Past, Current and Future Analysis for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 27.** Rest of World Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 28.** Rest of World 15-Year Perspective for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Percentage Breakdown of Dollar Revenues for Portable GPS Devices, Local & Short Haul Fleets, and Others for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

## IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 74 (including Divisions/Subsidiaries - 77)

The United States (48)

Canada (5)

Europe (10)

- Germany (1)
- The United Kingdom (4)
- Rest of Europe (5)
- Asia-Pacific (Excluding Japan) (7)
- Africa (2)
- Caribbean (1)
- Middle East (4)

## I would like to order

Product name: Mobile Resource Management (MRM) Handset-based Solutions: Market Research Report

Product link: <https://marketpublishers.com/r/MB43106379AEN.html>

Price: US\$ 4,500.00 (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/MB43106379AEN.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

