

# Global and Regional Mobile Backend as a Service (BaaS) Market Research Report 2017

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## Abstracts

### SUMMARY

Mobile backend as a service (MBaaS), also known as 'backend as a service' (BaaS), is a model for providing web app and mobile app developers with a way to link their applications to backend cloud storage and APIs exposed by back end applications while also providing features such as user management, push notifications, and integration with social networking services. These services are provided via the use of custom software development kits (SDKs) and application programming interfaces (APIs).

Market Segment as follows:

By Region

Asia-Pacific

North America

Europe

South America

Middle East & Africa

By Type

Android

iOS

Others

#### By Application

Data and application integration

Identity and access management

Usage analytics

Support and maintenance Service

Others

#### By Company

IBM Corporation

Oracle Corporation

Microsoft Corporation

Kony

Kinvey

Anypresence

Appcelerator

Built.io

KII Corporation

Cloudmine

Parse

Feedhenry

The main contents of the report including:

Section 1:

Product definition, type and application, global and regional market overview;

Section 2:

Global and regional Market competition by company;

Section 3:

Global and regional sales revenue, volume and price by type;

Section 4:

Global and regional sales revenue, volume and price by application;

Section 5:

Regional export and import;

Section 6:

Company information, business overview, sales data and product specifications;

Section 7:

Industry chain and raw materials;

Section 8:

SWOT and Porter's Five Forces;

Section 9:

Conclusion.

## Contents

### 1 MARKET OVERVIEW

#### 1.1 Market Segment Overview

##### 1.1.1 Product Definition

##### 1.1.2 Market by Type

###### 1.1.2.1 Android

###### 1.1.2.2 iOS

###### 1.1.2.3 Others

##### 1.1.3 Market by Application

###### 1.1.3.1 Data and application integration

###### 1.1.3.2 Identity and access management

###### 1.1.3.3 Usage analytics

###### 1.1.3.4 Support and maintenance Service

###### 1.1.3.5 Others

#### 1.2 Global and Regional Market Size

##### 1.2.1 Global Overview

##### 1.2.2 Market by Region

###### 1.2.2.1 Asia-Pacific

###### 1.2.2.2 North America

###### 1.2.2.3 Europe

###### 1.2.2.4 South America

###### 1.2.2.5 Middle East & Africa

### 2 GLOBAL AND REGIONAL MARKET BY COMPANY

#### 2.1 Global

##### 2.1.1 Global Sales by Company

##### 2.1.2 Global Price by Company

#### 2.2 Asia-Pacific

##### 2.2.1 Asia-Pacific Sales by Company

##### 2.2.2 Asia-Pacific Price by Company

#### 2.3 North America

##### 2.3.1 North America Sales by Company

##### 2.3.2 North America Price by Company

#### 2.4 Europe

##### 2.4.1 Europe Market Sales by Company

##### 2.4.2 Europe Price by Company

## 2.5 South America

### 2.5.1 South America Sales by Company

### 2.5.2 South America Price by Company

## 2.6 Middle East & Africa

### 2.6.1 Middle East & Africa Sales by Company

### 2.6.2 Middle East & Africa Price by Company

## **3 GLOBAL AND REGIONAL MARKET BY TYPE**

### 3.1 Global

#### 3.1.1 Global Sales by Type

#### 3.1.2 Global Price by Type

### 3.2 Asia-Pacific

#### 3.2.1 Asia-Pacific Sales by Type

#### 3.2.2 Asia-Pacific Price by Type

### 3.3 North America

#### 3.3.1 North America Sales by Type

#### 3.3.2 North America Price by Type

### 3.4 Europe

#### 3.4.1 Europe Market Sales by Type

#### 3.4.2 Europe Price by Type

### 3.5 South America

#### 3.5.1 South America Sales by Type

#### 3.5.2 South America Price by Type

### 3.6 Middle East & Africa

#### 3.6.1 Middle East & Africa Sales by Type

#### 3.6.2 Middle East & Africa Price by Type

## **4 GLOBAL AND REGIONAL MARKET BY APPLICATION**

### 4.1 Global

#### 4.1.1 Global Sales by Application

#### 4.1.2 Global Price by Application

### 4.2 Asia-Pacific

#### 4.2.1 Asia-Pacific Sales by Application

#### 4.2.2 Asia-Pacific Price by Application

### 4.3 North America

#### 4.3.1 North America Sales by Application

#### 4.3.2 North America Price by Application

#### 4.4 Europe

##### 4.4.1 Europe Market Sales by Application

##### 4.4.2 Europe Price by Application

#### 4.5 South America

##### 4.5.1 South America Sales by Application

##### 4.5.2 South America Price by Application

#### 4.6 Middle East & Africa

##### 4.6.1 Middle East & Africa Sales by Application

##### 4.6.2 Middle East & Africa Price by Application

### 5 REGIONAL TRADE

#### 5.1 Export

#### 5.2 Import

### 6 KEY MANUFACTURERS

#### 6.1 IBM Corporation

##### 6.1.2 Company Information

##### 6.1.2 Product Specifications

##### 6.1.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

#### 6.2 Oracle Corporation

##### 6.2.1 Company Information

##### 6.2.2 Product Specifications

##### 6.2.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

#### 6.3 Microsoft Corporation

##### 6.3.1 Company Information

##### 6.3.2 Product Specifications

##### 6.3.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

#### 6.4 Kony

##### 6.4.1 Company Information

##### 6.4.2 Product Specifications

##### 6.4.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

#### 6.5 Kinvey

##### 6.5.1 Company Information

##### 6.5.2 Product Specifications

##### 6.5.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

#### 6.6 Anypresence

##### 6.6.1 Company Information

6.6.2 Product Specifications

6.6.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.7 Appcelerator

6.7.1 Company Information

6.7.2 Product Specifications

6.7.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.8 Built.io

6.8.1 Company Information

6.8.2 Product Specifications

6.8.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.9 KII Corporation

6.9.1 Company Information

6.9.2 Product Specifications

6.9.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.10 Cloudmine

6.10.1 Company Information

6.10.2 Product Specifications

6.10.3 Business Data (Capacity, Sales Revenue, Volume, Price, Cost and Margin)

6.11 Parse

6.12 Feedhenry

## **7 INDUSTRY UPSTREAM**

7.1 Industry Chain

7.2 Raw Materials

## **8 MARKET ENVIRONMENT**

8.1 SWOT

8.2 Porter's Five Forces

## **9 CONCLUSION**

## List Of Tables

### LIST OF TABLES

Table Global Market Sales Revenue by Company 2011-2017
Table Global Market Sales Revenue Share by Company 2011-2017
Table Global Market Sales Volume by Company 2011-2017
Table Global Market Sales Volume Share by Company 2011-2017
Table Global Price by Company 2011-2017
Table Asia-Pacific Market Sales Revenue by Company 2011-2017
Table Asia-Pacific Market Sales Revenue Share by Company 2011-2017
Table Asia-Pacific Market Sales Volume by Company 2011-2017
Table Asia-Pacific Market Sales Volume Share by Company 2011-2017
Table Asia-Pacific Price by Company 2011-2017
Table North America Market Sales Revenue by Company 2011-2017
Table North America Market Sales Revenue Share by Company 2011-2017
Table North America Market Sales Volume by Company 2011-2017
Table North America Market Sales Volume Share by Company 2011-2017
Table North America Price by Company 2011-2017
Table Europe Market Sales Revenue by Company 2011-2017
Table Europe Market Sales Revenue Share by Company 2011-2017
Table Europe Market Sales Volume by Company 2011-2017
Table Europe Market Sales Volume Share by Company 2011-2017
Table Europe Price by Company 2011-2017
Table South America Market Sales Revenue by Company 2011-2017
Table South America Market Sales Revenue Share by Company 2011-2017
Table South America Market Sales Volume by Company 2011-2017
Table South America Market Sales Volume Share by Company 2011-2017
Table South America Price by Company 2011-2017
Table Middle East & Africa Market Sales Revenue by Company 2011-2017
Table Middle East & Africa Market Sales Revenue Share by Company 2011-2017
Table Middle East & Africa Market Sales Volume by Company 2011-2017
Table Middle East & Africa Market Sales Volume Share by Company 2011-2017
Table Middle East & Africa Price by Company 2011-2017
Table Global Market Sales Revenue by Type 2011-2017
Table Global Market Sales Revenue Share by Type 2011-2017
Table Global Market Sales Volume by Type 2011-2017
Table Global Market Sales Volume Share by Type 2011-2017
Table Global Price by Type 2011-2017



Table Asia-Pacific Market Sales Revenue by Type 2011-2017
Table Asia-Pacific Market Sales Revenue Share by Type 2011-2017
Table Asia-Pacific Market Sales Volume by Type 2011-2017
Table Asia-Pacific Market Sales Volume Share by Type 2011-2017
Table Asia-Pacific Price by Type 2011-2017
Table North America Market Sales Revenue by Type 2011-2017
Table North America Market Sales Revenue Share by Type 2011-2017
Table North America Market Sales Volume by Type 2011-2017
Table North America Market Sales Volume Share by Type 2011-2017
Table North America Price by Type 2011-2017
Table Europe Market Sales Revenue by Type 2011-2017
Table Europe Market Sales Revenue Share by Type 2011-2017
Table Europe Market Sales Volume by Type 2011-2017
Table Europe Market Sales Volume Share by Type 2011-2017
Table Europe Price by Type 2011-2017
Table South America Market Sales Revenue by Type 2011-2017
Table South America Market Sales Revenue Share by Type 2011-2017
Table South America Market Sales Volume by Type 2011-2017
Table South America Market Sales Volume Share by Type 2011-2017
Table South America Price by Type 2011-2017
Table Middle East & Africa Market Sales Revenue by Type 2011-2017
Table Middle East & Africa Market Sales Revenue Share by Type 2011-2017
Table Middle East & Africa Market Sales Volume by Type 2011-2017
Table Middle East & Africa Market Sales Volume Share by Type 2011-2017
Table Middle East & Africa Price by Type 2011-2017
Table Global Market Sales Revenue by Application 2011-2017
Table Global Market Sales Revenue Share by Application 2011-2017
Table Global Market Sales Volume by Application 2011-2017
Table Global Market Sales Volume Share by Application 2011-2017
Table Global Price by Application 2011-2017
Table Asia-Pacific Market Sales Revenue by Application 2011-2017
Table Asia-Pacific Market Sales Revenue Share by Application 2011-2017
Table Asia-Pacific Market Sales Volume by Application 2011-2017
Table Asia-Pacific Market Sales Volume Share by Application 2011-2017
Table Asia-Pacific Price by Application 2011-2017
Table North America Market Sales Revenue by Application 2011-2017
Table North America Market Sales Revenue Share by Application 2011-2017
Table North America Market Sales Volume by Application 2011-2017
Table North America Market Sales Volume Share by Application 2011-2017

Table North America Price by Application 2011-2017
Table Europe Market Sales Revenue by Application 2011-2017
Table Europe Market Sales Revenue Share by Application 2011-2017
Table Europe Market Sales Volume by Application 2011-2017
Table Europe Market Sales Volume Share by Application 2011-2017
Table Europe Price by Application 2011-2017
Table South America Market Sales Revenue by Application 2011-2017
Table South America Market Sales Revenue Share by Application 2011-2017
Table South America Market Sales Volume by Application 2011-2017
Table South America Market Sales Volume Share by Application 2011-2017
Table South America Price by Application 2011-2017
Table Middle East & Africa Market Sales Revenue by Application 2011-2017
Table Middle East & Africa Market Sales Revenue Share by Application 2011-2017
Table Middle East & Africa Market Sales Volume by Application 2011-2017
Table Middle East & Africa Market Sales Volume Share by Application 2011-2017
Table Middle East & Africa Price by Application 2011-2017
Table Regional Export 2011-2017 (Value)
Table Regional Export 2011-2017 (Volume)
Table Regional Import 2011-2017 (Value)
Table Regional Import 2011-2017 (Volume)
Table Sales Revenue, Volume, Price, Cost and Margin of IBM Corporation
Table Sales Revenue, Volume, Price, Cost and Margin of Oracle Corporation
Table Sales Revenue, Volume, Price, Cost and Margin of Microsoft Corporation
Table Sales Revenue, Volume, Price, Cost and Margin of Kony
Table Sales Revenue, Volume, Price, Cost and Margin of Kinvey
Table Sales Revenue, Volume, Price, Cost and Margin of Anypresence
Table Sales Revenue, Volume, Price, Cost and Margin of Appcelerator
Table Sales Revenue, Volume, Price, Cost and Margin of Built.io
Table Sales Revenue, Volume, Price, Cost and Margin of KII Corporation
Table Sales Revenue, Volume, Price, Cost and Margin of Cloudmine
Table Sales Revenue, Volume, Price, Cost and Margin of Parse
Table Sales Revenue, Volume, Price, Cost and Margin of Feedhenry

## List Of Figures

### LIST OF FIGURES

Figure Android Market Size and CAGR 2011-2017 (Value)  
Figure Android Market Size and CAGR 2011-2017 (Volume)  
Figure Android Market Forecast and CAGR 2018-2025 (Value)  
Figure Android Market Forecast and CAGR 2018-2025 (Volume)  
Figure iOS Market Size and CAGR 2011-2017 (Value)  
Figure iOS Market Size and CAGR 2011-2017 (Volume)  
Figure iOS Market Forecast and CAGR 2018-2025 (Value)  
Figure iOS Market Forecast and CAGR 2018-2025 (Volume)  
Figure Others Market Size and CAGR 2011-2017 (Value)  
Figure Others Market Size and CAGR 2011-2017 (Volume)  
Figure Others Market Forecast and CAGR 2018-2025 (Value)  
Figure Others Market Forecast and CAGR 2018-2025 (Volume)  
Figure Data and application integration Market Size and CAGR 2011-2017 (Value)  
Figure Data and application integration Market Size and CAGR 2011-2017 (Volume)  
Figure Data and application integration Market Forecast and CAGR 2018-2025 (Value)  
Figure Data and application integration Market Forecast and CAGR 2018-2025 (Volume)  
Figure Identity and access management Market Size and CAGR 2011-2017 (Value)  
Figure Identity and access management Market Size and CAGR 2011-2017 (Volume)  
Figure Identity and access management Market Forecast and CAGR 2018-2025 (Value)  
Figure Identity and access management Market Forecast and CAGR 2018-2025 (Volume)  
Figure Usage analytics Market Size and CAGR 2011-2017 (Value)  
Figure Usage analytics Market Size and CAGR 2011-2017 (Volume)  
Figure Usage analytics Market Forecast and CAGR 2018-2025 (Value)  
Figure Usage analytics Market Forecast and CAGR 2018-2025 (Volume)  
Figure Support and maintenance Service Market Size and CAGR 2011-2017 (Value)  
Figure Support and maintenance Service Market Size and CAGR 2011-2017 (Volume)  
Figure Support and maintenance Service Market Forecast and CAGR 2018-2025 (Value)  
Figure Support and maintenance Service Market Forecast and CAGR 2018-2025 (Volume)  
Figure Others Market Size and CAGR 2011-2017 (Value)  
Figure Others Market Size and CAGR 2011-2017 (Volume)  
Figure Others Market Forecast and CAGR 2018-2025 (Value)

Figure Others Market Forecast and CAGR 2018-2025 (Volume)

Figure Global Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Value)

Figure Global Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Volume)

Figure Global Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Value)

Figure Global Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Volume)

Figure Asia-Pacific Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Value)

Figure Asia-Pacific Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Volume)

Figure Asia-Pacific Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Value)

Figure Asia-Pacific Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Volume)

Figure North America Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Value)

Figure North America Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Volume)

Figure North America Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Value)

Figure North America Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Volume)

Figure Europe Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Value)

Figure Europe Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Volume)

Figure Europe Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Value)

Figure Europe Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Volume)

Figure South America Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Value)

Figure South America Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Volume)

Figure South America Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Value)

Figure South America Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Volume)

Figure Middle East & Africa Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Value)

Figure Middle East & Africa Mobile Backend as a Service (BaaS) Market Size and CAGR 2011-2017 (Volume)

Figure Middle East & Africa Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Value)

Figure Middle East & Africa Mobile Backend as a Service (BaaS) Market Forecast and CAGR 2018-2025 (Volume)

Figure Global Market Sales Revenue Share by Company in 2017

Figure Global Market Sales Volume Share by Company in 2017

Figure Asia-Pacific Market Sales Revenue Share by Company in 2017

Figure Asia-Pacific Market Sales Volume Share by Company in 2017

Figure North America Market Sales Revenue Share by Company in 2017

Figure North America Market Sales Volume Share by Company in 2017

Figure Europe Market Sales Revenue Share by Company in 2017

Figure Europe Market Sales Volume Share by Company in 2017

Figure South America Market Sales Revenue Share by Company in 2017

Figure South America Market Sales Volume Share by Company in 2017

Figure Middle East & Africa Market Sales Revenue Share by Company in 2017

Figure Middle East & Africa Market Sales Volume Share by Company in 2017

Figure Global Market Sales Revenue Share by Type in 2017

Figure Global Market Sales Volume Share by Type in 2017

Figure Asia-Pacific Market Sales Revenue Share by Type in 2017

Figure Asia-Pacific Market Sales Volume Share by Type in 2017

Figure North America Market Sales Revenue Share by Type in 2017

Figure North America Market Sales Volume Share by Type in 2017

Figure Europe Market Sales Revenue Share by Type in 2017

Figure Europe Market Sales Volume Share by Type in 2017

Figure South America Market Sales Revenue Share by Type in 2017

Figure South America Market Sales Volume Share by Type in 2017

Figure Middle East & Africa Market Sales Revenue Share by Type in 2017

Figure Middle East & Africa Market Sales Volume Share by Type in 2017

Figure Global Market Sales Revenue Share by Application in 2017

Figure Global Market Sales Volume Share by Application in 2017

Figure Asia-Pacific Market Sales Revenue Share by Application in 2017

Figure Asia-Pacific Market Sales Volume Share by Application in 2017

Figure North America Market Sales Revenue Share by Application in 2017

Figure North America Market Sales Volume Share by Application in 2017  
Figure Europe Market Sales Revenue Share by Application in 2017  
Figure Europe Market Sales Volume Share by Application in 2017  
Figure South America Market Sales Revenue Share by Application in 2017  
Figure South America Market Sales Volume Share by Application in 2017  
Figure Middle East & Africa Market Sales Revenue Share by Application in 2017  
Figure Middle East & Africa Market Sales Volume Share by Application in 2017  
Figure Industry Chain Overview  
Figure Mobile Backend as a Service (BaaS) SWOT List  
Figure Information Porter's Five Forces



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