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Mobile Security Solutions: An Increasingly Insecure Mobile Environment – Markets, Trends & Technologies

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Abstracts

This report examines the world of mobile security, providing a broad overview of the main players, their strategies and positioning, future trends and the market as a whole – its structuring and value chain (hardware, devices, IT, security, telcos). It examines the threats for mobile, their reach and assessed prevalence. In parallel, the report details key technologies – in use and those upcoming – aimed to secure mobile platforms. Finally, the report provides a strategic analysis of the key drivers and hurdles regarding the mobile security solution market, coming along with data and forecast of the market in value.

The B2B market for mobile security solutions represents 50 to 60% of the total mobile security market. It is largely dominated by software solutions such as Enterprise Mobility Management and Mobile Protection Software. Convergence between platforms and increased smartphone professional use (including for non-office workers) will increase the threat of mobile malware and data loss for companies. The market will thus continue to grow in the years ahead as more and more companies (especially SMEs) invest in solutions to secure their data.

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