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Global Enterprise Mobile Application Security Market – Global Drivers, Restraints, Opportunities, Trends, and Forecasts up to 2024 (Copy)

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Abstracts

Overview:

Most of the mobile devices that are being used in recent times have no security applications, which is mainly due to the lack of awareness about protecting a mobile device. In most cases, mobile users download a variety of third-party apps, and even after uninstalling, often these apps still have access to consumer information, which is overseen by a majority of mobile phone users. As a result, sensitive personal information, including bank account details, social security number, and contacts, are likely to be exposed to hackers if they could identify the vulnerabilities present in a mobile device.

As numerous enterprises are investing in smartphones and tablets to improve employee mobility as well as consumers leveraging BYOD, both enterprise's sensitive information and personal information will be at stake. Vulnerabilities, such as injections, poor authentication, and lack of structured BYOD policies on information storage, are expected to result in possible cyber risks with data loss or data breach. The adoption of wearable devices at the workplace is further adding to the increasing security vulnerabilities. Enterprises are investing in a wide range of devices and application security platforms to focus on the application-level protection of a device.

By 2021, on an average, over 110 applications are expected to be used by enterprises across the globe, and a significant part of these apps are likely to be created on open source platforms. Also, device protection policies are expected to be changed across the globe and protection of sensitive customer information will become a responsibility of enterprises, driving the growth for mobile application security among enterprises.

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Highlights of the Report:

The market share of MAM platforms is expected to surpass MDM during the forecast period 2017–2023

Due to regulatory push, enterprises are expected to take the ownership of securing their employee information when present in an enterprise

Security solution vendors are expected to come up with industry-centric authentication and encryption solutions

DAST and RASP testing tool platforms are most likely to receive higher adoption from app developers and enterprises

According to Infoholic Research, the “global enterprise mobile application security” market is expected to reach revenue of $8.54 billion by 2023, growing at a CAGR of 12.8% during the forecast period 2017–2023.

Market analysis:

The market is segmented into security testing, platform & solutions, and risk analytics & reporting. The security testing is an essential part in application security that includes a variety of testing tools, namely SAST, DAST, IAST, and RASP. Over 60% of the applications being used by enterprises are developed on open code platforms, which are more vulnerable in the case of hacking. In 2017, SAST accounted for a larger share in the segment mostly due to higher volumes of applications deployed in enterprise devices and lesser app development deployment times, which is offering inadequate time to the enterprises to deal with security concerns. This is not allowing app developers to identify the possible vulnerabilities before an app gets deployed in an enterprise environment. Dealing with vulnerabilities when an application is running has become a major challenge for the enterprises, which is fueling the demand for other testing platforms, namely DAST and RASP. These are expected to grow at a higher rate owing to the increasing adoption of enterprise applications and demand for real-time monitoring and app security.

The popular emperies platforms used in application security are MDM, MAM, and MIM. These platforms offer a variety of solutions that are used for an enterprise application security. Due to the growing endpoint vulnerabilities, screen sharing, and information

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sharing between a variety of consumer and enterprise device, enterprises are moving toward platforms where their applications are being protected. These platforms offer a similar kind of solutions to end-users. MDM is popular owing to the higher volumes of devices being used in an enterprise, and services provided in MDM covers most of the device level protection that an enterprise needs to overcome device vulnerabilities. Enterprise device vendors, such as Samsung, have entered into a partnership with BlackBerry to collectively improve the device level protection in an enterprise. However, there are other types of platforms, namely MAM and MIM, that mostly focus on application level and protecting information through encryption. MAM is expected to result in enterprise-focused application stores that can host all the enterprise apps and hence securing applications becomes easy. However, these enterprise application stores are yet to receive higher adoption rates as they have limited upgradation from existing MAM platforms. MAM and MIM platforms are expected to witness a higher degree of innovations as protecting information through information encryption and authentication is comparatively easier than safeguarding all end-points in an organization.

Regions:

The Americas and Europe are most likely to hold a larger share in the mobile application security market, and Asia is expected to become a leading adopter, mainly due to the increasing demand from developing countries in Asia. Middle East and Africa are expected to post slower adoption rate for smartphone penetration among the enterGlobal Mobile Application Security Market: Drivers, Restraints, Opportunities, Trends, and Forecast up to 2023

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Vendors:

The report provides details about the global mobile application security market. The report also contains an in-depth analysis of vendor profiles, which include financial health, business units, key business priorities, SWOT, strategies, and views; and competitive landscape. The companies included in the report are IBM, CA Technologies, Symantec, BlackBerry, WhiteSource, Black Duck Software, whiteCryption, Waratek, and MI3 SECURITY. prises except for a few countries, namely UAE, Saudi Arabia, Israel, Turkey, and Egypt.

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Contents

1 INDUSTRY OUTLOOK

1.1 Industry Overview
1.2 Industry Trends
1.3 PEST Analysis

2 REPORT OUTLINE

2.1 Report Scope
2.2 Report Summary
2.3 Research Methodology
2.4 Report Assumptions

3 MARKET SNAPSHOT

3.1 Total Addressable Market
3.2 Segmented Addressable Market

4 MARKET OUTLOOK

4.1 Overview
4.2 Porter 5 (Five) Forces

5 MARKET CHARACTERISTICS

5.1 Evolution
5.2 Ecosystem
5.3 Market Segmentation
5.4 Market Dynamics
  5.4.1 Drivers
    5.4.1.1 Demand for BYOD among enterprises
    5.4.1.2 Increasing spending on enterprise security
    5.4.1.3 Growing volume of enterprise applications
  5.4.2 Restraints
    5.4.2.1 Device Protection Gaps
    5.4.2.2 Challenges in IoT security design
    5.4.2.3 High first investments for SMEs

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5.4.3 Opportunities
5.4.3.1 Unified Endpoint Management
5.4.3.2 Emerging demand for enterprise-focused APP development
5.5 DRO – Impact Analysis
5.6 Market Trends

6 TESTING TYPES: MARKET SIZE AND ANALYSIS

6.1 Overview
6.2 Static Application Security Testing
6.3 Dynamic Application Security Testing
6.4 Interactive Application Security Testing
6.5 Runtime application self-protection (RASP)
6.6 Others

7 PLATFORM & SOLUTIONS: MARKET SIZE AND ANALYSIS

7.1 Overview
7.2 Platforms: Market Size and Analysis
7.2.1 Mobility Device Management
7.2.2 Mobility Application Management
7.2.3 Mobile Information Management
7.3 Solutions: Market Size and Analysis
7.3.1 Data protection
7.3.2 Intellectual property protection
7.3.3 Secure authentication
7.3.4 Code vulnerability

8 RISK ANALYTICS & REPORTING: MARKET SIZE AND ANALYSIS

8.1 Overview

9 INDUSTRY: MARKET SIZE AND ANALYSIS

9.1 Overview
9.2 Healthcare
9.3 Corporate & IT
9.4 Manufacturing
9.5 Automotive

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9.6 BFSI
9.7 Retail
9.8 Government
9.9 Others

10 REGIONS: MARKET SIZE AND ANALYSIS

10.1 Overview
10.2 Americas
  10.2.1 US
  10.2.2 Canada
  10.2.3 Brazil
  10.2.4 Mexico
10.3 Europe
  10.3.1 UK
  10.3.2 France
  10.3.3 Germany
  10.3.4 Italy
  10.3.5 Spain
  10.3.6 Sweden
  10.3.7 Switzerland
  10.3.8 Russia
10.4 Asia Pacific
  10.4.1 China
  10.4.2 Japan
  10.4.3 South Korea
  10.4.4 Australia and New Zealand
  10.4.5 Malaysia
  10.4.6 India
  10.4.7 Singapore
10.5 Middle East & Africa
  10.5.1 UAE
  10.5.2 Saudi Arabia
  10.5.3 Turkey
  10.5.4 Qatar
  10.5.5 Egypt
  10.5.6 Israel
  10.5.7 South Africa

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11 VENDORS PROFILE

11.1 IBM
11.1.1 Overview
11.1.2 Business Units
11.1.3 Geographic Revenue
11.1.4 Business Focus
11.1.5 SWOT Analysis
11.1.6 Business Strategies
11.2 CA Technologies
11.2.1 Overview
11.2.2 Business Focus
11.2.3 SWOT Analysis
11.2.4 Business Strategies
11.3 Symantec Corporation
11.3.1 Overview
11.3.2 Business Units
11.3.3 Geographic Revenue
11.3.4 Business Focus
11.3.5 SWOT Analysis
11.3.6 Business Strategies
11.4 BlackBerry
11.4.1 Overview
11.4.2 Business Units
11.4.3 Geographic Revenue
11.4.4 Business Focus
11.4.5 SWOT Analysis
11.4.6 Business Strategies

12 COMPANIES TO WATCH FOR

12.1 WhiteSource
12.1.1 Overview
12.1.2 Offerings:
12.2 Black Duck Software
12.2.1 Overview
12.2.2 Offerings:
12.3 whiteCryption.
12.3.1 Overview

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12.3.2 Offerings:
12.4 Waratek
12.4.1 Overview
12.4.2 Offerings:
12.5 MI3 SECURITY
12.5.1 Overview
12.5.2 Offerings:

13 MERGERS & ACQUISITIONS

14 COMPETITIVE LANDSCAPE

14.1 Competitor Comparison Analysis
Annexure
Abbreviations

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List Of Tables

LIST OF TABLES

Table 1 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET REVENUE BY TESTING TYPES, 2017–2023 ($BILLION)
Table 2 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET GROWTH BY TESTING TYPES, 2017–2023
Table 3 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET REVENUE BY TESTING TYPES, 2017–2023 ($BILLION)
Table 4 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET GROWTH BY TESTING TYPES, 2017–2023
Table 5 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET REVENUE BY SOLUTION TYPES, 2017–2023 ($BILLION)
Table 6 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET GROWTH BY SOLUTION TYPES, 2017–2023
Table 7 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET REVENUE BY INDUSTRY, 2017-2023 ($BILLION)
Table 8 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET GROWTH BY INDUSTRY, 2017-2023 (Y-O-Y) %
Table 9 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET REVENUE BY REGIONS, 2017–2023 ($BILLION)
Table 10 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET GROWTH BY REGIONS, 2017–2023, Y-O-Y (%)
Table 11 AMERICAS MARKET REVENUE BY COUNTRIES, 2017-2023 ($MILLION)
Table 12 AMERICAS MARKET GROWTH BY COUNTRIES, 2017-2023
Table 13 EUROPE MARKET REVENUE BY COUNTRIES, 2017-2023 ($MILLION)
Table 14 EUROPE MARKET GROWTH BY COUNTRIES, 2017-2023 ($MILLION)
Table 15 ASIA PACIFIC MARKET REVENUE BY COUNTRIES, 2017-2023 ($MILLION)
Table 16 ASIA PACIFIC MARKET GROWTH BY COUNTRIES, 2017-2023 ($MILLION)
Table 17 MEA MARKET REVENUE BY COUNTRIES, 2017-2023 ($MILLION)
Table 18 MEA MARKET GROWTH BY COUNTRIES, 2017-2023 ($MILLION)
Table 19 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY: MERGERS & ACQUISITIONS

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List Of Charts

LIST OF CHARTS

Chart 1 PEST ANALYSIS OF GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET
Chart 2 RESEARCH METHODOLOGY OF GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET
Chart 3 GLOBAL ENTERPRISE MOBILITY MARKET REVENUE, 2017–2023 ($BILLION)
Chart 4 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET REVENUE, 2017-2023 ($BILLION)
Chart 5 PORTER 5 FORCES GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET
Chart 6 EVOLUTION OF INTELLIGENCE VIRTUAL ASSISTANT
Chart 7 ECOSYSTEM OF ENTERPRISE MOBILE APPLICATION SECURITY MARKET
Chart 8 MARKET SEGMENTATATION OF GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET
Chart 9 MARKET DYNAMICS – DRIVERS, RESTRAINTS AND OPPORTUNITIES
Chart 10 DRO - IMPACT ANALYSIS OF GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY MARKET
Chart 11 STATIC APPLICATION SECURITY TESTING MARKET REVENUE, 2017–2023 ($BILLION)
Chart 12 DYNAMIC APPLICATION SECURITY TESTING MARKET REVENUE, 2017–2023 ($BILLION)
Chart 13 INTERACTIVE APPLICATION SECURITY TESTING MARKET REVENUE, 2017–2023 ($BILLION)
Chart 14 RUNTIME SELF PROTECTION TESTING MARKET REVENUE, 2017–2023 ($BILLION)
Chart 15 STATIC APPLICATION SECURITY TESTING MARKET REVENUE, 2017–2023 ($BILLION)
Chart 16 RISK ANALYTICS & REPORTING MARKET REVENUE, 2017–2023 ($BILLION)
Chart 1 HEALTHCARE MARKET REVENUE, 2017–2023 ($BILLION)
Chart 2 CORPORATE & IT MARKET REVENUE, 2017–2023 ($BILLION)
Chart 3 MANUFACTURING MARKET REVENUE, 2017–2023 ($MILLION)
Chart 4 AUTOMOTIVE MARKET REVENUE, 2017–2023 ($MILLION)
Chart 5 BFSI MARKET REVENUE, 2017–2023 ($MILLION)
Chart 6 RETAIL MARKET REVENUE, 2017–2023 ($MILLION)

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Chart 7 GOVERNMENT MARKET REVENUE, 2017–2023 ($MILLION)
Chart 8 OTHERS MARKET REVENUE, 2017–2023 ($MILLION)
Chart 9 US MARKET REVENUE, 2017–2023 ($MILLION)
Chart 10 CANADA MARKET REVENUE, 2017–2023 ($MILLION)
Chart 11 BRAZIL MARKET REVENUE, 2017–2023 ($MILLION)
Chart 12 MEXICO MARKET REVENUE, 2017–2023 ($MILLION)
Chart 13 UK MARKET REVENUE, 2017–2023 ($MILLION)
Chart 14 FRANCE MARKET REVENUE, 2017–2023 ($MILLION)
Chart 15 GERMANY MARKET REVENUE, 2017–2023 ($MILLION)
Chart 16 ITALY MARKET REVENUE, 2017–2023 ($MILLION)
Chart 17 SPAIN MARKET REVENUE, 2017–2023 ($MILLION)
Chart 18 SWEDEN MARKET REVENUE, 2017–2023 ($MILLION)
Chart 19 SWITZERLAND MARKET REVENUE, 2017–2023 ($MILLION)
Chart 20 RUSSIA MARKET REVENUE, 2017–2023 ($MILLION)
Chart 21 CHINA MARKET REVENUE, 2017–2023 ($MILLION)
Chart 22 JAPAN MARKET REVENUE, 2017–2023 ($MILLION)
Chart 23 SOUTH KOREA MARKET REVENUE, 2017–2023 ($MILLION)
Chart 24 AUSTRALIA & NEW ZEALAND MARKET REVENUE, 2017–2023 ($MILLION)
Chart 25 MALAYSIA MARKET REVENUE, 2017–2023 ($MILLION)
Chart 26 INDIA MARKET REVENUE, 2017–2023 ($MILLION)
Chart 27 SINGAPORE MARKET REVENUE, 2017–2023 ($MILLION)
Chart 28 UAE MARKET REVENUE, 2017–2023 ($MILLION)
Chart 29 SAUDI ARABIA MARKET REVENUE, 2017–2023 ($MILLION)
Chart 30 TURKEY MARKET REVENUE, 2017–2023 ($MILLION)
Chart 31 QATAR MARKET REVENUE, 2017–2023 ($MILLION)
Chart 32 EGYPT MARKET REVENUE, 2017–2023 ($MILLION)
Chart 33 ISRAEL MARKET REVENUE, 2017–2023 ($MILLION)
Chart 34 SOUTH AFRICA MARKET REVENUE, 2017–2023 ($MILLION)
Chart 35 IBM: OVERVIEW SNAPSHOT
Chart 36 IBM: BUSINESS UNITS
Chart 37 IBM: GEOGRAPHIC REVENUE
Chart 38 IBM: SWOT ANALYSIS
Chart 39 CA TECHNOLOGIES: OVERVIEW SNAPSHOT
Chart 40 CA TECHNOLOGIES: SWOT ANALYSIS
Chart 41 SYMANTEC: OVERVIEW SNAPSHOT
Chart 42 SYMANTEC: BUSINESS UNITS
Chart 43 SYMANTEC: GEOGRAPHIC REVENUE
Chart 44 SYMANTEC: SWOT ANALYSIS
Chart 45 BLACKBERRY: OVERVIEW SNAPSHOT

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Chart 46 BLACKBERRY: BUSINESS UNITS
Chart 47 BLACKBERRY: GEOGRAPHIC REVENUE
Chart 48 BLACKBERRY: SWOT ANALYSIS
Chart 49 GLOBAL ENTERPRISE MOBILE APPLICATION SECURITY: COMPETITIVE LANDSCAPE

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