

Asia-Pacific Mobile Enterprise Application Market (2016 - 2022)

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Abstracts

Rapid economic developments, globalization & foreign direct investments, increasing market penetration of smartphones, and internet adoptions in workforce would also be the major factors for the market growth. Large corporations have presented new business applications to manage changing customer expectations, employee, and partner expectations, as mobile workforce has been the fastest growing trend.

Based on the Software Type, the Mobile Enterprise Application Market is segmented into ERP (Enterprise Resource Planning), Accounting & Finance, CRM (Customer Relation Management), Communication & Collaboration, SCM (Supply Chain Management), M Commerce, Mobile Learning, Business Analytics and Others. Enterprise Resource Planning (ERP) software is anticipated to be the fastest growing segment with highest market share during the forecast period, largely due to operational efficiencies, improved communication & collaboration, anytime access to information, instant access to work center, and improved workforce productivity.

Based on the Organization Size the Market is segmented across Large and Small & Medium Sized Enterprises. Based on Operating System the Market is segmented into Android, iOS and others. Based on Type of App the Market is segmented in Native, Hybrid and Web App. The Verticals highlighted in this report include BFSI, Healthcare, Government & Public Utilities, Media & Entertainment, Education, Manufacturing, Retail, Transportation & Logistics and Others.

Based on Country, Asia-Pacific Mobile Enterprise Application market is segmented into China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia-Pacific. China remained the dominant Country in the Asia-Pacific Mobile Enterprise Application market in 2015. India and Japan would witness promising CAGR during the forecast period

(2016-2022).

The report covers the analysis of key stake holders of the Mobile Enterprise Application market. Key companies profiled in the report include IBM Corporation, Microsoft Corporation, HP Enterprise Company, Oracle Corporation, SAP SE, Apple Inc., AT&T Inc. and Google Inc.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Asia-Pacific Mobile Enterprise Application Market, by Software Type
 - 1.4.2 Asia-Pacific Mobile Enterprise Application Market, by Organization Size
 - 1.4.3 Asia-Pacific Mobile Enterprise Application Market, by Operating System
 - 1.4.4 Asia-Pacific Mobile Enterprise Application Market, by Type of App
 - 1.4.5 Asia-Pacific Mobile Enterprise Application Market, by Vertical
 - 1.4.6 Asia-Pacific Mobile Enterprise Application Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. EXECUTIVE SUMMARY

CHAPTER 3. MARKET OVERVIEW

- 3.1 Introduction
- 3.2 Drivers, Restraints and Opportunities
 - 3.2.1 Market Drivers
 - 3.2.2 Market Restraints

CHAPTER 4. ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE

- 4.1 Asia-Pacific Mobile Enterprise Application Market by Software
 - 4.1.1 Asia-Pacific ERP Mobile Enterprise Application Market by Country
 - 4.1.2 Asia-Pacific Accounting & Finance Mobile Enterprise Application Market by Country
 - 4.1.3 Asia-Pacific CRM Mobile Enterprise Application Market by Country
 - 4.1.4 Asia-Pacific Communication & Collaboration Mobile Enterprise Application Market by Country
 - 4.1.5 Asia-Pacific SCM Mobile Enterprise Application Market by Country
 - 4.1.6 Asia-Pacific M Commerce Mobile Enterprise Application Market by Country
 - 4.1.7 Asia-Pacific Mobile Learning Mobile Enterprise Application Market by Country
 - 4.1.8 Asia-Pacific Business Analytics Mobile Enterprise Application Market by Country

4.1.9 Asia-Pacific Other Mobile Enterprise Application Market by Country

CHAPTER 5. ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE

5.1 Introduction

5.1.1 Asia-Pacific Small and Medium Businesses Mobile Enterprise Application Market by Country

5.1.2 Asia-Pacific Large Enterprises Mobile Enterprise Application Market by Country

CHAPTER 6. ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM

6.1 Introduction

6.1.1 Asia-Pacific Android based Mobile Enterprise Application Market by Country

6.1.2 Asia-Pacific iOS based Mobile Enterprise Application Market by Country

6.1.3 Asia-Pacific Other Operating System Mobile Enterprise Application Market by Country

CHAPTER 7. ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP

7.1 Introduction

7.1.1 Asia-Pacific Native Mobile Enterprise Application Market by Country

7.1.2 Asia-Pacific Hybrid Mobile Enterprise Application Market by Country

7.1.3 Asia-Pacific Web App Mobile Enterprise Application Market by Country

CHAPTER 8. ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL

8.1 Introduction

8.1.1 Asia-Pacific Mobile Enterprise Application in BFSI Market by Country

8.1.2 Asia-Pacific Mobile Enterprise Application in Government Market by Country

8.1.3 Asia-Pacific Mobile Enterprise Application in Media & Entertainment Market by Country

8.1.4 Asia-Pacific Mobile Enterprise Application in Transportation & Logistics Market by Country

8.1.5 Asia-Pacific Mobile Enterprise Application in Retail Market by Country

8.1.6 Asia-Pacific Mobile Enterprise Application in Healthcare Market by Country

- 8.1.7 Asia-Pacific Mobile Enterprise Application in Education Market by Country
- 8.1.8 Asia-Pacific Mobile Enterprise Application in Manufacturing & Automotive Market by Country
- 8.1.9 Asia-Pacific Mobile Enterprise Application in Other Vertical Market by Country

CHAPTER 9. ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY

9.1 Introduction

9.2 China Mobile Enterprise Application Market

- 9.2.1 China Mobile Enterprise Application Market by Software
- 9.2.2 China Mobile Enterprise Application Market by Organization Size
- 9.2.3 China Mobile Enterprise Application Market by Operating System
- 9.2.4 China Mobile Enterprise Application Market by Type of App
- 9.2.5 China Mobile Enterprise Application Market by Vertical

9.3 Japan Mobile Enterprise Application Market

- 9.3.1 Japan Mobile Enterprise Application Market by Software
- 9.3.2 Japan Mobile Enterprise Application Market by Organization Size
- 9.3.3 Japan Mobile Enterprise Application Market by Operating System
- 9.3.4 Japan Mobile Enterprise Application Market by Type of App
- 9.3.5 Japan Mobile Enterprise Application Market by Vertical

9.4 India Mobile Enterprise Application Market

- 9.4.1 India Mobile Enterprise Application Market by Software
- 9.4.2 India Mobile Enterprise Application Market by Organization Size
- 9.4.3 India Mobile Enterprise Application Market by Operating System
- 9.4.4 India Mobile Enterprise Application Market by Type of App
- 9.4.5 India Mobile Enterprise Application Market by Vertical

9.5 South Korea Mobile Enterprise Application Market

- 9.5.1 South Korea Mobile Enterprise Application Market by Software
- 9.5.2 South Korea Mobile Enterprise Application Market by Organization Size
- 9.5.3 South Korea Mobile Enterprise Application Market by Operating System
- 9.5.4 South Korea Mobile Enterprise Application Market by Type of App
- 9.5.5 South Korea Mobile Enterprise Application Market by Vertical

9.6 Singapore Mobile Enterprise Application Market

- 9.6.1 Singapore Mobile Enterprise Application Market by Software
- 9.6.2 Singapore Mobile Enterprise Application Market by Organization Size
- 9.6.3 Singapore Mobile Enterprise Application Market by Operating System
- 9.6.4 Singapore Mobile Enterprise Application Market by Type of App
- 9.6.5 Singapore Mobile Enterprise Application Market by Vertical

9.7 Malaysia Mobile Enterprise Application Market

9.7.1 Malaysia Mobile Enterprise Application Market by Software

9.7.2 Malaysia Mobile Enterprise Application Market by Organization Size

9.7.3 Malaysia Mobile Enterprise Application Market by Operating System

9.7.4 Malaysia Mobile Enterprise Application Market by Type of App

9.7.5 Malaysia Mobile Enterprise Application Market by Vertical

9.8 Rest of Asia-Pacific Mobile Enterprise Application Market

9.8.1 Rest of Asia-Pacific Mobile Enterprise Application Market by Software

9.8.2 Rest of Asia-Pacific Mobile Enterprise Application Market by Organization Size

9.8.3 Rest of Asia-Pacific Mobile Enterprise Application Market by Operating System

9.8.4 Rest of Asia-Pacific Mobile Enterprise Application Market by Type of App

9.8.5 Rest of Asia-Pacific Mobile Enterprise Application Market by Vertical

CHAPTER 10. COMPANY PROFILES

10.1 IBM Corporation

10.1.1 Company Overview

10.1.2 Financial Analysis

10.1.3 Business Segment Analysis

10.1.4 Research and Development Cost

10.2 Microsoft Corporation

10.2.1 Company Overview

10.2.2 Financial Analysis

10.2.3 Business Segment Analysis

10.2.4 Research and Development Cost

10.3 HP Enterprise Company

10.3.1 Company Overview

10.3.2 Financial Analysis

10.3.3 Segmental Analysis

10.3.4 Research & Development

10.4 Google Inc.

10.4.1 Company Overview

10.4.2 Financial Analysis

10.4.3 Business Segment and Regional Analysis

10.4.4 Research and Development Cost

10.5 Oracle Corporation

10.5.1 Company Overview

10.5.2 Financial Analysis

10.5.3 Business Segment and Regional Analysis

- 10.5.4 Research and Development Cost
- 10.6 SAP SE
 - 10.6.1 Company Overview
 - 10.6.2 Financial Analysis
 - 10.6.3 Business Segment Analysis
 - 10.6.4 Research and Development Cost
- 10.7 Apple Inc.
 - 10.7.1 Company Overview
 - 10.7.2 Financial Analysis
 - 10.7.3 Regional & Segmental Analysis
 - 10.7.4 Research & Development
- 10.8 AT&T Inc.
 - 10.8.1 Company Overview
 - 10.8.2 Financial Analysis
 - 10.8.3 Segmental Analysis
 - 10.8.4 Research & Development

List Of Tables

LIST OF TABLES

Table 1 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET, 2012 - 2015, USD MILLION

Table 2 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET, 2016 - 2022, USD MILLION

Table 3 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2012 - 2015, USD MILLION

Table 4 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2016 - 2022, USD MILLION

Table 5 ASIA-PACIFIC ERP MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 6 ASIA-PACIFIC ERP MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 7 ASIA-PACIFIC ACCOUNTING & FINANCE MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 8 ASIA-PACIFIC ACCOUNTING & FINANCE MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 9 ASIA-PACIFIC CRM MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 10 ASIA-PACIFIC CRM MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 11 ASIA-PACIFIC COMMUNICATION & COLLABORATION MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 12 ASIA-PACIFIC COMMUNICATION & COLLABORATION MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 13 ASIA-PACIFIC SCM MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 14 ASIA-PACIFIC SCM MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 15 ASIA-PACIFIC M COMMERCE MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 16 ASIA-PACIFIC M COMMERCE MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 17 ASIA-PACIFIC MOBILE LEARNING MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 18 ASIA-PACIFIC MOBILE LEARNING MOBILE ENTERPRISE APPLICATION

MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 19 ASIA-PACIFIC BUSINESS ANALYTICS MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 20 ASIA-PACIFIC BUSINESS ANALYTICS MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 21 ASIA-PACIFIC OTHER MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 22 ASIA-PACIFIC OTHER MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 23 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 24 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 25 ASIA-PACIFIC SMALL AND MEDIUM BUSINESSES MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 26 ASIA-PACIFIC SMALL AND MEDIUM BUSINESSES MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 27 ASIA-PACIFIC LARGE ENTERPRISES MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 28 ASIA-PACIFIC LARGE ENTERPRISES MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 29 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2012 - 2015, USD MILLION

Table 30 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2016 - 2022, USD MILLION

Table 31 ASIA-PACIFIC ANDROID BASED MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 32 ASIA-PACIFIC ANDROID BASED MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 33 ASIA-PACIFIC IOS BASED MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 34 ASIA-PACIFIC IOS BASED MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 35 ASIA-PACIFIC OTHER OPERATING SYSTEM MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 36 ASIA-PACIFIC OTHER OPERATING SYSTEM MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 37 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2012 - 2015, USD MILLION

Table 38 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2016 - 2022, USD MILLION

Table 39 ASIA-PACIFIC NATIVE MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 40 ASIA-PACIFIC NATIVE MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 41 ASIA-PACIFIC HYBRID MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 42 ASIA-PACIFIC HYBRID MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 43 ASIA-PACIFIC WEB APP MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 44 ASIA-PACIFIC WEB APP MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 45 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 46 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 47 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN BFSI MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 48 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN BFSI MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 49 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN GOVERNMENT MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 50 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN GOVERNMENT MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 51 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 52 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN MEDIA & ENTERTAINMENT MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 53 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN TRANSPORTATION & LOGISTICS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 54 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN TRANSPORTATION & LOGISTICS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 55 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN RETAIL MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 56 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN RETAIL MARKET

BY COUNTRY, 2016 - 2022, USD MILLION

Table 57 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN HEALTHCARE MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 58 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN HEALTHCARE MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 59 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN EDUCATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 60 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN EDUCATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 61 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN MANUFACTURING & AUTOMOTIVE MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 62 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN MANUFACTURING & AUTOMOTIVE MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 63 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN OTHER VERTICAL MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 64 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION IN OTHER VERTICAL MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 65 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 66 ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 67 CHINA MOBILE ENTERPRISE APPLICATION MARKET, 2012 - 2015, USD MILLION

Table 68 CHINA MOBILE ENTERPRISE APPLICATION MARKET, 2016 - 2022, USD MILLION

Table 69 CHINA MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2012 - 2015, USD MILLION

Table 70 CHINA MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2016 - 2022, USD MILLION

Table 71 CHINA MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 72 CHINA MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 73 CHINA MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2012 - 2015, USD MILLION

Table 74 CHINA MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2016 - 2022, USD MILLION

Table 75 CHINA MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2012 - 2015, USD MILLION

Table 76 CHINA MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2016 - 2022, USD MILLION

Table 77 CHINA MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 78 CHINA MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 79 JAPAN MOBILE ENTERPRISE APPLICATION MARKET, 2012 - 2015, USD MILLION

Table 80 JAPAN MOBILE ENTERPRISE APPLICATION MARKET, 2016 - 2022, USD MILLION

Table 81 JAPAN MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2012 - 2015, USD MILLION

Table 82 JAPAN MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2016 - 2022, USD MILLION

Table 83 JAPAN MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 84 JAPAN MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 85 JAPAN MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2012 - 2015, USD MILLION

Table 86 JAPAN MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2016 - 2022, USD MILLION

Table 87 JAPAN MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2012 - 2015, USD MILLION

Table 88 JAPAN MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2016 - 2022, USD MILLION

Table 89 JAPAN MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 90 JAPAN MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 91 INDIA MOBILE ENTERPRISE APPLICATION MARKET, 2012 - 2015, USD MILLION

Table 92 INDIA MOBILE ENTERPRISE APPLICATION MARKET, 2016 - 2022, USD MILLION

Table 93 INDIA MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2012 - 2015, USD MILLION

Table 94 INDIA MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2016 - 2022, USD MILLION

Table 95 INDIA MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION

SIZE, 2012 - 2015, USD MILLION

Table 96 INDIA MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 97 INDIA MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2012 - 2015, USD MILLION

Table 98 INDIA MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2016 - 2022, USD MILLION

Table 99 INDIA MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2012 - 2015, USD MILLION

Table 100 INDIA MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2016 - 2022, USD MILLION

Table 101 INDIA MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 102 INDIA MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 103 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET, 2012 - 2015, USD MILLION

Table 104 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET, 2016 - 2022, USD MILLION

Table 105 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2012 - 2015, USD MILLION

Table 106 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2016 - 2022, USD MILLION

Table 107 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 108 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 109 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2012 - 2015, USD MILLION

Table 110 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2016 - 2022, USD MILLION

Table 111 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2012 - 2015, USD MILLION

Table 112 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2016 - 2022, USD MILLION

Table 113 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 114 SOUTH KOREA MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 115 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET, 2012 - 2015, USD MILLION

Table 116 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET, 2016 - 2022, USD MILLION

Table 117 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2012 - 2015, USD MILLION

Table 118 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2016 - 2022, USD MILLION

Table 119 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 120 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 121 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2012 - 2015, USD MILLION

Table 122 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2016 - 2022, USD MILLION

Table 123 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2012 - 2015, USD MILLION

Table 124 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2016 - 2022, USD MILLION

Table 125 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 126 SINGAPORE MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 127 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET, 2012 - 2015, USD MILLION

Table 128 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET, 2016 - 2022, USD MILLION

Table 129 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2012 - 2015, USD MILLION

Table 130 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2016 - 2022, USD MILLION

Table 131 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 132 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 133 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2012 - 2015, USD MILLION

Table 134 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET BY

OPERATING SYSTEM, 2016 - 2022, USD MILLION

Table 135 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2012 - 2015, USD MILLION

Table 136 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2016 - 2022, USD MILLION

Table 137 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 138 MALAYSIA MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 139 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET, 2012 - 2015, USD MILLION

Table 140 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET, 2016 - 2022, USD MILLION

Table 141 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2012 - 2015, USD MILLION

Table 142 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY SOFTWARE, 2016 - 2022, USD MILLION

Table 143 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2012 - 2015, USD MILLION

Table 144 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY ORGANIZATION SIZE, 2016 - 2022, USD MILLION

Table 145 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2012 - 2015, USD MILLION

Table 146 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY OPERATING SYSTEM, 2016 - 2022, USD MILLION

Table 147 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2012 - 2015, USD MILLION

Table 148 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY TYPE OF APP, 2016 - 2022, USD MILLION

Table 149 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2012 - 2015, USD MILLION

Table 150 REST OF ASIA-PACIFIC MOBILE ENTERPRISE APPLICATION MARKET BY VERTICAL, 2016 - 2022, USD MILLION

Table 151 KEY INFORMATION – IBM CORPORATION

Table 152 KEY INFORMATION - MICROSOFT CORPORATION

Table 153 KEY INFORMATION - HP ENTERPRISE COMPANY

Table 154 KEY INFORMATION - GOOGLE INC.

Table 155 KEY INFORMATION – ORACLE CORPORATION

Table 156 KEY INFORMATION – SAP SE

Table 157 KEY INFORMATION - APPLE INC.

Table 158 KEY INFORMATION - AT&T INC.

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