

# Europe Mobile Enterprise Application Market (2016 - 2022)

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## Abstracts

Banks, insurances, and financial organizations use mobile enterprise apps to significantly contribute to the productivity of the employees and eventually boost connectivity with customers. 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. 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.

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, Europe Mobile Enterprise Application market is segmented into

Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant Country in the Europe Mobile Enterprise Application market in 2015. France and UK 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.

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