

Global Mobile Business Process Management Market (2016 - 2022)

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Abstracts

Business process management (BPM) is fairly a well-established solution in many enterprises. However, there is still scope for fully leveraging the explosion in mobile devices, platforms and capabilities. As the adoption of mobile devices into businesses improves, the possibility to leverage the full potential of BPM is not a distant dream. Business processes bring about differentiation in the ecosystem. With efficient processes, businesses can make a difference that would bring about customer satisfaction and business growth. Differentiation is especially true in the telecommunications industry, where Communications Service Providers (CSPs) are witnessing substantial declines in the voice revenues, competing technologies and technology providers, soaring demand for integrated telephony, mobile communications, TV and internet services. To ensure a stable market share, the need for robust operational processes, coordinated functionality, and optimum productivity to reduce cost of operations is vital.

Based on the solution type, the global Mobile Business Process Management market is segmented into Process Improvement, Automation, Content and Document Management, Integration, Monitoring and Optimization and Others. Process improvement Business Process Management holds the dominant position in 2015; however, Monitoring & Optimization would witness maximum CAGR during the forecast period. Based on the organization size, the Mobile Business Process Management market is segmented into Large Enterprises and Small & Medium Enterprises. Based on the functions of Mobile Business Process Management the market is segmented into Human Resources, Finance and Procurement, Customer Relationship Management, Sales and Marketing, Research and Development and Others. Sales and Marketing segment dominated the market in 2015; however, Customer relationship management witnesses maximum CAGR during the forecast period.

The verticals covered within the scope of the report banking, financial services and insurance (BFSI), Public sector, retail, telecom and IT, healthcare, manufacturing and other sectors. In 2015, BFSI sector dominated the Mobile Business Process Management market by vertical. Based on the deployment type, the global Mobile Business Process Management market is further segmented across cloud based deployment and on-premise.

Based on region, Mobile Business Process Management market is segmented into North America (US, Canada, Mexico and Rest of North America), Europe (Germany, UK, France, Russia, Spain, Italy and Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia-Pacific) and Latin America, and Middle East & Africa. North America remained the dominant region in the global Mobile Business Process Management market in 2015. Asia-Pacific would witness highest CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Mobile Business Process Management market. Key companies profiled in the report include IBM Corporation, Microsoft Corporation, HP Enterprise Company, FireEye, Inc., Logrhythm, Inc., Alien Vault, Inc., Fujitsu Limited, Oracle Corporation, Open Text corporation and BAE Systems.

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