

North America Mobile Business Process Management Market (2016 - 2022)

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Abstracts

Business processes bring 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. Mobile IT devices have the potential to change the way business is conducted. Technological breakthrough has led to new ways of working, and new products and services that can be offered to potential customers, eventually building a more efficient, more creative, and more valuable teams and building better and sophisticated products. Businesses around the world are looking for an opportunity to exploit mobile technology solutions to gain a competitive edge and contribute to the profitability of the company. Mobility for business will also change the business landscape totally, giving an edge for employers in the increasing competitive challenges of recruiting and retaining talent in the coming decade.

Based on the solution type, the North America 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, Customer Relationship Management, Finance and Procurement, 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 North America Mobile Business Process Management market is further segmented across cloud based deployment and on-premise.

Based on country, North America Mobile Business Process Management market is segmented into US, Canada, Mexico and Rest of North America. US remained the dominant region in the North America Mobile Business Process Management market in 2015. Mexico 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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