

Enterprise Mobility Management Market by Component, Solution (Mobile Device Management, Mobile Application Management), Deployment Mode, Organization Size, Vertical (BFSI, Manufacturing), and Region - Global Forecast to 2026

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Abstracts

The global EMM market size is projected to grow from USD 16.6 billion in 2020 to USD 63.6 billion by 2026, at a Compound Annual Growth Rate (CAGR) of 25.1% during the forecast period. The increasing mobile workforce and adoption of BYOD programs within enterprises to improve their workforce productivity, thus allowing employees to work from anywhere, at any time, and using any device to access corporate data on the go has boost the demand for EMM solutions. In addition to this, proliferation of new mobile devices in the market drives the implementation of mobile device management solutions in regions.

In response to the widespread transmission of the COVID-19, employers are compelled to provide their employees with remote access options, enabling them to work outside of the corporate infrastructure. Providing a work-from-home option for employees is a prudent measure to prevent the spread of viruses throughout the workplace. In this pandemic crisis, many organizations have also implemented a BYOD program that allows employees to use their personal devices for work to ensure business continuity. With a remote workforce, organizations are ensuring that employees can access corporate resources while working from home and have the right tools to stay productive. These factors lead to large enterprises deploying EMM solutions. These solutions also provide remote security and management capabilities to enable BYOD, as well as manage corporate devices. Countries have come up with unique mobile solutions with secured systems to reduce the spread of COVID-19 virus. For instance, Oman has launched Tarassud Plus, a powerful secured system that combines a mobile

application using AI with enhanced features that help find COVID-19 statistics, guidelines, and the best practices to prevent the spread of the infection.

“BFSI: The fastest-growing segment of the EMM market, by vertical”

Among the verticals, the BFSI vertical is expected to dominate the market during the forecast period

Under the vertical segment, the BFSI vertical is expected to hold a larger market size during the forecast period. The rising trend of the BYOD trend in the BFSI sector has led to the adoption of EMM solutions. Several companies in the BFSI sector are increasingly focusing on enhancing workplace mobility, thereby improving employee productivity and satisfaction. For instance, ABANCA, one of the largest banks based in Galicia (Spain), required a flexible, extensible platform that enables its IT department to manage COPE devices.

“Large Enterprises: The largest growing segment of the EMM market.”

Organizations with more than 1,000 employees are categorized as large enterprises. Large enterprises have various departments and a decentralized workforce. They often have sensitive data that needs to be protected from external threats. These companies have significant security budgets and deploy more sophisticated EMM solutions. The ubiquitous accessibility to corporate data and applications through mobile devices integrated over corporate networks has extensively leveraged businesses for organizations. Large enterprises are already leveraging the capabilities of EMM solutions to power their business operations and improve employees' productivity, which helps them concentrate more on different business areas and drive higher business revenue. EMM solutions are also helping large enterprises in managing, controlling, and securing many mobile devices at one go. The use of smartphones and tablets to access business applications has become a common practice in large enterprises.

“APAC: The fastest growing region in the EMM market.”

The APAC EMM market is estimated to have a strong growth in the future. The constant economic growth, increasing the young workforce, and the usage of tablets and smartphones for business purposes will lead toward the adaptation of enterprise mobility solutions to meet the growing demands of securing and protecting critical data. The dependence on the BYOD trend is expected to be an emerging one in India, as the

country is home to several mid-sized and large enterprises that have enabled employees to carry their own devices in office campuses. The rise in digitalization has also led to concerns related to hacking and data security threats. Countries such as Japan have increased efforts for deploying EMM solutions on each vertical, thus ensuring the regularity and security of data. Various vendors in mobility management have been taking efforts in entering partnerships with the government to offer products to small and large enterprises.

Breakdown of primaries

The studies contains insights from various industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

By Company: Tier I: 34%, Tier II: 43%, and Tier III: 23%

By Designation: C-Level Executives: 50%, Directors: 30%, and Others: 20%

By Region: North America: 25%, APAC: 30%, Europe: 30%, MEA: 10%, and Latin America: 5%

The EMM market is dominated by a few globally established players such as IBM (US), Microsoft(US), Cisco (US), BlackBerry (Canada), VMware(US), SAP (Germany), Citrix (US), Matrix42(Germany), MobileIron (US), Nationsky (China), Snow Software(Sweden), Sophos (UK), SOTI (Canada), Codeproof (US), Netplus Mobility (US), Hexnode (US), ManageEngine(US), Miradore (Finland), Quest Software (US), Ivanti(US), Scalefusion (India), 42Gears Mobility Systems(India), Social Mobile (US), AppTech (Switzerland), and Jamf (US).

Research Coverage

The report segments the EMM market and forecasts its size, by volume and value, based on region (North America, Europe, APAC, MEA and Latin America), component (solutions and services), solution (MDM, MAM, MCM, identity and access management, and mobile expense management), by organization size (large enterprises, Small and Medium-Sized enterprises), by deployment mode (cloud and on-premises), and vertical ([BFSI, retail and e-commerce, healthcare and life sciences, IT and telecom, manufacturing, government, transportation and logistics, travel and hospitality, and others (education, energy and utilities, and media and entertainment)]).

The report also provides a comprehensive review of market drivers, restraints, opportunities, and challenges in the EMM market. The report also covers qualitative aspects in addition to the quantitative aspects of these markets.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall EMM market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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