

# **Internet of Things (IoT) Middleware Market by Type (IoT Application & Data Management), by IoT Platform (Application Enablement, Device & Connectivity Management), by Services, by End Users, by Industry Verticals and by Regions - Global Forecast to 2020**

<https://marketpublishers.com/r/IA675FCAD87EN.html>

Date: October 2015

Pages: 150

Price: US\$ 7,150.00 (Single User License)

ID: IA675FCAD87EN

## **Abstracts**

IoT middleware is segmented into application and platform, which includes application management, data management, application enablement platform, device management platform, and connectivity management platform. The application in the IoT enables security, management, and control of the IoT applications through fine-grained access control policies; it is a single point of control to manage both internal and third-party apps across all devices.

The IoT middleware market presents considerable opportunities for system integrators due to the increasing adoption of the connected devices across various vertical specific applications, such as connected cars, smart cities, connected logistics, smart healthcare, intelligent utilities, and connected workforce. Additionally, increasing penetration of the internet users has boosted the adoption of connected and smart devices and today's Internet Protocol (IP) standard, IPv4 is restrained in its capacity to accommodate such large number of devices due to limited availability of addresses. This provides an opportunity for the deployment of IPV6 to accommodate billions of devices.

The IoT middleware market consists of the future market trends of the IoT middleware market; it also presents detailed analysis, market sizing, and forecasting for the emerging submarkets of the IoT middleware. The report is segmented into IoT middleware application and platform, service, end user, vertical, and regional markets. The IoT middleware market research report analyzes global adoption trends, future

growth potentials, key drivers, competitive outlook, restraints, opportunities, and emerging technologies in this market, as well as the IoT middleware market ecosystem.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, social, technological, and economic factors. For instance, exchange rates, one of the prominent economic factors, are expected to have a moderate impact on this market. Therefore, dollar fluctuations are not expected to seriously affect the forecasts in the emerging Asia-Pacific (APAC) region.

The report would help the market leaders/new entrants in this market in the following ways:

1. The report covers this market comprehensively and segments it into application, platform, and services. It provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across the regions.
2. The report would help them understand the competitors and gain more insights to better position their business. There is a separate section on competitive landscape, including competitor ecosystem, mergers and acquisition, and venture capital funding. Besides, there are company profiles of top ten players in this market. In this section, market scenarios have also been provided to put them ahead of the competitors.
3. The report would help them understand the pulse of the market. It provides information on key market drivers, restraints, challenges, and opportunities.

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