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Mobile Application Development Platform Market by Deployment (Cloud, On-Premise), by End User Type (SMBs, Large Enterprise), by Industry Verticals, by Region (NA, EU, APAC, MEA, LA) – Global Forecast to 2019

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Abstracts

The MADP market is an emerging technology with range of developments reshaping the communications market through constant changes in mobile environment. In the recent years, consumers and enterprise users have moved from PCs and laptops to smart devices that have left developer teams to ascent to new tools and technologies.

The growing demand for commercial mobile devices and emerging advancements in digital technology are visibly driving the market for MADP. Industry verticals such as BFSI, healthcare, retail, transportation and logistics and manufacturing are progressively deploying MADP for better quality and performance of mobile apps.

Strategic platform vendors, namely Halosys, Convertigo, IBM and Kony among various others are offering MADP to present definite set of recommendations from the end users that would help to develop mobile applications using the responsive development procedures.

The major restraints in this market are rising cost and technical difficulties and increasing importance of security. This report analyzes the growth rate and penetration of MADP across all regions.

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, economic, social, technological, and economic factors. For instance, exchange rate is

one of the economic factors which are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging Asia-Pacific (APAC) regions.

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

1. This report segments the market into services, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across different industry verticals and regions.
2. This report will help them better understand the competitors and gain more insights to better position one's business. There is a separate section on competitive landscape, includingend-user analysis, mergers and acquisitions, and venture capital funding. Besides this, there are company profiles of the ten major players in this market. In this section, market internals are provided that can help place one's company ahead of the competitors.
3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

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