

Mobile Content Management Market by Deployment Type, User Type (Small and Medium Enterprises, and Enterprisers), Vertical, Region (North America, Europe, Middle East and Africa, and Latin America) - Global Forecast and Analysis to 2020

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Abstracts

The mobile content management market size is estimated to grow from USD 2.0 billion in 2015 to USD 5.63 billion by 2020, at an estimated CAGR of 23.0% from 2015 to 2020. The mobile content management market is driven by factors such as data security concerns in enterprises, increasing adoption of mobile devices and consumerization of IT.

Enterprises are estimated to contribute the largest market share during the forecast period. Furthermore, due to increase in Bring Your Own Devices (BYOD) trends in enterprises, SMEs are expected to gain traction and grow at the highest CAGR in the next five years. The mobile content management market is also projected to witness growth in healthcare and retail sectors, with BFSI and telecom and IT vertical contributing the largest market share during the forecast period. Mobile content management cloud deployment is expected to grow with highest rate from 2015 to 2020. However, on-premises deployment is expected to contribute largest market share during the forecast period.

In the process of determining and verifying the market size for several segments and sub-segments gathered through secondary research, extensive primary interviews were conducted. Various key people in Tier 1, Tier 2, and Tier 3 companies were contacted for primary interviews. The interviews were conducted with CEOs, CIOs, vice presidents, marketing directors, mobile content management technologists, and other innovation and technology directors and executives from various key organizations

operating in the content management marketplace. Primary interviews were conducted worldwide covering regions such North America, Europe, Asia-Pacific (APAC), Middle East and Africa (MEA), and Latin America.

As the role of mobile devices in enterprises is evolving, the mobile content management market offers tremendous upcoming opportunities for growth in the next five years. With the increasing BYOD trend and cloud deployment of MCM solutions, there are huge opportunities for organizations to adopt mobile content management solutions. Furthermore, the organizations are also turning toward mobile content management solutions providers to make their own content management applications which can be used by employees of the organizations.

Various key mobile content management vendors and service providers profiled in the report are as follows:

1. AirWatch
2. CA Technologies
3. MobileIron
4. SAP SE
5. Symantec Corporation
6. Alfresco Software
7. Good Technology
8. SOTI
9. Sophos
10. Citrix Systems

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

1. This report segments the mobile content management market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the sub-segments across different verticals and regions.
2. The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to better understand the competitors and gain more insights to better their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, mergers and acquisitions.

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