

Mobile Data Protection Market by Solutions (Mobile Data Protection, Data Loss Prevention, Mobile Device Management)& by Services (Implementation, Training & Support, Consulting, Managed Services) - Global Forecast to 2019

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Abstracts

The widespread technological developments such as cloud and mobility are significantly transforming the work patterns in organizations. In the recent years, businesses have increasingly embraced various technological developments such as cloud, mobility, and social media which further leads to the increase in the amount of data generated among organizations. This is evident from the expansive adoption of mobile devices among companies to leverage mobility for enhanced efficiency. Thus, the usage of mobile devices such as smartphones, tablets, and removable media for accessing and transferring organizational data increases the propensity of data loss and breach. Thereby, this fosters the adoption of data protection solutions among businesses across organizations.

The Mobile Data Protection (MDP) market is fast gaining traction primarily due to the advent and acceptance of the Bring Your Own Device (BYOD) trend, the rising demand among businesses for enhancing productivity through secure data transfer across mobile devices. In addition, the growing security concerns involved in organizational content access and travel across mobile devices further demands data protection solutions.

Today, enterprises are promptly adopting data security solutions to support flexible working among employees in a secure manner as it provides the workforce with flexibility in working, and thus enhances the efficiency of the organizations. Further, the rising intensity and volume of cyber-attacks along with growing propensity of mobile

devices theft and loss is further enabling the adoption of MDP solutions for facilitating secure data transfer across mobile devices and abstaining cyber-attacks.

Further, the adoption of MDP is encouraged due to the surfacing of mandate standards related to data security that needs to be adhered with, across various industry verticals such as HIPPA for healthcare and PCI DSS for BFSI as these solutions comply with certain specific regulations and facilitate secure data access and transfer across mobile devices. Hence, the surfacing of these solutions is further adding to the demand of MDP across the globe.

Over the years, the data protection providers were having upper hand in the market as the employee-owned mobile devices were restricted among companies. However, with the expansive proliferation of mobile devices among businesses, the benefits have shifted to endpoint protection providers for facilitating mobility with data security. In addition, the technological developments such as next-generation firewalls and advanced anti-malware to protect organizations from cyber-attacks, breaches, and data loss have facilitated businesses with superior data protection solutions.

Though the provisions of MDP have leveraged both the user segments of enterprises and SMBs, there are certain apprehensions restraining the growth in the MDP market. For instance, lack of awareness about the benefits attached with the adoption of MDP across organizations, and the need to further impart knowledge to the employees inhibits its adoption. In addition, presence of diverse platform devices adds to the problem of functional interoperability among data protection solutions. Considering this, the report further helps to identify the latest patterns and trends intensifying the progression in the MDP market 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. The dollar fluctuations are expected to not seriously affect the forecasts in the emerging regions.

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

1. This report segments the MDP market into solutions and services covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and its sub-segments. The market numbers are further split across deployment type, user type, and industry vertical across all the major regions.

2. This report will help the organizations to better understand the competitors and gain more insights to better position one's business. There is a separate section on competitive landscape, including end user analysis, mergers and acquisitions, and venture capital funding. Besides this, there are company profiles of 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 the organizations to understand the pulse of the market. It provides information on key market drivers, restraints, and opportunities.

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About

The mobile data protection market comprises various solutions and services, which enable secure organizational data access and transfers across mobile devices. The mobile devices comprises devices such as flash drives, removable media, smartphones, and tablets that have access to business data and are used for storage along with the capability to transfer data from one place to another. The usage of these devices facilitates real-time access to organizational data and enables its transfer across mobile devices, thereby enhancing employee efficiency. This market study broadly covers various solutions and services to derive the MDP market size during the forecast period from 2014 to 2019.

Objectives Of The Study

To define, describe, and forecast the global mobile data protection (MDP) market on the basis of solutions, services, deployment types, user types, industry verticals, and regions

To provide detailed information regarding the major factors influencing the growth of the market (drivers, restraints, opportunities, and industry insights)

To strategically analyze each sub-market with respect to individual growth trends and contribution towards the overall market

To analyze the new opportunities in the market for stakeholders and details of a competitive landscape for market leaders

To forecast the size of the market segments with respect to five main geographies- namely, North America (NA), Europe, Asia-Pacific (APAC), Middle East and Africa (MEA), and Latin America (LA)

To strategically profile key players and comprehensively analyze their market strategies and core competencies

To track and analyze competitive developments such as mergers and acquisitions and new product developments in the MDP market

This study is limited to the solutions and services related to mobile data protection. However, network storage security products have not been included in this study, as only limited vendors include this product offering in their portfolio; thus, this does not form a prime segment of this study. Also, the network storage security is specifically about securing networks for faster and secure data transfer. However, the study caters to the protection of organizational content that is accessed and stored on mobile devices, and also safeguards the data that travels through these mobile devices across the business network. Further, Security Information and Event Management (SIEM) stand to be an important aspect in the study. However, this solution is specifically not included as while including MDP solutions the minimum criterion was its compliance with FIPS 140-2. Further, while the MDP is implemented, the compliance monitoring is taken care of by the MDP solution provider which varies across industry verticals and the regions adopting it.

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