

# **Top 10 Telecom Technologies (MVAS, BYOD and Enterprise Mobility, Mobile Money, Mobile Learning, Contactless Payment, Indoor Location, Mass Notification System, M2M Satellite Communication, Mobile CDN and Mobile User Authentication) - Forecast to 2021**

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## **Abstracts**

“Reduction in queuing & transaction time and increased convenience in making low value payments are driving the contactless payment market”

The contactless payment market is estimated to grow from USD 6.70 billion in 2016 to USD 17.56 billion by 2021, at a Compound Annual Growth Rate (CAGR) of 21.2% during the forecast period. Reduction in queuing & transaction time, increased convenience in making low value payments, ease of technology integration with existing cards, increased average transaction value, better customer insights, improved service delivery, and increased revenue opportunity are some of the driving factors of the contactless payment market. High cost involved in deploying Embedded Parallel Operating System (EPOS) terminals and security issues related to the contactless technology act as major restraining factors for the growth of the contactless payment market.

“Mobile apps to play a key role in the mobile money market by 2021”

Mobile apps are expected to have the largest market share in the mobile money market during the forecast period. The market share of mobile apps is expected to rise because these are built on software which are compatible for use in smartphones and can be easily operated. Functions such as sending, receipt, and withdrawal of money as well

as viewing account information and managing contacts can be done with these simple apps.

“The in-building solution segment is expected to hold the largest market share in the Mass Notification System (MNS) market and the current trend is expected to continue during the forecast period”

In-building MNS is used to notify people in a closed or a restricted area where the consequences of emergencies can be of critical nature. Indoor public address system, digital signage, desktop alerting, tone alert radios, voice-enabled fire alarm panels, posted notices, video screens, and telephones are a part of in-building mass notification solutions, which can be instruments to relay critical information to the masses, thereby reducing panic and chaos.

“Asia-Pacific (APAC) is expected to grow at the highest CAGR during the forecast period in the overall top 10 telecom technologies”

APAC is expected to grow at the highest CAGR during the forecast period of 2016-2021. The Content Distribution Network (CDN) market is expected to grow at the highest CAGR of 48.8%, followed by the mobile money and indoor location market growing at CAGR of 45.5% and 45.2%, respectively, in the APAC region. The rising significance of mobile technologies and the growing government initiatives in the developing economies are driving the growth of telecom and mobility market in the APAC region.

The various key vendors profiled in the report are as follows:

1. Gemalto N.V (Amsterdam, the Netherlands)
2. Giesecke & Devrient GmbH (Munich, Germany)
3. Apple Inc. (California, U.S.)
4. Google, Inc. (California, U.S.)
5. Eaton Corporation (Dublin, Ireland)
6. Honey International Inc. (New Jersey, U.S)
7. BlackBerry Limited (Ontario, Canada)
8. Cisco Systems (California U.S)
9. Microsoft Corporation (Washington, U.S.)
10. ORBCOMM, Inc. (New Jersey, U.S.)
11. Inmarsat ( London, U.K)
12. AT&T (Texas, U.S)

13. Ericsson (Stockholm, Sweden)
14. EMC Corporation (Massachusetts, U.S.)
15. Bharti Airtel Limited (New Delhi, India)

## Research Coverage

The top 10 telecom technologies market has been segmented based on solution, end-user, and vertical in the mobile value added services market; component and vertical in the Bring Your Own Device (BYOD) and enterprise mobility market; transaction mode, type of purchase, and industry in the mobile money market; software solution, application, and user type in the mobile learning market; solution, service, and vertical in the contactless payment market; component and vertical in the indoor location market; component, solution, application, and vertical in the mass notification system market; technology, communication network, service and vertical in the Machine to Machine (M2M) satellite communication market; type, solution & service, and vertical in the mobile content delivery network market; and user type and vertical in the mobile user authentication market. A detailed analysis of the key industry players has been done to provide key insights into their business overview, products & services, key strategies, new product launches, partnerships, agreements, collaborations, expansions, and competitive landscape associated with the top 10 telecom technology market.

## Reasons to Buy the Report

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

This report segments the top 10 telecom technology market comprehensively and provides the closest approximations of the revenue numbers for the overall markets and the subsegments across different verticals and regions.

The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to better understand the competitors and gain more insights to improve their position in the business. The competitive landscape section includes competitive ecosystem, new product developments, partnerships, and mergers & acquisitions.

## Contents

### **1 INTRODUCTION**

### **2 RESEARCH METHODOLOGY**

### **3 MOBILE VALUE ADDED SERVICES MARKET**

#### 3.1 EXECUTIVE SUMMARY

#### 3.2 MARKET DYNAMICS

##### 3.2.1 DRIVERS

##### 3.2.2 RESTRAINTS

#### 3.3 INDUSTRY TRENDS

##### 3.3.1 EVOLUTION

##### 3.3.2 VALUE CHAIN ANALYSIS

#### 3.4 MVAS MARKET ANALYSIS, BY SOLUTION

#### 3.5 MVAS MARKET ANALYSIS, BY END-USER

#### 3.6 MVAS MARKET ANALYSIS, BY VERTICAL

#### 3.7 GEOGRAPHIC ANALYSIS

### **4 BYOD AND ENTERPRISE MOBILITY**

#### 4.1 EXECUTIVE SUMMARY

#### 4.2 MARKET DYNAMICS

##### 4.2.1 DRIVERS

##### 4.2.2 RESTRAINTS

#### 4.3 INDUSTRY TRENDS

##### 4.3.1 INTRODUCTION

##### 4.3.2 EVOLUTION

##### 4.3.3 VALUE CHAIN ANALYSIS

#### 4.4 BYOD AND ENTERPRISE MOBILITY MARKET ANALYSIS, BY COMPONENT

##### 4.4.1 BYOD AND ENTERPRISE MOBILITY MARKET ANALYSIS, BY SOFTWARE

##### 4.4.2 BYOD AND ENTERPRISE MOBILITY MARKET ANALYSIS, BY SECURITY

##### 4.4.3 BYOD AND ENTERPRISE MOBILITY MARKET ANALYSIS, BY SERVICE

#### 4.5 BYOD AND ENTERPRISE MOBILITY MARKET ANALYSIS, BY VERTICAL

#### 4.6 GEOGRAPHIC ANALYSIS

### **5 MOBILE MONEY MARKET**

## 5.1 EXECUTIVE SUMMARY

## 5.2 MARKET DYNAMICS

### 5.2.1 DRIVERS

### 5.2.2 RESTRAINTS

## 5.3 INDUSTRY TRENDS

### 5.3.1 INTRODUCTION

### 5.3.2 EVOLUTION

### 5.3.3 VALUE CHAIN ANALYSIS

## 5.4 MOBILE MONEY MARKET ANALYSIS, BY TRANSACTION MODE

## 5.5 MOBILE MONEY MARKET ANALYSIS, BY TYPE OF PURCHASE

## 5.6 MOBILE MONEY TRANSACTION VALUE MARKET ANALYSIS, BY INDUSTRY

## 5.7 GEOGRAPHIC ANALYSIS

# 6 MOBILE LEARNING

## 6.1 EXECUTIVE SUMMARY

## 6.2 MARKET DYNAMICS

### 6.2.1 DRIVERS

### 6.2.2 RESTRAINTS

## 6.3 INDUSTRY TRENDS

### 6.3.1 INTRODUCTION

### 6.3.2 EVOLUTION

### 6.3.3 VALUE CHAIN ANALYSIS

## 6.4 MOBILE LEARNING MARKET ANALYSIS, BY SOFTWARE SOLUTION

## 6.5 MOBILE LEARNING MARKET ANALYSIS, BY APPLICATION

## 6.6 MOBILE LEARNING MARKET ANALYSIS, BY USER TYPE

## 6.7 GEOGRAPHIC ANALYSIS

# 7 CONTACTLESS PAYMENT MARKET

## 7.1 EXECUTIVE SUMMARY

## 7.2 MARKET DYNAMICS

### 7.2.1 DRIVERS

### 7.2.2 RESTRAINTS

## 7.3 INDUSTRY TRENDS

### 7.3.1 INTRODUCTION

### 7.3.2 EVOLUTION

### 7.3.3 VALUE CHAIN ANALYSIS

## 7.4 CONTACTLESS PAYMENT MARKET ANALYSIS, BY SOLUTION

- 7.5 CONTACTLESS PAYMENT MARKET ANALYSIS, BY SERVICE
- 7.6 CONTACTLESS PAYMENT MARKET ANALYSIS, BY VERTICAL
- 7.7 GEOGRAPHIC ANALYSIS

## **8 INDOOR LOCATION MARKET**

- 8.1 EXECUTIVE SUMMARY
- 8.2 MARKET DYNAMICS
  - 8.2.1 DRIVERS
  - 8.2.2 RESTRAINTS
- 8.3 INDUSTRY TRENDS
  - 8.3.1 EVOLUTION
  - 8.3.2 NEED FOR INDOOR LOCATION TECHNOLOGY
  - 8.3.3 VALUE CHAIN ANALYSIS
- 8.4 INDOOR LOCATION MARKET ANALYSIS, BY COMPONENT
- 8.5 INDOOR LOCATION MARKET ANALYSIS, BY VERTICALS
- 8.6 GEOGRAPHIC ANALYSIS

## **9 MASS NOTIFICATION MARKET**

- 9.1 EXECUTIVE SUMMARY
- 9.2 MARKET DYNAMICS
  - 9.2.1 DRIVERS
  - 9.2.2 RESTRAINTS
- 9.3 INDUSTRY TRENDS
  - 9.3.1 INTRODUCTION
  - 9.3.2 VALUE CHAIN ANALYSIS
  - 9.3.3 STRATEGIC BENCHMARKING
- 9.4 MASS NOTIFICATION SYSTEMS MARKET ANALYSIS, BY COMPONENT
- 9.5 MASS NOTIFICATION SYSTEMS MARKET ANALYSIS, BY SOLUTION
- 9.6 MASS NOTIFICATION SYSTEMS MARKET ANALYSIS, BY APPLICATION
- 9.7 MASS NOTIFICATION SYSTEMS MARKET ANALYSIS, BY VERTICAL
- 9.8 GEOGRAPHIC ANALYSIS

## **10 M2M SATELLITE COMMUNICATION MARKET**

- 10.1 EXECUTIVE SUMMARY
- 10.2 MARKET DYNAMICS
  - 10.2.1 DRIVERS

- 10.2.2 RESTRAINTS
- 10.3 INDUSTRY TRENDS
  - 10.3.1 EVOLUTION
  - 10.3.2 VALUE CHAIN ANALYSIS
- 10.4 M2M SATELLITE COMMUNICATION MARKET ANALYSIS, BY TECHNOLOGY
- 10.5 M2M SATELLITE COMMUNICATION MARKET ANALYSIS, BY COMMUNICATION NETWORK DEVICE
- 10.6 M2M SATELLITE COMMUNICATION MARKET ANALYSIS, BY SERVICE
- 10.7 M2M SATELLITE COMMUNICATION MARKET ANALYSIS, BY VERTICAL
- 10.8 GEOGRAPHIC ANALYSIS

## **11 MOBILE CDN MARKET**

- 11.1 EXECUTIVE SUMMARY
- 11.2 MARKET DYNAMICS
  - 11.2.1 DRIVERS
  - 11.2.2 RESTRAINTS
- 11.3 INDUSTRY TRENDS
  - 11.3.1 INTRODUCTION
  - 11.3.2 VALUE CHAIN ANALYSIS
  - 11.3.3 ECOSYSTEM
  - 11.3.4 STRATEGIC BENCHMARKING
- 11.4 MOBILE CDN MARKET ANALYSIS, BY TYPE
- 11.5 MOBILE CDN MARKET ANALYSIS, BY SOLUTION AND SERVICE
  - 11.5.1 MOBILE CDN SOLUTION
  - 11.5.2 MOBILE CDN SERVICES
- 11.6 MOBILE CDN MARKET ANALYSIS, BY VERTICAL
- 11.7 GEOGRAPHIC ANALYSIS

## **12 MOBILE USER AUTHENTICATION**

- 12.1 EXECUTIVE SUMMARY
- 12.2 MARKET DYNAMICS
  - 12.2.1 DRIVERS
  - 12.2.2 RESTRAINTS
- 12.3 INDUSTRY TRENDS
  - 12.3.1 VALUE CHAIN ANALYSIS
- 12.4 MOBILE USER AUTHENTICATION MARKET ANALYSIS
- 12.5 MOBILE USER AUTHENTICATION MARKET ANALYSIS, BY USER TYPE

## 12.6 MOBILE USER AUTHENTICATION MARKET ANALYSIS, BY VERTICAL

## 12.7 GEOGRAPHIC ANALYSIS

# 13 COMPANY PROFILES

## 13.1 INTRODUCTION

(Overview, Financials, Products & Services, Strategy, and Developments)\*

13.2 GEMALTO N.V.

13.3 GIESECKE & DEVRIENT GMBH

13.4 APPLE, INC.

13.5 GOOGLE, INC.

13.6 EATON CORPORATION

13.7 HONEYWELL INTERNATIONAL, INC.

13.8 BLACKBERRY LIMITED

13.9 CISCO SYSTEM, INC.

13.10 MICROSOFT CORPORATION

13.11 ORBCOMM, INC.

13.12 INMARSAT COMMUNICATIONS, INC.

13.13 AT&T, INC.

13.14 ERICSSON

13.15 EMC CORPORATION

13.16 BHARTI AIRTEL LIMITED

13.17 MAHINDRA COMVIVA

13.18 PROMETHEAN, INC.

\*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted companies.

# 14 APPENDIX

14.1 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

14.2 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

14.3 AVAILABLE CUSTOMIZATIONS

14.4 AUTHOR DETAILS



## List Of Tables

### LIST OF TABLES

Table 1 MVAS MARKET, 2015-2020 (USD BILLION, Y-O-Y %)

Table 2 MVAS MARKET SIZE, BY SOLUTION, 2015-2020 (USD BILLION)

Table 3 GLOBAL MVAS MARKET SIZE, BY END-USER, 2015-2020 (USD BILLION)

Table 4 GLOBAL MVAS MARKET SIZE, BY VERTICAL, 2015-2020 (USD BILLION)

Table 5 GLOBAL MVAS MARKET SIZE, BY REGION, 2015-2020 (USD BILLION)

Table 6 GLOBAL BYOD AND ENTERPRISE MOBILITY MARKET SIZE AND GROWTH RATE, 2014–2021 (USD BILLION, YOY %)

Table 7 BYOD AND ENTERPRISE MOBILITY MARKET SIZE, BY SOFTWARE, 2014–2021 (USD BILLION)

Table 8 BYOD AND ENTERPRISE MOBILITY MARKET SIZE, BY SECURITY, 2014–2021 (USD BILLION)

Table 9 BYOD AND ENTERPRISE MOBILITY MARKET SIZE, BY SERVICE, 2014–2021 (USD BILLION)

Table 10 BYOD AND ENTERPRISE MOBILITY MARKET SIZE, BY VERTICAL, 2014–2021 (USD BILLION)

Table 11 BYOD AND ENTERPRISE MOBILITY MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 12 GLOBAL MOBILE MONEY MARKET SIZE AND GROWTH RATE, 2016–2021 (USD BILLION, Y-O-Y %)

Table 13 GLOBAL MOBILE MONEY MARKET SIZE, BY TRANSACTION MODE, 2014–2021 (USD BILLION)

Table 14 GLOBAL MOBILE MONEY MARKET SIZE, BY TYPE OF PURCHASE, 2014–2021 (USD BILLION)

Table 15 GLOBAL MOBILE MONEY TRANSACTION VALUE MARKET SIZE, BY INDUSTRY, 2014–2021 (USD BILLION)

Table 16 GLOBAL MOBILE MONEY MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 17 GLOBAL MOBILE MONEY TRANSACTION VALUE, BY REGION, 2014–2021 (USD BILLION)

Table 18 GLOBAL MOBILE LEARNING MARKET SIZE AND GROWTH RATE, 2013-2020 (USD MILLION, Y-O-Y %)

Table 19 MOBILE LEARNING MARKET SIZE, BY SOLUTION, 2013–2020 (USD MILLION)

Table 20 MOBILE LEARNING MARKET SIZE, BY APPLICATION, 2013–2020 (USD MILLION)

Table 21 MOBILE LEARNING MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 22 MOBILE LEARNING MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 23 CONTACTLESS PAYMENT MARKET SIZE, BY TYPE, 2014–2021 (USD BILLION)

Table 24 CONTACTLESS PAYMENT MARKET SIZE, BY SOLUTION, 2014–2021 (USD BILLION)

Table 25 CONTACTLESS PAYMENT MARKET SIZE, BY SERVICE, 2014–2021 (USD BILLION)

Table 26 CONTACTLESS PAYMENT MARKET SIZE, BY VERTICAL, 2014–2021 (USD BILLION)

Table 27 CONTACTLESS PAYMENT MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 28 GLOBAL INDOOR LOCATION MARKET SIZE, 2014–2021 (USD MILLION)

Table 29 INDOOR LOCATION MARKET SIZE, BY COMPONENT, 2014–2021 (USD BILLION)

Table 30 INDOOR LOCATION MARKET SIZE, BY END-USER, 2014–2021 (USD BILLION)

Table 31 INDOOR LOCATION MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 32 MASS NOTIFICATION SYSTEMS MARKET SIZE AND GROWTH RATE, 2014–2021 (USD MILLION, Y-O-Y %)

Table 33 MASS NOTIFICATION SYSTEMS MARKET SIZE, BY COMPONENT, 2014–2021 (USD MILLION)

Table 34 MASS NOTIFICATION SYSTEMS MARKET SIZE, BY COMPONENT, 2014–2021 (USD BILLION)

Table 35 MASS NOTIFICATION SYSTEMS MARKET SIZE, BY SOLUTION, 2014–2021 (USD BILLION)

Table 36 MASS NOTIFICATION SYSTEMS MARKET SIZE, BY APPLICATION, 2014–2021 (USD BILLION)

Table 37 MASS NOTIFICATION SYSTEMS MARKET SIZE, BY VERTICAL, 2014–2021 (USD BILLION)

Table 38 MASS NOTIFICATION SYSTEMS MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 39 GLOBAL M2M SATELLITE COMMUNICATION MARKET SIZE AND GROWTH, 2013–2020 (USD MILLION, Y-O-Y %)

Table 40 M2M SATELLITE COMMUNICATION MARKET SIZE, BY TECHNOLOGY, 2013–2020 (USD MILLION)

Table 41 M2M SATELLITE COMMUNICATION MARKET SIZE, BY COMMUNICATION NETWORK DEVICE, 2013–2020 (USD MILLION)

Table 42 M2M SATELLITE COMMUNICATION MARKET SIZE, BY SERVICE, 2013–2020 (USD MILLION)

Table 43 M2M SATELLITE COMMUNICATION MARKET SIZE, BY VERTICAL, 2013–2020 (USD MILLION)

Table 44 M2M SATELLITE COMMUNICATION MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 45 MOBILE CDN MARKET SIZE AND GROWTH, 2013–2020 (USD BILLION, Y-O-Y %)

Table 46 MOBILE CDN MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 47 MOBILE CDN MARKET SIZE, BY SOLUTION AND SERVICE, 2013–2020 (USD MILLION)

Table 48 MOBILE CDN MARKET SIZE, BY SOLUTION, 2013–2020 (USD MILLION)

Table 49 MOBILE CDN MARKET SIZE, BY SERVICE, 2013–2020 (USD MILLION)

Table 50 MOBILE CDN MARKET SIZE, BY VERTICAL, 2013–2020 (USD MILLION)

Table 51 MOBILE CDN MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

Table 52 MOBILE USER AUTHENTICATION MARKET SIZE AND GROWTH RATE, 2013–2020 (USD MILLION, Y-O-Y %)

Table 53 MOBILE USER AUTHENTICATION MARKET SIZE, 2013–2020 (USD MILLION)

Table 54 MOBILE USER AUTHENTICATION MARKET SIZE, BY USER TYPE, 2013–2020 (USD MILLION)

Table 55 MOBILE USER AUTHENTICATION MARKET SIZE, BY VERTICAL, 2013–2020 (USD MILLION)

Table 56 MOBILE USER AUTHENTICATION MARKET SIZE, BY REGION, 2013–2020 (USD MILLION)

## List Of Figures

### LIST OF FIGURES

Figure 1 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 2 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 3 DATA TRIANGULATION

Figure 4 MVAS MARKET SIZE, BY SOLUTION (2015 VS 2020): SMS TO LEAD THE MVAS MARKET DURING THE FORECAST PERIOD

Figure 5 MVAS MARKET SIZE, BY VERTICAL (2015 VS 2020): BFSI WILL CONTINUE DOMINATING THE MARKET DURING THE FORECAST PERIOD

Figure 6 NORTH AMERICA DOMINATED THE MVAS MARKET IN 2015; MEA AND APAC ARE PROJECTED TO GROW WITH HIGHER CAGR DURING 2015–2020

Figure 7 MOBILE INTERNET TO PLAY A CRUCIAL ROLE IN THE MOBILE VALUE ADDED SERVICES (MVAS) MARKET

Figure 8 VALUE CHAIN ANALYSIS: ENTERPRISES ARE GENERATING NEW REVENUE STREAMS FOR THE VENDORS

Figure 9 MVAS MARKET, BY SOLUTION; SMS, MOBILE EMAILS, AND MOBILE INFOTAINMENT TO LEAD THE MVAS MARKET

Figure 10 MVAS MARKET, BY VERTICALS; TELECOM & IT IS THE FASTEST GROWING VERTICAL IN THE MVAS MARKET

Figure 11 ENTERPRISES TO LEAD THE MVAS MARKET IN TERMS OF MARKET GROWTH RATE

Figure 12 TELECOM & IT IS THE FASTEST GROWING VERTICAL IN THE MVAS MARKET

Figure 13 GEOGRAPHICAL SNAPSHOT (2015 & 2020): RAPID GROWTH MARKETS MEA AND ASIA PACIFIC ARE EMERGING AS NEW HOT SPOTS

Figure 14 APAC AND MEA ARE THE FASTEST GROWING REGIONS IN THE MVAS MARKET

Figure 15 BYOD AND ENTERPRISE MOBILITY MARKET SIZE, BY SOFTWARE SNAPSHOT (2016 AND 2021): MOBILE APPLICATION MANAGEMENT SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 16 BYOD AND ENTERPRISE MOBILITY MARKET SIZE, BY SECURITY SNAPSHOT (2016 AND 2021): IDENTITY ACCESS MANAGEMENT SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 17 BYOD AND ENTERPRISE MOBILITY MARKET SIZE, BY SERVICE SNAPSHOT (2016 AND 2021); PROFESSIONAL SERVICES OCCUPY THE LARGEST MARKET SHARE DURING THE FORECAST PERIOD

Figure 18 BYOD AND ENTERPRISE MOBILITY MARKET SIZE, BY INDUSTRY

SNAPSHOT (2016 AND 2021); RETAIL INDUSTRY IS EXPECTED TO HAVE THE LARGEST MARKET SHARE DURING THE FORECAST PERIOD

Figure 19 NORTH AMERICA IS ESTIMATED TO HOLD THE LARGEST MARKET SHARE IN 2016

Figure 20 BYOD & ENTERPRISE MOBILITY MARKET: VALUE CHAIN ANALYSIS (2016)

Figure 21 SOFTWARE SEGMENT EXHIBITS THE HIGHEST GROWTH RATE IN THE BYOD AND ENTERPRISE MOBILITY MARKET

Figure 22 MOBILE APPLICATION SEGMENT EXHIBITS THE HIGHEST GROWTH RATE IN THE BYOD AND ENTERPRISE MOBILITY MARKET

Figure 23 IDENTITY AND ACCESS MANAGEMENT EXHIBITS THE HIGHEST GROWTH RATE IN THE BYOD AND ENTERPRISE MOBILITY MARKET

Figure 24 PROFESSIONAL SERVICES SEGMENT EXHIBITS A HIGHER GROWTH RATE IN THE BYOD AND ENTERPRISE MOBILITY MARKET

Figure 25 MANUFACTURING SEGMENT EXHIBITS THE FASTEST GROWTH RATE IN THE BYOD AND ENTERPRISE MOBILITY MARKET

Figure 26 ASIA-PACIFIC WILL EXHIBIT THE HIGHEST ADOPTION RATE IN THE BYOD AND ENTERPRISE MOBILITY MARKET

Figure 27 MOBILE MONEY MARKET SIZE, BY TRANSACTION MODE (2016 AND 2021): MOBILE APPS SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 28 MOBILE MONEY MARKET SIZE, BY TYPE OF PURCHASE (2016 AND 2021); MERCHANDISE AND COUPONS MARKET IS EXPECTED TO BE THE FASTEST GROWING MARKET DURING THE FORECAST PERIOD

Figure 29 MOBILE MONEY MARKET SIZE, BY VERTICAL (2016 AND 2021): RETAIL SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 30 MOBILE MONEY MARKET SIZE, REGIONAL SNAPSHOT (2016 AND 2021): APAC IS EXPECTED TO GROW AT THE HIGHEST CAGR IN TERMS OF MOBILE MONEY ADOPTION RATE DURING THE FORECAST PERIOD

Figure 31 GLOBAL MOBILE MONEY MARKET SHARE, 2016: MIDDLE EAST AND AFRICA IS ESTIMATED TO HOLD THE LARGEST MARKET SHARE IN TERMS OF ADOPTION IN 2016

Figure 32 MANAGING BULK PAYMENTS AND MICROFINANCE SERVICES TO PLAY A KEY ROLE IN THE MOBILE MONEY MARKET

Figure 33 MOBILE MONEY VALUE CHAIN ANALYSIS: MAJOR ROLE PLAYED BY PAYMENT PLATFORM PROVIDERS

Figure 34 MOBILE APPS SEGMENT IS EXPECTED TO HAVE THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 35 MERCHANDISE AND COUPONS SEGMENT IS THE FASTEST GROWING PURCHASE TYPE IN THE MOBILE MONEY MARKET

Figure 36 RETAIL INDUSTRY IS THE FASTEST GROWING VERTICAL IN THE MOBILE MONEY MARKET

Figure 37 ASIA-PACIFIC IS EXPECTED TO SURPASS MIDDLE EAST AND AFRICA TO LEAD THE MOBILE MONEY MARKET BY 2021

Figure 38 REGIONAL SNAPSHOT: ASIA-PACIFIC IS EMERGING AS A NEW HOTSPOT IN TERMS OF ADOPTION OF MOBILE MONEY

Figure 39 MOBILE LEARNING MARKET SIZE, USER TYPE SNAPSHOT (2015-2020): MARKET FOR CORPORATE SEGMENT IS EXPECTED TO QUADRUPLE IN THE NEXT FIVE YEARS

Figure 40 MOBILE LEARNING MARKET SIZE, SOLUTION SNAPSHOT (2015-2020): PORTable LMS IS EXPECTED TO DOMINATE THE MOBILE LEARNING MARKET BY 2020

Figure 41 GLOBAL MOBILE LEARNING MARKET SIZE, BY APPLICATION, 2015-2020; CORPORATE TRAINING IS EXPECTED TO GROW AT A HIGHEST CAGR DURING THE FORECAST PERIOD.

Figure 42 GLOBAL MOBILE LEARNING MARKET SHARE, 2015: NORTH AMERICA IS EXPECTED TO EXHIBIT THE HIGHEST MARKET SHARE IN TERMS OF ADOPTING MOBILE LEARNING SOLUTIONS BY 2020

Figure 43 MOBILE APPLICATION DEVELOPERS TO PLAY A CRUCIAL ROLE IN MOBILE LEARNING MARKET

Figure 44 MOBILE LEARNING MARKET: VALUE CHAIN ANALYSIS

Figure 45 MOBILE CONTENT AUTHORIZING AND PORTable LMS ARE LEADING THE SOLUTIONS MARKET

Figure 46 IN-CLASS LEARNING MARKET SIZE IS EXPECTED TO QUINTUPLE BY 2020

Figure 47 ACADEMIC USER SEGMENT EXHIBIT THE FASTEST GROWTH RATE IN THE MOBILE LEARNING MARKET DURING THE FORECAST PERIOD

Figure 48 ASIA-PACIFIC WILL EXHIBIT THE HIGHEST GROWTH RATE IN THE MOBILE LEARNING MARKET

Figure 49 GEOGRAPHIC SNAPSHOT – ASIA-PACIFIC IS EMERGING AS A NEW HOTSPOT

Figure 50 ASIA-PACIFIC: ONE OF THE ATTRACTIVE DESTINATIONS FOR ALMOST ALL APPLICATIONS

Figure 51 GEOGRAPHIC SNAPSHOT (2015–2020): ASIA-PACIFIC WILL BE AN ATTRACTIVE DESTINATION FOR THE OVERALL MOBILE LEARNING MARKET DURING THE FORECAST PERIOD

Figure 52 CONTACTLESS PAYMENT MARKET EXPECTED TO GROW OWING TO



INCREASING ADOPTION OF CONTACTLESS PAYMENT TECHNOLOGY IN MOBILE HANDSETS DURING THE FORECAST PERIOD

Figure 53 TOP THREE SEGMENTS FOR THE CONTACTLESS PAYMENT MARKET DURING THE FORECAST PERIOD

Figure 54 EUROPE WAS ESTIMATED TO HOLD THE LARGEST MARKET SHARE IN TERMS OF ADOPTION OF CONTACTLESS PAYMENT SOLUTIONS MARKET IN 2016

Figure 55 CONTACTLESS PAYMENT MARKET: EVOLUTION

Figure 56 CONTACTLESS PAYMENT MARKET: VALUE CHAIN ANALYSIS

Figure 57 PAYMENT TERMINAL SOLUTION IS EXPECTED TO LEAD THE CONTACTLESS PAYMENT SOLUTIONS MARKET IN TERMS OF MARKET SIZE DURING THE FORECAST PERIOD

Figure 58 PROFESSIONAL SERVICES IS EXPECTED TO DOMINATE THE SERVICES SEGMENT IN THE CONTACTLESS PAYMENT MARKET DURING THE FORECAST PERIOD

Figure 59 TRANSPORTATION AND LOGISTICS IS EXPECTED TO DOMINATE THE MARKET DURING THE FORECAST PERIOD

Figure 60 ASIA-PACIFIC WILL BE AN ATTRACTIVE INVESTMENT DESTINATION FOR THE CONTACTLESS PAYMENT MARKET, 2016–2021

Figure 61 INDOOR LOCATION MARKET SIZE, BY COMPONENT, 2016–2021 (USD MILLION)

Figure 62 INDOOR LOCATION MARKET SNAPSHOT, BY SOFTWARE TOOL, 2016 VS 2021 (USD MILLION)

Figure 63 GLOBAL INDOOR LOCATION MARKET ANALYSIS, BY APPLICATION, 2016: REMOTE MONITORING WILL BE THE POTENTIAL MARKET FOR INVESTMENT DURING THE FORECAST PERIOD

Figure 64 APAC IS EXPECTED GROW AT THE HIGHEST CAGR IN THE INDOOR LOCATION MARKET DURING THE FORECAST PERIOD

Figure 65 ENTERPRISES IN THE AMERICAS ARE INVESTING A SUBSTANTIAL SHARE OF THEIR REVENUE IN THE INDOOR LOCATION COMPONENTS

Figure 66 INDOOR LOCATION MARKET: EVOLUTION

Figure 67 INDOOR LOCATION MARKET: VALUE CHAIN ANALYSIS

Figure 68 SERVICES SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD (2016–2021)

Figure 69 ENTERTAINMENT SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 70 ASIA-PACIFIC IS PROJECTED TO EXHIBIT THE HIGHEST GROWTH RATE IN THE INDOOR LOCATION MARKET

Figure 71 GEOGRAPHIC SNAPSHOT: ASIA-PACIFIC IS EXPECTED TO HAVE

HIGHEST CAGR IN TERMS OF ADOPTION OF INDOOR LOCATION MARKET SOLUTIONS DURING THE FORECAST PERIOD (2016–2021)

Figure 72 COMPONENT SNAPSHOT (2016–2021): MARKET FOR SOFTWARE AND SERVICES IS EXPECTED TO TRIPLE DURING THE FORECAST PERIOD

Figure 73 DEPLOYMENT TYPE SNAPSHOT (2016–2021): HOSTED DEPLOYMENT TYPE IS EXPECTED TO DOMINATE THE MASS NOTIFICATION SYSTEMS MARKET

Figure 74 USER TYPE SNAPSHOT (2016–2021): LARGE ENTERPRISES SEGMENT IS EXPECTED TO DOMINATE THE MASS NOTIFICATION SYSTEMS MARKET

Figure 75 NORTH AMERICA WAS ESTIMATED TO HOLD THE LARGEST MARKET SHARE IN TERMS OF ADOPTION OF MASS NOTIFICATION SYSTEMS IN 2016

Figure 76 MASS NOTIFICATION SYSTEMS MARKET: VALUE CHAIN ANALYSIS

Figure 77 STRATEGIC BENCHMARKING: KEY TECHNOLOGY INTEGRATION

Figure 78 SOFTWARE AND SERVICES SEGMENT IS EXPECTED TO LEAD THE MASS NOTIFICATION SYSTEMS MARKET

Figure 79 THE MARKET SIZE OF DISTRIBUTED RECIPIENT SOLUTIONS IS EXPECTED TO INCREASE THREEFOLD FROM 2016 TO 2021

Figure 80 INTEROPERABLE EMERGENCY COMMUNICATION IS EXPECTED TO EXHIBIT THE LARGEST MARKET SIZE IN THE MASS NOTIFICATION SYSTEMS MARKET DURING THE FORECAST PERIOD

Figure 81 EDUCATION VERTICAL IS PROJECTED TO EXHIBIT THE LARGEST MARKET SIZE IN THE MASS NOTIFICATION SYSTEMS MARKET BY THE YEAR 2021

Figure 82 APAC IS EXPECTED TO EXHIBIT THE HIGHEST GROWTH RATE IN THE ADOPTION OF MASS NOTIFICATION SYSTEMS MARKET

Figure 83 GEOGRAPHIC SNAPSHOT: ASIA-PACIFIC AND MIDDLE EAST & AFRICA ARE EMERGING AS NEW HOTSPOTS IN TERMS OF ADOPTION OF MASS NOTIFICATION SYSTEMS

Figure 84 GLOBAL M2M SATELLITE COMMUNICATION MARKET, SERVICES SNAPSHOT (2015 VS. 2020): MANAGED AND DATA SERVICES SEGMENT TO GROW RAPIDLY DURING THE FORECAST PERIOD

Figure 85 HEALTHCARE AND MARITIME WOULD BE THE MOST ATTRACTIVE MARKETS DURING THE FORECAST PERIOD

Figure 86 GLOBAL M2M SATELLITE COMMUNICATION MARKET SHARE: NORTH AMERICA IS EXPECTED TO ACCOUNT FOR THE HIGHEST MARKET SHARE DURING THE FORECAST PERIOD 2015–2020

Figure 87 M2M SATELLITE COMMUNICATION MARKET: EVOLUTION

Figure 88 M2M SATELLITE COMMUNICATION MARKET: VALUE CHAIN

Figure 89 VSAT SEGMENT IS EXPECTED TO LEAD THE M2M SATELLITE COMMUNICATION TECHNOLOGY MARKET BY 2020



Figure 90 COMPANIES TO ADOPT SATELLITE MODEMS AT A HIGHER RATE THAN GATEWAYS

Figure 91 MANAGED SERVICES ARE EXPECTED TO GROW AT A HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 92 HEALTHCARE AND MARITIME WOULD CONTINUE TO DOMINATE THE M2M SATELLITE COMMUNICATION MARKET DURING THE FORECAST PERIOD

Figure 93 GEOGRAPHIC SNAPSHOT: ASIA-PACIFIC AND LATIN AMERICA ARE EMERGING AS NEW HOTSPOTS IN ADOPTING M2M SATELLITE COMMUNICATION SERVICES

Figure 94 ASIA-PACIFIC: AN ATTRACTIVE DESTINATION FOR ALL M2M SATELLITE COMMUNICATION SERVICES

Figure 95 MOBILE CDN MARKET, BY SOLUTION (2015 VS. 2020)

Figure 96 MOBILE CDN MARKET: VALUE CHAIN ANALYSIS

Figure 97 MOBILE CDN MARKET: ECOSYSTEM

Figure 98 MOBILE CDN MARKET: STRATEGIC BENCHMARKING

Figure 99 VIDEO CDN HAD THE LARGEST MARKET SIZE IN 2015 AND THE TREND IS EXPECTED TO CONTINUE DURING THE FORECAST PERIOD

Figure 100 SOLUTION SEGMENT HAD THE LARGEST MARKET SIZE IN 2015 AND THE TREND IS EXPECTED TO CONTINUE DURING THE FORECAST PERIOD

Figure 101 SUPPORT AND MAINTENANCE SERVICES HAD THE HIGHEST MARKET SIZE AND THE TREND IS EXPECTED TO CONTINUE DURING THE FORECAST PERIOD

Figure 102 MEDIA AND ENTERTAINMENT VERTICAL HAD THE LARGEST MARKET SIZE AND THE TREND IS EXPECTED TO CONTINUE DURING THE FORECAST PERIOD

Figure 103 APAC IS EXPECTED TO HAVE THE HIGHEST GROWTH RATE DURING THE FORECAST PERIOD

Figure 104 APAC: AN ATTRACTIVE DESTINATION FOR MOBILE CDN MARKET, 2015–2020

Figure 105 MOBILE USER AUTHENTICATION MARKET SHARE: NORTH AMERICA HELD THE LARGEST MARKET SHARE IN 2015

Figure 106 MOBILE USER AUTHENTICATION MARKET: VALUE CHAIN ANALYSIS

Figure 107 SMES WILL EXHIBIT HIGHER GROWTH RATE IN THE MOBILE USER AUTHENTICATION MARKET DURING THE FORECAST PERIOD

Figure 108 GOVERNMENT AND DEFENSE VERTICAL IS EXPECTED TO HAVE THE LARGEST MARKET SIZE IN THE MOBILE USER AUTHENTICATION MARKET BY 2020

Figure 109 NORTH AMERICA WILL CONTINUE TO HAVE THE LARGEST MARKET SIZE IN THE MOBILE USER AUTHENTICATION MARKET DURING THE FORECAST

PERIOD 2015–2020

Figure 110 GEOGRAPHIC SNAPSHOT: ASIA-PACIFIC IS EMERGING AS A NEW HOTSPOT IN THE MOBILE USER AUTHENTICATION MARKET

Figure 111 ASIA-PACIFIC IS THE FASTEST GROWING MARKET IN THE MOBILE USER AUTHENTICATION MARKET

Figure 112 GEMALTO N.V.: COMPANY SNAPSHOT

Figure 113 GEMALTO N.V.: SWOT ANALYSIS

Figure 114 GIESECKE & DEVRIENT GMBH: COMPANY SNAPSHOT

Figure 115 GIESECKE & DEVRIENT GMBH: SWOT ANALYSIS

Figure 116 APPLE INC: COMPANY SNAPSHOT

Figure 117 APPLE, INC: SWOT ANALYSIS

Figure 118 GOOGLE, INC.: COMPANY SNAPSHOT

Figure 119 GOOGLE, INC.: SWOT ANALYSIS

Figure 120 EATON CORPORATION: COMPANY SNAPSHOT

Figure 121 EATON CORPORATION: SWOT ANALYSIS

Figure 122 HONEYWELL INTERNATIONAL, INC.: COMPANY SNAPSHOT

Figure 123 HONEYWELL INTERNATIONAL, INC.: SWOT ANALYSIS

Figure 124 BLACKBERRY LIMITED: COMPANY SNAPSHOT

Figure 125 BLACKBERRY LIMITED: SWOT ANALYSIS

Figure 126 CISCO SYSTEMS, INC.: COMPANY SNAPSHOT

Figure 127 CISCO SYSTEMS, INC.: SWOT ANALYSIS

Figure 128 MICROSOFT CORPORATION: COMPANY SNAPSHOT

Figure 129 MICROSOFT CORPORATION: SWOT ANALYSIS

Figure 130 ORBCOMM, INC.: COMPANY SNAPSHOT

Figure 131 ORBCOMM, INC.: SWOT ANALYSIS

Figure 132 INMARSAT COMMUNICATIONS, INC.: COMPANY SNAPSHOT

Figure 133 INMARSAT COMMUNICATIONS, INC.: SWOT ANALYSIS

Figure 134 AT&T.: COMPANY SNAPSHOT

Figure 135 AT&T.: SWOT ANALYSIS

Figure 136 ERICSSON: COMPANY SNAPSHOT

Figure 137 ERICSSON: SWOT ANALYSIS

Figure 138 EMC CORPORATION: COMPANY SNAPSHOT

Figure 139 EMC CORPORATION: SWOT ANALYSIS

Figure 140 BHARTI AIRTEL LIMITED: COMPANY SNAPSHOT

Figure 141 BHARTI AIRTEL LIMITED: SWOT ANALYSIS

Figure 142 MAHINDRA COMVIVA: COMPANY SNAPSHOT

Figure 143 MAHINDRA COMVIVA: SWOT ANALYSIS

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