

# Mobile Backend as a Service-South America Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/M52BB939461EN.html>

Date: February 2018

Pages: 160

Price: US\$ 3,480.00 (Single User License)

ID: M52BB939461EN

## Abstracts

### Report Summary

Mobile Backend as a Service-South America Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Mobile Backend as a Service industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole South America and Regional Market Size of Mobile Backend as a Service 2013-2017, and development forecast 2018-2023

Main market players of Mobile Backend as a Service in South America, with company and product introduction, position in the Mobile Backend as a Service market  
Market status and development trend of Mobile Backend as a Service by types and applications

Cost and profit status of Mobile Backend as a Service, and marketing status

Market growth drivers and challenges

The report segments the South America Mobile Backend as a Service market as:

South America Mobile Backend as a Service Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

Brazil

Argentina

Venezuela  
Colombia  
Others

South America Mobile Backend as a Service Market: Product Type Segment Analysis  
(Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Android  
iOS  
Others (Blackberry and Window Os)

South America Mobile Backend as a Service Market: Application Segment Analysis  
(Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Data and application integration  
Identity and access management  
Usage analytics  
Support and maintenance Service

South America Mobile Backend as a Service Market: Players Segment Analysis  
(Company and Product introduction, Mobile Backend as a Service Sales Volume, Revenue, Price and Gross Margin):

Oracle Corporation  
IBM Corporation  
Microsoft Corporation  
Anypresence  
Appcelerator  
Built Io Backend  
KII Corporation  
Cloudmine  
Kony  
Kinvey

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.



## Contents

### CHAPTER 1 OVERVIEW OF MOBILE BACKEND AS A SERVICE

- 1.1 Definition of Mobile Backend as a Service in This Report
- 1.2 Commercial Types of Mobile Backend as a Service
  - 1.2.1 Android
  - 1.2.2 iOS
  - 1.2.3 Others (Blackberry and Window OS)
- 1.3 Downstream Application of Mobile Backend as a Service
  - 1.3.1 Data and application integration
  - 1.3.2 Identity and access management
  - 1.3.3 Usage analytics
  - 1.3.4 Support and maintenance Service
- 1.4 Development History of Mobile Backend as a Service
- 1.5 Market Status and Trend of Mobile Backend as a Service 2013-2023
  - 1.5.1 South America Mobile Backend as a Service Market Status and Trend 2013-2023
  - 1.5.2 Regional Mobile Backend as a Service Market Status and Trend 2013-2023

### CHAPTER 2 SOUTH AMERICA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of Mobile Backend as a Service in South America 2013-2017
- 2.2 Consumption Market of Mobile Backend as a Service in South America by Regions
  - 2.2.1 Consumption Volume of Mobile Backend as a Service in South America by Regions
  - 2.2.2 Revenue of Mobile Backend as a Service in South America by Regions
- 2.3 Market Analysis of Mobile Backend as a Service in South America by Regions
  - 2.3.1 Market Analysis of Mobile Backend as a Service in Brazil 2013-2017
  - 2.3.2 Market Analysis of Mobile Backend as a Service in Argentina 2013-2017
  - 2.3.3 Market Analysis of Mobile Backend as a Service in Venezuela 2013-2017
  - 2.3.4 Market Analysis of Mobile Backend as a Service in Colombia 2013-2017
  - 2.3.5 Market Analysis of Mobile Backend as a Service in Others 2013-2017
- 2.4 Market Development Forecast of Mobile Backend as a Service in South America 2018-2023
  - 2.4.1 Market Development Forecast of Mobile Backend as a Service in South America 2018-2023
  - 2.4.2 Market Development Forecast of Mobile Backend as a Service by Regions 2018-2023

## **CHAPTER 3 SOUTH AMERICA MARKET STATUS AND FORECAST BY TYPES**

### **3.1 Whole South America Market Status by Types**

#### **3.1.1 Consumption Volume of Mobile Backend as a Service in South America by Types**

#### **3.1.2 Revenue of Mobile Backend as a Service in South America by Types**

### **3.2 South America Market Status by Types in Major Countries**

#### **3.2.1 Market Status by Types in Brazil**

#### **3.2.2 Market Status by Types in Argentina**

#### **3.2.3 Market Status by Types in Venezuela**

#### **3.2.4 Market Status by Types in Colombia**

#### **3.2.5 Market Status by Types in Others**

### **3.3 Market Forecast of Mobile Backend as a Service in South America by Types**

## **CHAPTER 4 SOUTH AMERICA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

### **4.1 Demand Volume of Mobile Backend as a Service in South America by Downstream Industry**

### **4.2 Demand Volume of Mobile Backend as a Service by Downstream Industry in Major Countries**

#### **4.2.1 Demand Volume of Mobile Backend as a Service by Downstream Industry in Brazil**

#### **4.2.2 Demand Volume of Mobile Backend as a Service by Downstream Industry in Argentina**

#### **4.2.3 Demand Volume of Mobile Backend as a Service by Downstream Industry in Venezuela**

#### **4.2.4 Demand Volume of Mobile Backend as a Service by Downstream Industry in Colombia**

#### **4.2.5 Demand Volume of Mobile Backend as a Service by Downstream Industry in Others**

### **4.3 Market Forecast of Mobile Backend as a Service in South America by Downstream Industry**

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF MOBILE BACKEND AS A SERVICE**

### **5.1 South America Economy Situation and Trend Overview**

## 5.2 Mobile Backend as a Service Downstream Industry Situation and Trend Overview

### **CHAPTER 6 MOBILE BACKEND AS A SERVICE MARKET COMPETITION STATUS BY MAJOR PLAYERS IN SOUTH AMERICA**

#### 6.1 Sales Volume of Mobile Backend as a Service in South America by Major Players

#### 6.2 Revenue of Mobile Backend as a Service in South America by Major Players

#### 6.3 Basic Information of Mobile Backend as a Service by Major Players

##### 6.3.1 Headquarters Location and Established Time of Mobile Backend as a Service Major Players

##### 6.3.2 Employees and Revenue Level of Mobile Backend as a Service Major Players

#### 6.4 Market Competition News and Trend

##### 6.4.1 Merger, Consolidation or Acquisition News

##### 6.4.2 Investment or Disinvestment News

##### 6.4.3 New Product Development and Launch

### **CHAPTER 7 MOBILE BACKEND AS A SERVICE MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

#### 7.1 Oracle Corporation

##### 7.1.1 Company profile

##### 7.1.2 Representative Mobile Backend as a Service Product

##### 7.1.3 Mobile Backend as a Service Sales, Revenue, Price and Gross Margin of Oracle Corporation

#### 7.2 IBM Corporation

##### 7.2.1 Company profile

##### 7.2.2 Representative Mobile Backend as a Service Product

##### 7.2.3 Mobile Backend as a Service Sales, Revenue, Price and Gross Margin of IBM Corporation

#### 7.3 Microsoft Corporation

##### 7.3.1 Company profile

##### 7.3.2 Representative Mobile Backend as a Service Product

##### 7.3.3 Mobile Backend as a Service Sales, Revenue, Price and Gross Margin of Microsoft Corporation

#### 7.4 Anypresence

##### 7.4.1 Company profile

##### 7.4.2 Representative Mobile Backend as a Service Product

##### 7.4.3 Mobile Backend as a Service Sales, Revenue, Price and Gross Margin of Anypresence

## 7.5 Appcelerator

### 7.5.1 Company profile

### 7.5.2 Representative Mobile Backend as a Service Product

### 7.5.3 Mobile Backend as a Service Sales, Revenue, Price and Gross Margin of Appcelerator

## 7.6 Built Io Backend

### 7.6.1 Company profile

### 7.6.2 Representative Mobile Backend as a Service Product

### 7.6.3 Mobile Backend as a Service Sales, Revenue, Price and Gross Margin of Built Io Backend

## 7.7 KII Corporation

### 7.7.1 Company profile

### 7.7.2 Representative Mobile Backend as a Service Product

### 7.7.3 Mobile Backend as a Service Sales, Revenue, Price and Gross Margin of KII Corporation

## 7.8 Cloudmine

### 7.8.1 Company profile

### 7.8.2 Representative Mobile Backend as a Service Product

### 7.8.3 Mobile Backend as a Service Sales, Revenue, Price and Gross Margin of Cloudmine

## 7.9 Kony

### 7.9.1 Company profile

### 7.9.2 Representative Mobile Backend as a Service Product

### 7.9.3 Mobile Backend as a Service Sales, Revenue, Price and Gross Margin of Kony

## 7.10 Kinvey

### 7.10.1 Company profile

### 7.10.2 Representative Mobile Backend as a Service Product

### 7.10.3 Mobile Backend as a Service Sales, Revenue, Price and Gross Margin of Kinvey

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF MOBILE BACKEND AS A SERVICE**

### 8.1 Industry Chain of Mobile Backend as a Service

### 8.2 Upstream Market and Representative Companies Analysis

### 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF MOBILE BACKEND AS A SERVICE**

- 9.1 Cost Structure Analysis of Mobile Backend as a Service
- 9.2 Raw Materials Cost Analysis of Mobile Backend as a Service
- 9.3 Labor Cost Analysis of Mobile Backend as a Service
- 9.4 Manufacturing Expenses Analysis of Mobile Backend as a Service

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF MOBILE BACKEND AS A SERVICE**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference



## I would like to order

Product name: Mobile Backend as a Service-South America Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/M52BB939461EN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M52BB939461EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970