

BYOD & Enterprise Mobility Market By Solution (MDM, MAM, TEM, EMCM), By Device (Smartphone, Tablet, Laptop), By Security (Mobile Data Security, Mobile Device Security, Network Security), By Vertical, By Region Analysis & Forecasts till 2020

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Abstracts

BYOD is a policy that allows employees to use their personal devices for official purposes and it is essentially applicable for smartphone, laptop, and tablet devices. Industries, such as manufacturing, healthcare, logistics & transportation, retail, BFSI, IT & telecom, public sector, and others, are the key areas that have been considering investments for BYOD & enterprise mobility solutions to ensure enhanced productivity and satisfaction of employees. The growth of BYOD & enterprise mobility worldwide is primarily driven by the increasing demand from North America and Middle East & Africa. User choice for devices, improvement in productivity and employees satisfaction across the regions, is expected to drive the future growth of the global BYOD & enterprise mobility market. North America continues to be the largest investor in BYOD & enterprise mobility; however, the Middle East & Africa is expected to grow at the highest CAGR during the forecast period. The market in Asia-Pacific is also expected to witness significant growth during the given forecast period.

The global BYOD & enterprise mobility market covers types by solution, security, device; industry vertical, and region. The report describes the key market dynamics, such as drivers, restraints, challenges, and opportunities in the global BYOD & enterprise mobility market. North America, Asia-Pacific, Europe, Middle East & Africa, and Latin America are the regions considered for the regional analysis of the global BYOD & enterprise mobility market.

The global BYOD & Enterprise Mobility market is estimated to be dominated by IBM,

Microsoft Corporation, MobileIron, IBM Corporation, Hewlett-Packard, AirWatch, Avaya Inc., Cisco system, Good Technology, Citrix Systems Inc, among others, as of 2014. This report on BYOD & Enterprise mobility market provides an in-depth analysis of the key players in the ecosystem, along with their major strategies, such as new product launches, partnerships, acquisitions, and collaborations, adopted to achieve and sustain growth in the global BYOD & enterprise mobility market. In September 2015, Good Technology (U.S.) was acquired by Blackberry. This acquisition will help Blackberry to offer end-to-end solutions to their customers which will secure the entire mobile enterprise across all platforms. Furthermore, it will help Blackberry to offer cross platform EMM solution in BYOD.

The global BYOD & Enterprise mobility market is estimated to be USD 106.45 billion in 2015 and is expected to reach USD 360.07 billion by 2020, at a CAGR 27.6 % from 2015 to 2020.

Reasons to Buy:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis and company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging- and high-growth segments of the BYOD & Enterprise mobility market, high-growth regions and their respective government initiatives, drivers, restraints, opportunities and challenges.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms in garnering a greater market, share.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on BYOD & enterprise mobility policy offered by the top players in the global BYOD & enterprise mobility market.

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the BYOD & enterprise mobility market.

Market Development: Comprehensive information about lucrative emerging markets. The report analyses the markets for various Global BYOD & enterprise

mobility policy across all regions.

Market Diversification: Exhaustive information about new products, recent developments, and investments in the BYOD & enterprise mobility market.

Competitive Assessment: In-depth assessment of strategies, products, and manufacturing capabilities of leading players in Global BYOD & enterprise mobility market.

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