

Enterprise Mobility Strategies in India

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Abstracts

Introduction

Enterprise mobility in India is still in its early stages of development. IT expenditure in Indian enterprises has typically been low, and the adoption of enterprise mobility services has only occurred on a tactical level. However, this is beginning to change as Indian enterprises recognize the need to add mobility to their ICT strategies.

Features and benefits

Enterprise mobility in India is synonymous with mobile email. Is there scope beyond this service?

The growth of 3G will increase the addressable market for enterprise mobility in India.

Highlights

The enterprise mobility market in India is different than in the developed markets of the US and Western Europe for a number of reasons, including: the different stages of economic development; the different growth patterns of broadband and telecoms; and different work cultures. The Indian economy is a key driver for the growth of enterprise mobility in India as expanding enterprises will use mobile services to better serve their customers. Mobile operators are increasingly targeting enterprises as a way to attract high ARPU customers.

Your key questions answered

What is the current state of the enterprise mobility market in India?

What are the key drivers for this segment and how will they shape it in the future?

Contents

SUMMARY

In a nutshell

Ovum view

Key messages

Enterprise mobility is still at an early stage

Economic growth is increasing the focus on enterprise mobility

Indian enterprises are focusing on mobility

3G devices will increase the addressable market for enterprise mobility

Mobile operators will focus on industry verticals to drive ARPU growth

ENTERPRISE MOBILITY IS STILL AT AN EARLY STAGE

Indian mobile market overview

Lower proportion of large enterprises has kept IT spending low

Low level of PC, laptop, and Internet penetration

Mobility spending is restricted to executive functions

Mobile operators have not moved significantly beyond volume discounts

Enterprise mobility is synonymous with mobile email

Systems integrators driving ecosystem with bespoke deployments

ENTERPRISE MOBILE ECOSYSTEMS IN INDIA

Systems integrators

Mobile operators

Mobile device and software vendors

KEY DRIVERS FOR ENTERPRISE MOBILITY IN INDIA

Revenues will increase in the short term

High growth trajectory of the Indian economy

Indian enterprises are focusing on mobility

3G devices will increase the addressable market

Mobile operators focused on sector verticals for ARPU growth

APPENDIX

Methodology

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