

Enhancing Support to Mobile Devices 1Q 2011

<https://marketpublishers.com/r/E802C897091EN.html>

Date: December 2010

Pages: 37

Price: US\$ 3,500.00 (Single User License)

ID: E802C897091EN

Abstracts

This report examines the role of support, configuration, and troubleshooting services for mobile devices, specifically smartphones. It provides primary consumer data on the current use of and interest in a variety of smartphone-based support services, including Internet security, lost/stolen phone recovery, set-up and configuration, and more. It also provides insight on major vendors currently offering solutions for this market.

"With increased storage, processing, and mobile broadband access, today's smartphones are computers," said Kurt Scherf, vice president, principal analyst, Parks Associates. "This would suggest that technical support in the form of enhanced security, configuration, and troubleshooting will increase in accordance with their expected penetration."

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