

# Global BYOD & Enterprise Mobility Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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## Abstracts

BYOD and enterprise mobility is an approach which allows employees to work from remote locations by accessing cloud services and their own connected mobile devices such as laptops, tablets, and smartphones.

Based on security, the market is divided into email security, network security, device security, and others segments. By software, the BYOD & enterprise mobility market is segmented into mobile device management, mobile application management, and mobile data management. Based on industry vertical, the overall market is segmented into government, education, transportation and logistics, telecom & IT, healthcare, energy & utilities, retail & consumer goods, and banking financial services and insurance (BFSI) sectors. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

## MARKET DYNAMICS:

Drivers:

Increased penetration of mobile devices across the globe is encouraging enterprises to adopt BYOD and enterprise mobility solutions

Adoption of BYOD and enterprise mobility solutions have enabled organizations to manage and reduce IT infrastructure cost and focus on other, attractive business divisions

Improved customer satisfaction and higher productivity are anticipated to increase the adoption of BYOD and enterprise mobility solutions and services

#### Restraints:

Increase in security concerns such as device security and data breach threats are limiting investment in BYOD and enterprise mobility solutions.

Issues associated with government & compliances and high initial investment are projected to hamper the market growth to some extent

#### **MARKET PLAYERS:**

The top players in the global BYOD & enterprise mobility market include IBM Corporation, Microsoft Corporation, SAP SE, AT&T Inc., Honeywell International, Inc., Accenture PLC, Hewlett Packard Enterprise Co., Cisco Systems, Inc., HCL Technologies Ltd., and Oracle Corporation.

#### **KEY TAKEAWAYS**

#### **MARKET LANDSCAPE**

By Security

Email Security

Network Security

Device Security

Others

By Software

Mobile Device Management

Mobile Application Management

Mobile Data Management

#### By Industry Vertical

Government

Education

Transportation and Logistics

Telecom & IT

Healthcare

Energy & Utilities

Retail & Consumer Goods

Banking, Financial Services and Insurance (BFSI)

#### By Geography

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Rest of Europe

Asia-Pacific

China

India

Japan

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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