

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

Contents

1. EXECUTIVE SUMMARY

- 1.1. Key findings
- 1.2. Market attractiveness and trend analysis
- 1.3. Competitive landscape and recent industry development analysis

2. INTRODUCTION

- 2.1. Report description
- 2.2. Scope and definitions
- 2.3. Research methodology

3. MARKET LANDSCAPE

- 3.1. Growth drivers
 - 3.1.1. Impact analysis
- 3.2. Restraints and challenges
 - 3.2.1. Impact analysis
- 3.3. Porter's analysis
 - 3.3.1. Bargaining power of buyers
 - 3.3.2. Bargaining power of suppliers
 - 3.3.3. Threat of substitutes
 - 3.3.4. Industry rivalry
 - 3.3.5. Threat of new entrants
- 3.4. Global BYOD & enterprise mobility market shares analysis, 2014-2025
 - 3.4.1. Global BYOD & enterprise mobility market shares by security, 2014-2025
 - 3.4.2. Global BYOD & enterprise mobility market shares by software, 2014-2025
 - 3.4.3. Global BYOD & enterprise mobility market shares by industry vertical, 2014-2025
 - 3.4.4. Global BYOD & enterprise mobility market shares by geography, 2014-2025

4. GLOBAL BYOD & ENTERPRISE MOBILITY MARKET BY SECURITY

- 4.1. Email security
 - 4.1.1. Historical market size by region, 2014-2016
 - 4.1.2. Market forecast by region, 2017-2025
- 4.2. Network security

- 4.2.1. Historical market size by region, 2014-2016
- 4.2.2. Market forecast by region, 2017-2025
- 4.3. Device security
 - 4.3.1. Historical market size by region, 2014-2016
 - 4.3.2. Market forecast by region, 2017-2025
- 4.4. Others
 - 4.4.1. Historical market size by region, 2014-2016
 - 4.4.2. Market forecast by region, 2017-2025

5. GLOBAL BYOD & ENTERPRISE MOBILITY MARKET BY SOFTWARE

- 5.1. Mobile device management
 - 5.1.1. Historical market size by region, 2014-2016
 - 5.1.2. Market forecast by region, 2017-2025
- 5.2. Mobile application management
 - 5.2.1. Historical market size by region, 2014-2016
 - 5.2.2. Market forecast by region, 2017-2025
- 5.3. Mobile data management
 - 5.3.1. Historical market size by region, 2014-2016
 - 5.3.2. Market forecast by region, 2017-2025

6. GLOBAL BYOD & ENTERPRISE MOBILITY MARKET BY INDUSTRY VERTICAL

- 6.1. Government
 - 6.1.1. Historical market size by region, 2014-2016
 - 6.1.2. Market forecast by region, 2017-2025
- 6.2. Education
 - 6.2.1. Historical market size by region, 2014-2016
 - 6.2.2. Market forecast by region, 2017-2025
- 6.3. Transportation and logistics
 - 6.3.1. Historical market size by region, 2014-2016
 - 6.3.2. Market forecast by region, 2017-2025
- 6.4. Telecom & IT
 - 6.4.1. Historical market size by region, 2014-2016
 - 6.4.2. Market forecast by region, 2017-2025
- 6.5. Healthcare
 - 6.5.1. Historical Market Size by Region, 2014-2016
 - 6.5.2. Market Forecast by Region, 2017-2025
- 6.6. Energy & utilities

- 6.6.1. Historical market size by region, 2014-2016
- 6.6.2. Market forecast by region, 2017-2025
- 6.7. Retail & consumer goods
 - 6.7.1. Historical market size by region, 2014-2016
 - 6.7.2. Market forecast by region, 2017-2025
- 6.8. Banking, financial services and insurance (BFSI)
 - 6.8.1. Historical market size by region, 2014-2016
 - 6.8.2. Market forecast by region, 2017-2025

7. GLOBAL BYOD & ENTERPRISE MOBILITY MARKET BY GEOGRAPHY

- 7.1. North America
 - 7.1.1. U.S.
 - 7.1.1.1. Historical market size, 2014-2016
 - 7.1.1.2. Market forecast, 2017-2025
 - 7.1.2. Canada
 - 7.1.2.1. Historical market size, 2014-2016
 - 7.1.2.2. Market forecast, 2017-2025
 - 7.1.3. Mexico
 - 7.1.3.1. Historical market size, 2014-2016
 - 7.1.3.2. Market forecast, 2017-2025
- 7.2. Europe
 - 7.2.1. UK
 - 7.2.1.1. Historical market size, 2014-2016
 - 7.2.1.2. Market forecast, 2017-2025
 - 7.2.2. Germany
 - 7.2.2.1. Historical market size, 2014-2016
 - 7.2.2.2. Market forecast, 2017-2025
 - 7.2.3. France
 - 7.2.3.1. Historical market size, 2014-2016
 - 7.2.3.2. Market forecast, 2017-2025
 - 7.2.4. Spain
 - 7.2.4.1. Historical market size, 2014-2016
 - 7.2.4.2. Market forecast, 2017-2025
 - 7.2.5. Italy
 - 7.2.5.1. Historical market size, 2014-2016
 - 7.2.5.2. Market forecast, 2017-2025
 - 7.2.6. Rest of Europe
 - 7.2.6.1. Historical market size, 2014-2016

7.2.6.2. Market forecast, 2017-2025

7.3. Asia-Pacific

7.3.1. China

7.3.1.1. Historical market size, 2014-2016

7.3.1.2. Market forecast, 2017-2025

7.3.2. Japan

7.3.2.1. Historical market size, 2014-2016

7.3.2.2. Market forecast, 2017-2025

7.3.3. India

7.3.3.1. Historical market size, 2014-2016

7.3.3.2. Market forecast, 2017-2025

7.3.4. Australia

7.3.4.1. Historical market size, 2014-2016

7.3.4.2. Market forecast, 2017-2025

7.3.5. South Korea

7.3.5.1. Historical market size, 2014-2016

7.3.5.2. Market forecast, 2017-2025

7.3.6. Rest of Asia-Pacific

7.3.6.1. Historical market size, 2014-2016

7.3.6.2. Market forecast, 2017-2025

7.4. LAMEA

7.4.1. Brazil

7.4.1.1. Historical market size, 2014-2016

7.4.1.2. Market forecast, 2017-2025

7.4.2. Saudi Arabia

7.4.2.1. Historical market size, 2014-2016

7.4.2.2. Market forecast, 2017-2025

7.4.3. South Africa

7.4.3.1. Historical market size, 2014-2016

7.4.3.2. Market forecast, 2017-2025

7.4.4. Rest of LAMEA

7.4.4.1. Historical market size, 2014-2016

7.4.4.2. Market forecast, 2017-2025

8. COMPANY PROFILES

8.1. IBM Corporation

8.1.1. Overview

8.1.2. Financials and business segments

- 8.1.3. Recent developments
- 8.2. Microsoft Corporation
 - 8.2.1. Overview
 - 8.2.2. Financials and business segments
 - 8.2.3. Recent developments
- 8.3. SAP SE
 - 8.3.1. Overview
 - 8.3.2. Financials and business segments
 - 8.3.3. Recent developments
- 8.4. AT&T Inc.
 - 8.4.1. Overview
 - 8.4.2. Financials and business segments
 - 8.4.3. Recent developments
- 8.5. Honeywell International, Inc.
 - 8.5.1. Overview
 - 8.5.2. Financials and business segments
 - 8.5.3. Recent developments
- 8.6. Accenture PLC
 - 8.6.1. Overview
 - 8.6.2. Financials and business segments
 - 8.6.3. Recent developments
- 8.7. Hewlett Packard Enterprise Co.
 - 8.7.1. Overview
 - 8.7.2. Financials and business segments
 - 8.7.3. Recent developments
- 8.8. Cisco Systems, Inc.
 - 8.8.1. Overview
 - 8.8.2. Financials and business segments
 - 8.8.3. Recent developments
- 8.9. HCL Technologies Ltd.
 - 8.9.1. Overview
 - 8.9.2. Financials and business segments
 - 8.9.3. Recent developments
- 8.10. Oracle Corporation
 - 8.10.1. Overview
 - 8.10.2. Financials and business segments
 - 8.10.3. Recent developments

List Of Tables

LIST OF TABLES

- Table 1. BYOD & Enterprise Mobility Market Share, by Security, 2014-2025
- Table 2. BYOD & Enterprise Mobility Market Share, by Software, 2014-2025
- Table 3. BYOD & Enterprise Mobility Market Share, by Industry Vertical, 2014-2025
- Table 4. BYOD & Enterprise Mobility Market Share, by Region, 2014-2025
- Table 5. BYOD & Enterprise Mobility Market Value for Email Security, by Region, 2017-2025, \$million
- Table 6. BYOD & Enterprise Mobility Market Value for Network Security, by Region, 2017-2025, \$million
- Table 7. BYOD & Enterprise Mobility Market Value for Device Security, by Region, 2017-2025, \$million
- Table 8. BYOD & Enterprise Mobility Market Value for Others, by Region, 2017-2025, \$million
- Table 9. BYOD & Enterprise Mobility Market Value for Mobile Device Management, by Region, 2017-2025, \$million
- Table 10. BYOD & Enterprise Mobility Market Value for Mobile Application Management, by Region, 2017-2025, \$million
- Table 11. BYOD & Enterprise Mobility Market Value for Mobile Data Management, by Region, 2017-2025, \$million
- Table 12. BYOD & Enterprise Mobility Market Value for Government, by Region, 2017-2025, \$million
- Table 13. BYOD & Enterprise Mobility Market Value for Education, by Region, 2017-2025, \$million
- Table 14. BYOD & Enterprise Mobility Market Value for Transportation and Logistics, by Region, 2017-2025, \$million
- Table 15. BYOD & Enterprise Mobility Market Value for Telecom & IT, by Region, 2017-2025, \$million
- Table 16. BYOD & Enterprise Mobility Market Value for Healthcare, by Region, 2017-2025, \$million
- Table 17. BYOD & Enterprise Mobility Market Value for Energy & Utilities, by Region, 2017-2025, \$million
- Table 18. BYOD & Enterprise Mobility Market Value for Retail & Consumer Goods, by Region, 2017-2025, \$million
- Table 19. BYOD & Enterprise Mobility Market Value for Banking, Financial Services and Insurance (BFSI), by Region, 2017-2025, \$million
- Table 20. BYOD & Enterprise Mobility Market Value for North America, by Country,

2014-2025, \$million

Table 21. BYOD & Enterprise Mobility Market Value for North America, by Security, 2014-2025, \$million

Table 22. BYOD & Enterprise Mobility Market Value for North America, by Software, 2014-2025, \$million

Table 23. BYOD & Enterprise Mobility Market Value for North America, by Industry Vertical, 2014-2025, \$million

Table 24. BYOD & Enterprise Mobility Market Value for Europe, by Country, 2014-2025, \$million

Table 25. BYOD & Enterprise Mobility Market Value for Europe, by Security, 2014-2025, \$million

Table 26. BYOD & Enterprise Mobility Market Value for Europe, by Software, 2014-2025, \$million

Table 27. BYOD & Enterprise Mobility Market Value for Europe, by Industry Vertical, 2014-2025, \$million

Table 28. BYOD & Enterprise Mobility Market Value for Asia-Pacific, by Country, 2014-2025, \$million

Table 29. BYOD & Enterprise Mobility Market Value for Asia-Pacific, by Security, 2014-2025, \$million

Table 30. BYOD & Enterprise Mobility Market Value for Asia-Pacific, by Software, 2014-2025, \$million

Table 31. BYOD & Enterprise Mobility Market Value for Asia-Pacific, by Industry Vertical, 2014-2025, \$million

Table 32. BYOD & Enterprise Mobility Market Value for LAMEA, by Country, 2014-2025, \$million

Table 33. BYOD & Enterprise Mobility Market Value for LAMEA, by Security, 2014-2025, \$million

Table 34. BYOD & Enterprise Mobility Market Value for LAMEA, by Software, 2014-2025, \$million

Table 35. BYOD & Enterprise Mobility Market Value for LAMEA, by Industry Vertical, 2014-2025, \$million

Table 36. IBM Corporation - Company Snapshot

Table 37. Microsoft Corporation - Company Snapshot

Table 38. SAP SE - Company Snapshot

Table 39. AT&T Inc. - Company Snapshot

Table 40. Honeywell International, Inc. - Company Snapshot

Table 41. Accenture PLC - Company Snapshot

Table 42. Hewlett Packard Enterprise Co. - Company Snapshot

Table 43. Cisco Systems, Inc. - Company Snapshot

Table 44. HCL Technologies Ltd. - Company Snapshot

Table 45. Oracle Corporation - Company Snapshot

List Of Figures

LIST OF FIGURES

Figure 1. BYOD & Enterprise Mobility: Email Security Market Value, 2014-2016, \$million

Figure 2. BYOD & Enterprise Mobility: Network Security Market Value, 2014-2016, \$million

Figure 3. BYOD & Enterprise Mobility: Device Security Market Value, 2014-2016, \$million

Figure 4. BYOD & Enterprise Mobility: Others Market Value, 2014-2016, \$million

Figure 5. BYOD & Enterprise Mobility: Mobile Device Management Market Value, 2014-2016, \$million

Figure 6. BYOD & Enterprise Mobility: Mobile Application Management Market Value, 2014-2016, \$million

Figure 7. BYOD & Enterprise Mobility: Mobile Data Management Market Value, 2014-2016, \$million

Figure 8. BYOD & Enterprise Mobility: Government Market Value, 2014-2016, \$million

Figure 9. BYOD & Enterprise Mobility: Education Market Value, 2014-2016, \$million

Figure 10. BYOD & Enterprise Mobility: Transportation and Logistics Market Value, 2014-2016, \$million

Figure 11. BYOD & Enterprise Mobility: Telecom & IT Market Value, 2014-2016, \$million

Figure 12. BYOD & Enterprise Mobility: Healthcare Market Value, 2014-2016, \$million

Figure 13. BYOD & Enterprise Mobility: Energy & Utilities Market Value, 2014-2016, \$million

Figure 14. BYOD & Enterprise Mobility: Retail & Consumer Goods Market Value, 2014-2016, \$million

Figure 15. BYOD & Enterprise Mobility: Banking, Financial Services and Insurance (BFSI) Market Value, 2014-2016, \$million

Figure 16. BYOD & Enterprise Mobility: U.S. Market Value, 2014-2016, \$million

Figure 17. BYOD & Enterprise Mobility: U.S. Market Value, 2017-2025, \$million

Figure 18. BYOD & Enterprise Mobility: Canada Market Value, 2014-2016, \$million

Figure 19. BYOD & Enterprise Mobility: Canada Market Value, 2017-2025, \$million

Figure 20. BYOD & Enterprise Mobility: Mexico Market Value, 2014-2016, \$million

Figure 21. BYOD & Enterprise Mobility: Mexico Market Value, 2017-2025, \$million

Figure 22. BYOD & Enterprise Mobility: Germany Market Value, 2014-2016, \$million

Figure 23. BYOD & Enterprise Mobility: Germany Market Value, 2017-2025, \$million

Figure 24. BYOD & Enterprise Mobility: UK Market Value, 2014-2016, \$million

Figure 25. BYOD & Enterprise Mobility: UK Market Value, 2017-2025, \$million

Figure 26. BYOD & Enterprise Mobility: France Market Value, 2014-2016, \$million

Figure 27. BYOD & Enterprise Mobility: France Market Value, 2017-2025, \$million

Figure 28. BYOD & Enterprise Mobility: Italy Market Value, 2014-2016, \$million

Figure 29. BYOD & Enterprise Mobility: Italy Market Value, 2017-2025, \$million

Figure 30. BYOD & Enterprise Mobility: Rest of Europe Market Value, 2014-2016, \$million

Figure 31. BYOD & Enterprise Mobility: Rest of Europe Market Value, 2017-2025, \$million

Figure 32. BYOD & Enterprise Mobility: China Market Value, 2014-2016, \$million

Figure 33. BYOD & Enterprise Mobility: China Market Value, 2017-2025, \$million

Figure 34. BYOD & Enterprise Mobility: India Market Value, 2014-2016, \$million

Figure 35. BYOD & Enterprise Mobility: India Market Value, 2017-2025, \$million

Figure 36. BYOD & Enterprise Mobility: Japan Market Value, 2014-2016, \$million

Figure 37. BYOD & Enterprise Mobility: Japan Market Value, 2017-2025, \$million

Figure 38. BYOD & Enterprise Mobility: Rest of Asia-Pacific Market Value, 2014-2016, \$million

Figure 39. BYOD & Enterprise Mobility: Rest of Asia-Pacific Market Value, 2017-2025, \$million

Figure 40. BYOD & Enterprise Mobility: Brazil Market Value, 2014-2016, \$million

Figure 41. BYOD & Enterprise Mobility: Brazil Market Value, 2017-2025, \$million

Figure 42. BYOD & Enterprise Mobility: Saudi Arabia Market Value, 2014-2016, \$million

Figure 43. BYOD & Enterprise Mobility: Saudi Arabia Market Value, 2017-2025, \$million

Figure 44. BYOD & Enterprise Mobility: South Africa Market Value, 2014-2016, \$million

Figure 45. BYOD & Enterprise Mobility: South Africa Market Value, 2017-2025, \$million

Figure 46. BYOD & Enterprise Mobility: Rest of LAMEA Market Value, 2014-2016, \$million

Figure 47. BYOD & Enterprise Mobility: Rest of LAMEA Market Value, 2017-2025, \$million

COMPANIES MENTIONED

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.

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