

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

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## Abstracts

Enterprise Mobility Management solutions offer industries with the capability to secure and manage the mobile devices used by their employees. It involves combination of Mobile Application Management (MAM), Mobile Information Management (MIM) and Mobile Device Management (MDM). MAM controls the applications that are needed; MIM allocates only approved applications to access and transmits the corporate data, while MDM locks down mobile devices. Global enterprise mobility management market is expected to grow at a CAGR of around 31% from 2017 to 2025.

Based on type, the market is divided into mobile device management, mobile application management, mobile content management and bring your own device (BYOD). By solution, market is segmented into software and services. According to enterprise, it is classified into large and small and medium enterprises (SME). Various industries included in the report are Banking, Financial services & Insurance (BFSI), healthcare, automotive, telecom & IT, retail, manufacturing and others. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

## MARKET DYNAMICS:

Drivers:

Increasing adoption of mobile devices owing to rise in internet reach and usage

Increase in Data and Mobile Devices

## Restraints:

High installation cost for the deployment of enterprise mobility management solution

## MARKET PLAYERS:

The top players in the global enterprise mobility management market include Okta, Inc., Microsoft Corporation, Citrix Systems, Inc., IBM Corporation, VMware, Inc., SAP SE, MobileIron, Good Technology, Apperian, Inc. and SOTI Inc.

## KEY TAKEAWAYS

## MARKET LANDSCAPE

### By Type

Mobile Device Management

Mobile Application Management

Mobile Content Management

Bring Your Own Device (BYOD)

### By Solution

Software

Services

### By Enterprise

Large

Small & Medium

## By Industry Vertical

BFSI

Healthcare

Automotive

Telecom & IT

Retail

Manufacturing

Others

## By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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