

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

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## Abstracts

Managed mobility services includes the IT services provided by an external service provider (ESP) which are required to plan, procure, provide, activate, manage, and support mobile devices. Managed mobility services are generally designed to enable users to manage their mobile infrastructure and Bring-Your-Own-Device (BYOD) initiatives. These services help in reducing the risk of managing the mobile devices across the enterprise. These solutions focus on reducing costs, improving service levels, and enhancing employee productivity.

Based on solution, the market is segmented into device management, application management, security management, and others (infrastructure management, network management, support, and maintenance). Based on enterprise, the market is categorized into large and small & medium enterprises. According to industry vertical, the market is divided into telecom & IT, electronics, automotive, media & entertainment, BFSI, healthcare, 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:

Increase in demand for accessing business information and applications through mobile technologies due to changing consumer preferences

Accelerating BYOD policies in enterprises for bringing persuasive benefits such as increase in employee productivity and engagement

## Restraints:

Complexity in integrating existing business process, back-end systems, and databases with mobile platforms

Development of customized applications requires high degree of specialized skill and additional software.

## MARKET PLAYERS:

Some of the key players in the global managed mobility services market include IBM Corporation, Hewlett-Packard, AT&T Inc., Accenture PLC, Vodafone Group PLC, Orange S.A., Wipro Ltd, Fujitsu Ltd, Telefonica S.A, and Deutsche Telekom AG.

## KEY TAKEAWAYS

### MARKET LANDSCAPE

#### By Solution

Device Management

Application Management

Security Management

Others

#### By Enterprise

Large

Small & Medium

## By Industry Vertical

Telecom & IT

Electronics

Automotive

Media & Entertainment

BFSI

Healthcare

Manufacturing

Others

## By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

## Asia-Pacific

China

Japan

South Korea

India

Rest of Asia-Pacific

## LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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