

Enterprise Mobile Security Market - Financial Services Outlook (2016-20)

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Abstracts

With the introduction of Mobile Enterprise Application Platform (MEAP) and implementation of programs like Bring Your Own Device (BYOD) and COPE (Corporate-Owned Personally-Enabled), enterprises are shifting their focus on making their business mobile enabled. The motive behind this strategic transformation is to facilitate customers by providing them better services and solutions. This intention of providing benefits to customers poses a different kind of challenge to enterprises. As most of the company's digital assets are being made available on mobile platform, attackers and miscreants have started targeting mobile devices of individuals who use it both personally and for professional purposes. This has prompted businesses to go for solutions like Enterprise Mobile Security which will enable them to protect the devices of individuals accessing corporate data from any sort of attacks.

The market for Enterprise Mobile Security is catching up and this report provides deep insights on how the market is expected to fare in the next five years. It also presents interpretative and easy-to-understand facts on how the current Enterprise Mobile Security market is segmented based on the deployment type, the major verticals that have been implementing Mobile Enterprise Security, and the geographic regions.

Contents

1. INTRODUCTION

- 1.1. Report Description
- 1.2. Objective
- 1.3. Scope of the Research
- 1.4. Regions Covered
- 1.5. Key Takeaways
- 1.6. Key Stakeholders
- 1.7. Key Terminologies
- 1.8. List of Abbreviations

2. EXECUTIVE SUMMARY

- 2.1. Executive Overview

3. RESEARCH AND FORECASTING

- 3.1. Research Methodology
- 3.2. Forecasting Methodology

4. INDUSTRY LANDSCAPE

- 4.1. Market Size and Growth
- 4.2. Competitive Landscape
- 4.3. Market Share
- 4.4. Company Classification
- 4.5. Region Outlook
- 4.6. Market Metrics
- 4.7. Porter's Five Forces Model
- 4.8. Key Drivers Analysis
- 4.9. Key Constraints Analysis
- 4.10. Key Opportunities Identified
- 4.11. Key Challenges Identified

5. MARKET SEGMENTATION

- 5.1 Industry

5.1.1 Financial Services

5.1.1.1. Market Size and Forecasting

5.1.1.2. Key Drivers Analysis

5.1.1.3. Key Constraints Analysis

5.1.1.4. Key Opportunities Identified

5.1.1.5. Key Challenges Identified

5.1.1.6. Sub Segments

5.1.1.6.1 Europe

5.1.1.6.2 APAC

5.1.1.6.3 South America

5.1.1.3 ROW

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