

# Mobile Device Management (MDM) Market - APJ Outlook (2016-20)

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## Abstracts

Mobility is adopted across industries based on their needs and usage. One of the prime reasons is the rapid adoption of mobile devices at high volumes. The need to manage corporate data fuelled by the increase in employee strength has been the reason for this adoption rate.

BYOD has allowed employees to be independent in terms of data access, but the main concern is with security of data in terms of malware and data theft. BYOD is gradually making its way into the corporate culture owing to many mobility and telecommuting advantages associated with it. However, security and legal provisions are still causes of concern for many organizations. MDM provides a solution to these concerns which allows corporates to secure their data through key features like tracking, remote lock and wipe, updating and management of these devices across diverse platforms like Android, Windows, BlackBerry, iOS, etc.

The report gives an extensive analysis of MDM market, with respect to global market analysis, revenue analysis, market share, trends and strategic development.

Driving growth factors and restraints have been discussed in the report, along with highlighting key mergers & acquisitions (M&A) and partnership activities along with in depth analysis of top companies have also been included.

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