

Europe BYOD & Enterprise Mobility Market by Component (Software, Security Solution, and Service), By Deployment Mode (Cloud, On-Premises), By End User (BFSI, Automobile, Manufacturing, IT & Telecom, Healthcare, Retail, Transportation & Logistics, Energy & Utilities, and Others), By Country, Competition, Forecast and Opportunities, 2018-2028F.

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Abstracts

The Europe BYOD & Enterprise Mobility Market was valued at USD 15.48 Billion in 2022 and grew at a CAGR of 17.46% during the forecast period. The Bring Your Own Device (BYOD) and Enterprise Mobility market in Europe has witnessed remarkable growth and transformation in recent years, driven by the increasing adoption of mobile devices and the changing dynamics of the modern workplace. As organizations seek to enhance productivity, reduce operational costs, and improve employee satisfaction, they are increasingly embracing BYOD and enterprise mobility solutions to empower their workforce. This paradigm shift has been particularly accelerated by the COVID-19 pandemic, which forced many businesses to quickly adapt to remote work environments and reevaluate their IT strategies. In this evolving landscape, the European BYOD and Enterprise Mobility market have become a focal point for businesses looking to harness the benefits of mobility while addressing the challenges of security, compliance, and effective management.

The European BYOD and Enterprise Mobility market are characterized by a diverse range of industries and sectors adopting these strategies, including finance, healthcare, manufacturing, and information technology. In the financial sector, for example, BYOD policies have enabled employees to access critical data and applications securely from their personal devices, resulting in improved customer service and operational

efficiency. In healthcare, mobile devices and applications have revolutionized patient care by enabling healthcare professionals to access electronic health records and communicate in real-time, leading to better patient outcomes. Similarly, the manufacturing sector has embraced mobility to streamline production processes, track inventory, and enhance collaboration among teams. The IT sector itself has been at the forefront of BYOD and enterprise mobility adoption, leveraging these technologies to deliver IT services, support remote work, and drive innovation.

One of the key drivers of BYOD and enterprise mobility adoption in Europe is the growing smartphone penetration and the availability of high-speed mobile networks. As smartphones and tablets become more affordable and accessible, employees are increasingly using their personal devices for work-related tasks. This trend has prompted organizations to implement BYOD policies that define rules and regulations governing the use of personal devices for work purposes. Moreover, the rollout of 5G networks across Europe has unlocked new opportunities for enterprise mobility by providing faster and more reliable connectivity, enabling real-time communication, and facilitating the use of bandwidth-intensive applications on mobile devices. Security and data privacy are paramount concerns in the European BYOD and Enterprise Mobility market. With the General Data Protection Regulation (GDPR) in full effect, organizations must adhere to strict data protection and privacy regulations or face hefty fines. Consequently, companies have invested heavily in security measures to safeguard sensitive corporate data accessed and stored on employee-owned devices. Mobile device management (MDM) solutions, secure containerization, and encryption technologies have become crucial tools for enforcing security policies, monitoring device usage, and remotely wiping data in case of loss or theft. Furthermore, the adoption of biometric authentication methods, such as fingerprint and facial recognition, has added an extra layer of security to protect sensitive corporate information.

The European BYOD and Enterprise Mobility market have also witnessed a surge in demand for mobile application management (MAM) and mobile content management (MCM) solutions. These tools enable organizations to control and manage the deployment of business applications and content on mobile devices, ensuring compliance with security policies and regulations. Additionally, the rise of the mobile app ecosystem has led to the development of specialized enterprise applications designed to streamline specific business processes. These apps span various industries, including project management, sales, and customer relationship management, providing employees with tools tailored to their needs while maintaining data security. The post-pandemic era has accelerated the adoption of hybrid work models, with employees splitting their time between office and remote work. As a result,

the European BYOD and Enterprise Mobility market are witnessing an increased emphasis on flexible work solutions. This includes technologies like virtual desktop infrastructure (VDI) and virtual private networks (VPNs) that enable secure remote access to corporate resources from anywhere, on any device. The flexibility offered by these solutions empowers employees to choose their work environment while maintaining productivity and collaboration with colleagues.

In conclusion, the European BYOD and Enterprise Mobility market are undergoing a significant transformation fueled by the convergence of technological advancements, changing work dynamics, and regulatory imperatives. Organizations across various industries are embracing BYOD and enterprise mobility solutions to harness the benefits of increased productivity, reduced costs, and enhanced employee satisfaction. However, this transformation comes with the challenge of ensuring data security, compliance with regulations like GDPR, and effective management of a diverse array of mobile devices and applications. To thrive in this evolving landscape, organizations must adopt a holistic approach to BYOD and enterprise mobility, integrating robust security measures, comprehensive management solutions, and a clear understanding of their employees' needs and preferences in the digital workplace. With the right strategies and technologies in place, European businesses are well-positioned to leverage BYOD and enterprise mobility as catalysts for success in the modern work environment.

Key Market Drivers

Increasing Workforce Mobility and Remote Work Trends

The Europe BYOD (Bring Your Own Device) & Enterprise Mobility market is being propelled by a fundamental shift in workforce dynamics, with the adoption of remote work and the need for increased mobility. The advent of high-speed internet connectivity and the proliferation of smartphones and tablets have empowered employees to work from virtually anywhere. The COVID-19 pandemic accelerated this trend, forcing organizations to quickly adapt to remote work environments. As a result, there is a growing demand for robust BYOD and enterprise mobility solutions that enable employees to access corporate resources securely from their personal devices. This drive for mobility and remote work solutions is reshaping the market as companies strive to maintain productivity, employee satisfaction, and business continuity in a post-pandemic world.

Emphasis on Employee Productivity and Experience

In today's highly competitive business landscape, employee productivity and satisfaction are paramount. Organizations recognize that enabling employees to use their preferred devices and providing access to corporate resources on those devices can significantly enhance productivity. BYOD and enterprise mobility solutions are designed to do just that. These technologies allow employees to work on devices they are familiar with, which can lead to increased efficiency and job satisfaction. Moreover, enterprise mobility solutions often include collaboration tools, mobile apps, and streamlined access to critical data, further boosting productivity. Companies are investing in user-friendly, intuitive interfaces and mobile apps to enhance the employee experience, creating a positive work environment that attracts and retains top talent.

Security and Data Privacy Concerns

While the benefits of BYOD and enterprise mobility are evident, security and data privacy remain top concerns for organizations operating in Europe. The General Data Protection Regulation (GDPR) places strict requirements on data protection and privacy, making it essential for businesses to implement comprehensive security measures. As employees access corporate data and applications on personal devices, the potential for data breaches and security vulnerabilities increases. To address these concerns, the market has witnessed a surge in demand for mobile security solutions, including Mobile Device Management (MDM), Mobile Application Management (MAM), and Mobile Content Management (MCM). These solutions help enforce security policies, encrypt sensitive data, and remotely wipe devices in case of loss or theft. Robust authentication methods, such as biometrics and two-factor authentication, are also becoming standard to ensure secure access.

Advancements in 5G and Mobile Technology

The rollout of 5G networks across Europe is a significant driver for the BYOD and Enterprise Mobility market. 5G offers dramatically increased network speeds, lower latency, and improved reliability compared to its predecessors. This transformative technology enables real-time communication, seamless video conferencing, and efficient access to cloud-based applications on mobile devices. As 5G becomes more widely available, it unlocks new opportunities for enterprises to leverage high-bandwidth, low-latency connections for mission-critical tasks. Augmented reality (AR) and virtual reality (VR) applications, which require significant data bandwidth, are also poised to benefit from 5G. Furthermore, the expansion of Internet of Things (IoT) devices and sensors in the enterprise ecosystem demands the high connectivity and

responsiveness that 5G networks offer. Businesses are integrating 5G capabilities into their BYOD and mobility strategies to stay competitive, drive innovation, and provide seamless experiences to their mobile workforce.

Key Market Challenges

Data Security and Compliance

One of the primary challenges facing the Europe BYOD (Bring Your Own Device) and Enterprise Mobility market is the complex landscape of data security and regulatory compliance. As organizations embrace mobility and allow employees to use personal devices for work, they encounter several significant hurdles:

Data Security Risks:

Data Breaches: Allowing employees to use their personal devices increases the risk of data breaches. If these devices are not adequately secured, sensitive company data can be exposed if a device is lost or stolen. Additionally, malicious actors may target personal devices as entry points to infiltrate company networks.

Unauthorized Access: Personal devices may lack the robust security features and protocols of company-managed devices. This makes them more vulnerable to unauthorized access and data theft.

Data Loss: Employees may inadvertently delete or lose important company data stored on their personal devices. Ensuring data backup and recovery mechanisms are in place becomes crucial.

Regulatory Compliance:

GDPR Compliance: In Europe, the General Data Protection Regulation (GDPR) imposes stringent data protection requirements. Organizations must navigate the complexities of ensuring that personal data on employee-owned devices is handled in compliance with GDPR, which includes securing data, addressing data subject rights, and obtaining proper consent.

Data Localization: Various European countries have their own data localization laws,

which can impact data storage and processing requirements. Organizations need to consider these laws when implementing BYOD policies.

Data Retention: Companies must determine how long data on employee-owned devices should be retained to comply with regulatory requirements. Balancing data retention with privacy concerns can be challenging.

Addressing these challenges requires a multifaceted approach. Organizations must invest in robust mobile device management (MDM) solutions to enforce security policies, encryption, remote data wiping, and other protective measures on employee devices. Additionally, clear BYOD policies that outline data handling and compliance requirements should be communicated to all employees.

User Experience and Support

While BYOD and Enterprise Mobility offer numerous benefits, they also present challenges related to user experience and support. Ensuring a seamless and productive user experience across a variety of devices and platforms can be a significant hurdle for businesses in Europe:

Device Fragmentation:

Operating Systems: Employees use devices with different operating systems such as iOS, Android, and Windows. These systems have varying user interfaces and functionality, requiring businesses to develop and maintain multiple versions of applications to ensure compatibility.

Device Types: Beyond smartphones and tablets, employees may use laptops, desktops, and wearables for work. Ensuring that applications and services work seamlessly across this diverse range of devices can be complex.

User Support:

Technical Issues: With a wide array of devices and configurations, employees are likely to encounter technical issues. Providing efficient support for troubleshooting and problem resolution can strain IT resources.

Training Needs: Employees may require training and guidance on how to use company applications and services on their personal devices. This can be a time-consuming endeavor, especially if employees have varying levels of tech proficiency.

User Privacy: Balancing user privacy concerns with the need for device monitoring and management can be challenging. Employees using personal devices often expect a degree of privacy, which must be respected while ensuring security and compliance.

To address these challenges, organizations can consider the following strategies:

Standardization: Encouraging employees to use company-approved devices or a specific range of devices can simplify support and development efforts.

Mobile Application Management (MAM): Focusing on securing and managing applications rather than entire devices can help mitigate device fragmentation issues.

User Education: Providing clear guidelines and resources for employees on how to use company applications and services on their personal devices can enhance the user experience and reduce support requests.

User-Centric Design: Developing applications and services with a user-centric approach, ensuring ease of use and compatibility across various devices and operating systems.

In conclusion, the Europe BYOD and Enterprise Mobility market faces significant challenges related to data security, compliance, user experience, and support. Organizations must strike a delicate balance between enabling mobility for employees and mitigating the associated risks and complexities. This requires a holistic approach that includes robust security measures, clear policies, and a focus on optimizing the user experience.

Key Market Trends

Growing Adoption of BYOD and Enterprise Mobility in Europe

The Bring Your Own Device (BYOD) and Enterprise Mobility market in Europe has witnessed significant growth in recent years, and this trend is expected to continue in the coming years. One of the key market trends is the increasing adoption of BYOD and enterprise mobility solutions by businesses of all sizes across the European region. The

primary driving force behind this trend is the changing nature of work. With the rapid advancements in technology and the increasing demand for flexible work arrangements, businesses are recognizing the need to allow employees to use their personal devices for work-related tasks. This not only boosts employee productivity but also reduces hardware costs for businesses. As a result, BYOD policies are becoming more prevalent in European workplaces. Another contributing factor to the growth of BYOD and enterprise mobility is the rise of mobile applications and cloud-based services. With the proliferation of smartphones and tablets, employees can access critical business applications and data from anywhere, at any time. This flexibility is driving the need for robust enterprise mobility solutions that can secure and manage these devices and applications effectively. Moreover, the COVID-19 pandemic has accelerated the adoption of BYOD and enterprise mobility in Europe. The sudden shift to remote work highlighted the importance of enabling employees to work from their own devices securely. As a result, businesses are now investing in solutions that can provide secure remote access, data protection, and efficient device management.

Increased Focus on Data Security and Compliance

As the BYOD and Enterprise Mobility market in Europe continues to expand, there is a growing emphasis on data security and compliance. European companies are increasingly aware of the importance of protecting sensitive business data, especially in the face of stricter data privacy regulations such as the General Data Protection Regulation (GDPR).

Businesses are seeking robust security solutions that can safeguard both corporate data and personal information on employee devices. Endpoint security, encryption, and multi-factor authentication have become critical components of enterprise mobility strategies. Companies are investing in solutions that can remotely wipe data from lost or stolen devices, ensuring that sensitive information does not fall into the wrong hands.

Furthermore, compliance with data protection regulations is a top priority for European businesses. GDPR has significant implications for the handling of personal data. To comply with these regulations, companies must implement strong data protection measures, including encryption, user consent management, and the ability to track and report data breaches. This has led to an increased demand for BYOD and enterprise mobility solutions that offer compliance features and reporting capabilities.

Integration of Artificial Intelligence and Automation

Artificial Intelligence (AI) and automation are transforming the BYOD and Enterprise Mobility landscape in Europe. These technologies are being integrated into mobility solutions to enhance user experience, optimize device management, and improve security. One notable application of AI in this market is in the realm of mobile device management (MDM). AI-powered MDM solutions can analyze device usage patterns and detect anomalies that may indicate security threats. They can also automate routine tasks like software updates and patch management, reducing the administrative burden on IT teams. Moreover, AI-driven chatbots and virtual assistants are being used to provide instant support to employees with device-related issues. These chatbots can troubleshoot problems, offer solutions, and guide users through setup processes, improving overall user satisfaction. In addition to AI, automation is streamlining device provisioning and management. Businesses are deploying automated workflows for onboarding and offboarding employees, ensuring that devices are configured securely and efficiently. This not only saves time but also minimizes the risk of human error.

In conclusion, the BYOD and Enterprise Mobility market in Europe is witnessing substantial growth driven by the adoption of flexible work arrangements, mobile applications, and the need for secure remote access. Data security and compliance are top priorities for businesses, leading to increased investments in security solutions. Additionally, the integration of AI and automation is enhancing the user experience and simplifying device management. These trends indicate a promising future for the BYOD and Enterprise Mobility market in Europe.

Segmental Insights

Component Insights

In the dynamic landscape of the Europe BYOD (Bring Your Own Device) and Enterprise Mobility Market, the 'Software' category has emerged as the dominant component segment, and its supremacy is anticipated to persist throughout the forecast period. This dominance can be attributed to the pivotal role that software plays in enabling secure and efficient enterprise mobility solutions. Within the realm of software, various subcategories such as mobile device management (MDM), mobile application management (MAM), and mobile security solutions have gained prominence. Businesses across Europe are increasingly realizing that effective BYOD and enterprise mobility implementations rely heavily on software solutions that can ensure data security, streamline device management, and enhance user experience. With the growing complexity of device ecosystems, compliance requirements, and the need for seamless integration, the demand for advanced software solutions is expected to

remain robust. This trend underscores the importance of software as the linchpin in empowering organizations to harness the benefits of BYOD and enterprise mobility while effectively managing the associated challenges and risks.

Deployment Mode Insights

The cloud deployment mode segment in the Europe BYOD (bring your own device) and enterprise mobility market has firmly established itself as the dominant force and is poised to sustain its supremacy throughout the forecast period. This ascendancy can be attributed to a convergence of factors that underscore the advantages and adaptability of cloud-based deployment in the realm of BYOD and enterprise mobility. Cloud deployment offers unparalleled flexibility and scalability, aligning seamlessly with the ever-evolving needs of modern organizations. It enables businesses across Europe to efficiently manage the proliferation of mobile devices and applications, providing a centralized platform for device provisioning, security enforcement, and application delivery. Furthermore, the cloud's accessibility from anywhere, at any time, aligns perfectly with the essence of BYOD and mobility, enabling employees to securely access corporate resources from their own devices.

Cost-effectiveness also contributes significantly to the dominance of cloud deployment in this market. Cloud solutions eliminate the need for extensive on-premises infrastructure, reducing capital expenditures and simplifying maintenance. Additionally, they facilitate rapid deployment, ensuring that businesses can swiftly adapt to changing market dynamics and seize new opportunities. Moreover, as data security and compliance regulations become increasingly stringent in Europe, cloud providers invest heavily in robust security measures and regulatory compliance, alleviating concerns regarding data protection. These factors collectively establish cloud deployment as the dominant force in the Europe BYOD and Enterprise Mobility Market, with its reign anticipated to endure well into the foreseeable future.

Regional Insights

The United Kingdom has undeniably solidified its position as a leader in the Europe BYOD (Bring Your Own Device) and Enterprise Mobility market, and all signs point to its continued dominance in the foreseeable future. The UK's unwavering commitment to fostering a technologically advanced business landscape, coupled with its thriving economy, places it at the forefront of enterprise mobility adoption. Companies across various sectors, including finance, healthcare, and manufacturing, have embraced BYOD policies to boost workforce productivity and adapt to the evolving workplace

dynamics. Furthermore, the UK's stringent focus on data privacy and compliance with regulations like GDPR underscores its dedication to maintaining a secure and trustworthy mobile environment. With a robust ecosystem of technology providers, innovative startups, and a highly skilled workforce, the United Kingdom is well-positioned to not only sustain its leadership in the Europe BYOD and enterprise mobility market but also continue driving innovation and setting industry standards for years to come.

Key Market Players

Samsung Electronics Co., Ltd

Apple Inc.

Microsoft Corporation

VMware, Inc.

BlackBerry Limited

SAP SE

Citrix Systems, Inc.

MobileIron, Inc.

IBM Corporation

Cisco Systems, Inc.

Report Scope:

In this report, the Europe BYOD & enterprise mobility market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Europe BYOD & Enterprise Mobility Market, By Component:

Software

Security Solution

Service

Europe BYOD & Enterprise Mobility Market, By Deployment Mode:

Cloud

On-Premises

Europe BYOD & Enterprise Mobility Market, By End User:

BFSI

Automobile

Manufacturing

IT & Telecom

Healthcare

Retail

Transportation & Logistics

Energy & Utilities

Others

Europe BYOD & Enterprise Mobility Market, By Country:

United Kingdom

Germany

Spain

France

Italy

Netherlands

Sweden

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Europe BYOD & Enterprise Mobility Market.

Available Customizations:

Europe BYOD & Enterprise Mobility Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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