

The Microsoft in Mobile Report 2012-2017: Windows Phone Strategy and Prospects in the LTE Era

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Abstracts

In 2012, Apple's iOS and Google Android form a duopoly in the smart devices market. With BlackBerry and Symbian OS market shares declining, gaps are forming in both the enterprise and commercial arenas. Visiongain expects Microsoft to exploit these gaps with the Windows 8 platform, leveraging its market-leading status in the PC world to extol the benefits of full integration. Secure, intuitive, and universal, Microsoft's Metro UI holds a strong, viable value proposition for business and household consumers alike. Visiongain has determined that the value of the global Windows Phone market in 2012 will reach \$1.06 billion.

What makes this report unique?

An array of primary and secondary sources has informed the findings of our report. These findings have been placed in global and regional context, highlighting market trends and strategic opportunities in each. The report identifies and examines key players in a fledgling market with opportunities for substantial growth. Forecasts cover a range of markets, take into account Microsoft's past and present strategy, and juxtapose them with successes and failings of direct competitors. All our findings are presented in a thorough, straightforward manner.

Why you should buy The Microsoft in Mobile Report 2012-2017: Windows Phone Strategy and Prospects in the LTE Era

121 pages of comprehensive analysis

An exclusive Visiongain interviews with
Tristan Louis - Technology writer and commentator

113 tables, charts, and graphs

Global Windows smart device, smartphone and tablet shipment and revenue forecasts between 2012-2017

Global smart device, smartphone and tablet OS shipment share forecasts from 2012-2017

5 regional Windows smart device, Windows Phone and Windows tablet regional shipment and revenue forecasts from 2012-2017

North America

Latin America

Asia-Pacific

Europe

The Middle East and North Africa

7 leading companies identified and profiled

Nokia

Samsung

Lenovo

HTC

LG

Huawei

ZTE

A SWOT analysis of the Windows Phone market 2012-2017

Analysis of the application ecosystem surrounding Windows Phone

Discussion of Microsoft's core failings with Windows Mobile and Windows Phone 7

Summation of the hurdles Microsoft will need to overcome in order to seize market share

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Gain an understanding of how to tap into the potential of this market by ordering *The Microsoft in Mobile Report 2012-2017: Windows Phone Strategy and Prospects in the LTE Era*

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COMPANIES LISTED

3DV Systems

Amazon

Apple Inc.

aQuantive

Aspect Software

Asus

Broadcom

Business Week

Canesta

Chunghwa Telecom

Corning

Danger

Earthweb

Ericsson

Facebook

Fast

Financial Times

Fujitsu

Good Technology

Google

Hewlett-Packard (HP)

HTC

Huawei

Keepskor

Lenovo

LG

LinkedIn Corporation

Micro Focus International

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MobiComp
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