

The Mobile Security (mSecurity) Market 2012-2017

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Abstracts

Report Details

Mobile threats are becoming increasingly prolific as the mobile platform continues to gain popularity through the adoption of smart devices. As end-users and businesses come to rely on smartphones and tablets in their personal and business activities, they store valuable information that is attracting the attention of cybercriminals. This has been brought to global attention with the discovery of a spate of mobile malware in the past year, many of which were surreptitiously copying stored mobile data.

The general lack of awareness of mobile vulnerabilities and this increase in mobile malware has driven a nascent yet dynamic market in mobile security products and services. This market is initially driven by business concerns on the protection of corporate assets and information, and has spurred the growth of niche companies offering services such as mobile device management, and cloud based security. Consequently, visiongain has determined that the value of the global mobile security market in 2012 will reach \$1.6bn.

Mobile security products will become intrinsic to general cybersecurity in any organisation planning on allowing the use of mobile devices. The different solutions will address malware, spam, spyware applications, unauthorised access and modification at the same level as general cybersecurity measures. The industry is quickly grasping the notion that mobile malware will likely evolve similarly to PC-based threats, and that similar protection and detection measures will be necessary.

National mobile security markets in Europe, North America and the Asia Pacific region will experience the strongest growth. BRIC nations will also show signs of a burgeoning mobile security market, as their populations increasingly adopt smart devices, albeit in the mid to long term. Spending in the rest of the world, such as smaller Latin American

countries, the Middle East and Africa will not be quite as significant, with a much smaller market, despite a favourable growth rate. The adoption of broadband networks and the decreasing prices of smart devices will eventually change the situation in the long term.

Unique Selling Points

Comprehensive analysis of the prospects for the mobile security market from 2012-2017.

Analysis and forecasting informed by extensive expert consultation with industry leaders. You will be able to read full transcripts of interviews from 7 leading companies involved within the mobile security market.

111 tables, charts and figures that quantify, analyse and forecast the changing dynamics of the mobile security market between 2012-2017.

Forecasts and analysis for the global mobile security market between 2012-2017

Forecasts and analysis for 6 mobile security submarkets from 2012-2017.

Forecasts and analysis for 9 national mobile security markets, as well as rest of the world figures and projections for the period 2012-2017

Analysis of the forces that influence and characterise the mobile security market

Profiles of 30 leading companies operating within the mobile security market.

Methodology

This report has been compiled by combining information obtained from a very wide and rich mixture of primary and secondary research sources, producing a broad industry overview. Visiongain sought opinions from leading figures in the mobile security market to underpin the analysis of market drivers and restraints. The study draws on a diverse range of official corporate and governmental announcements, media reports, policy documents, industry statements and expert opinion as a basis for discussing and

predicting developments in the mobile security market between 2012 and 2017.

Visiongain considers that this methodology results in an accurate, objective mixture of analyses and forecasts.

Why you should buy The Mobile Security (mSecurity) Market 2012-2017

You will receive a comprehensive analysis of the mobile security market from 2012-2017

The analysis and forecasting has been informed by extensive expert consultation with industry leaders. Within the report, you will be able to read full transcripts of interviews from 7 leading companies involved within the mobile security market.

Symantec

Kaspersky Lab

Mobile Active Defense

Echoworx

Fixmo

Odyssey Software

Fiberlink

You will find 111 tables, charts, and graphs that quantify, analyse and forecast the mobile security market from 2012-2017

You will find forecasts and analysis of 6 mobile security submarkets over the period 2012-2017

Mobile Data Security

Mobile Device Security

Mobile Identity Management

Mobile Virtual Private Networks

Mobile Device Management

Mobile Security as a Service

You will be presented with forecasts for the 9 leading national mobile security markets, as well as rest of the world figures and projections for the period 2012-2017

Russia

Germany

United Kingdom

France

United States

Canada

China

India

Brazil

You will receive a SWOT analysis that examines the mobile security market from 2012-2017

You will gain profiles of 30 leading companies operating within the mobile security market

What is the structure of the report?

Executive Summary

Chapter 1 provides an introduction to the mobile security market.

Chapter 2 provides an analysis of mobile threats. The chapter includes analysis of forms of malware, vectors, and threat expansion.

Chapter 3 offers an overview of the global mobile security market. The chapter focuses on six submarkets that constitute the mobile security market.

Chapter 4 provides sales forecasts and analysis of growth over the period 2012 to 2017 for the global mobile security market, as well analysis of regional and national markets.

Chapter 5 provides a SWOT analysis, discussing the main strengths, weaknesses, opportunities and threats to the mobile security market.

Chapter 6 features seven interviews from leading companies within the field of mobile security.

Chapter 7 includes the outline and profile of 30 major companies operating within the mobile security market.

Chapter 8 is a summary of the report, outlining the main conclusions of the analyses.

Chapter 9 is a glossary of acronyms used in the report.

You can order this report today

Anybody with an interest in the mobile security market should gain valuable information and insight from this new study by visiongain, which analyses one of the most exciting markets in the data & cybersecurity markets. Mobile security offers substantial business and investment opportunities and is becoming an increasingly important component of the mobile handset market in several key regional markets.

This visiongain utility report will be valuable both to those already involved in the mobile security market and those wishing to enter the market in the future. Gain an understanding of how to tap into the potential of this market by ordering *The Mobile Security (mSecurity) Market 2012-2017*

Visiongain is a trading partner with the US Federal Government
CCR Ref number: KD4R6

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Apple
Avast
AVG Technologies
BitDefender
BT
BullGuard
CA
Check Point Software Technologies
Clearwell Systems
DataViz
DeviceLock
DrWeb
Echoworx
ESET
F-Secure
Fiberlink
Fixmo
Fortinet
Good Technology
Google]
Guardian Edge Technologies
Hewlett Packard (HP)
HTC
IBM
ING Direct
InnoPath Software
Kaspersky Lab
Lookout
McAfee Labs
Mformation
Microsoft Corporation
MobiDM
Mobile Active Defense (M.A.D.)
Mobile Application Development Partners
MobileIron
Motorola
NetQin
Nokia
Odyssey Software

Orange
PCP Corporation
RIM (Research in Motion)
SAP
Sophos
SOTI
Sybase
Symantec Corporation
Telefonica
TELUS Mobility
T-Mobile
Trend Micro
UMU
Veliq
Verisign
Vodafone
Wavelink

GOVERNMENT AGENCIES AND OTHER ORGANISATIONS MENTIONED IN THIS REPORT

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German Federal Office for Information Security
International Telecommunication Union
News of the World
Organisation for Economic Co-operation and Development
Rotman School of Management
Technical University of Vienna
Union of European Football Associations
University of California

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