Enterprise Mobility Management Market, 2016-2020

SCOPE

This study provides an analysis of the Enterprise Mobility Management market in 2016, and its potential growth over the next four years. It provides detailed market trends, vendor market share, market size, forecasts, and an analysis of key Enterprise Mobility Management vendors.

This study looks at the Enterprise Mobility Management market as follows:

o **Enterprise Mobility Management** solutions provide businesses with the ability to secure and manage the mobile devices used by their employees. EMM solutions are aimed at smartphone and tablet devices and should support multiple mobile operating systems. The core components of EMM include: Mobile Device Management (MDM), Mobile Application Management (MAM), Mobile Security, and Mobile Content Management. EMM solutions are available as on-premises software, cloud-based services, or hybrid solutions.

Revenues, pricing, and all currency figures presented in this study are expressed in $USD, unless otherwise indicated. The revenue projections in the following sections do not include revenues from systems integration or professional services.

All market numbers represent worldwide figures, unless otherwise indicated. Regional breakouts are provided for: North America, Europe, Asia Pacific, and Rest of World.

This report does not contain country breakouts but these may obtained from The Radicati Group at an extra charge.

Installed base figures represent *active* devices under management that have been used at least once in the last three months.

METHODOLOGY

The information and analysis in this report is based on primary research conducted by The Radicati Group, Inc. Our proprietary methodology combines information derived from three principal sources:

    a. Our Worldwide Database which tracks user population, seat count, enterprise adoption and IT use from 1993 onwards.

    b. Surveys conducted on an on-going basis in all market areas which we cover.

    c. Market share, revenue, sales and customer demand information derived from vendor briefings.

Forecasts are based on historical information as well as our in-depth knowledge of market conditions and how we believe markets will evolve over time.

Finally, secondary research sources have also been used, where appropriate, to cross-check all the information we collect. These include company annual reports and other financial disclosures, industry trade association material, published government statistics and other published sources.

Our research processes and methodologies are proprietary and confidential.

EXECUTIVE SUMMARY

- Enterprise Mobility Management (EMM) solutions provide businesses with the ability to secure and manage the mobile devices used by their employees. EMM solutions are aimed at smartphone and tablet devices and should support multiple

mobile operating systems. The growing Bring Your Own Device (BYOD) trend has been a major driver behind EMM adoption.

- The core components of EMM include: Mobile Device Management (MDM), Mobile Application Management (MAM), Mobile Security, and Mobile Content Management.

- Many vendors offer solution components aimed at addressing some aspect of the enterprise mobile management market, and there are many pure-play mobility vendors that specialize in providing a single component of EMM. For the purpose of this report, vendors offering solutions that focus on a single component of EMM are not included.

- Core MDM functionality, such as device wiping, device password enforcement, device password reset, and more, has become a commodity. Vendors offering primarily MDM functionality do not differentiate on feature-set, but rather differentiate on the basis of price, management consoles, customer support, and other areas.

- Mobile Application Management (MAM), on the other hand, continues to be an area of key differentiation with vendors focusing on app security and data integrity across applications.

- Worldwide revenues for the EMM market will total $1,760 million by year-end 2016. This figure is expected to grow to over $4.5 billion by year-end 2020. This represents an average annual growth rate of 27% in the next four years. Figure 1, shows the worldwide revenue for the Enterprise Mobility Management market from 2016 to 2020.
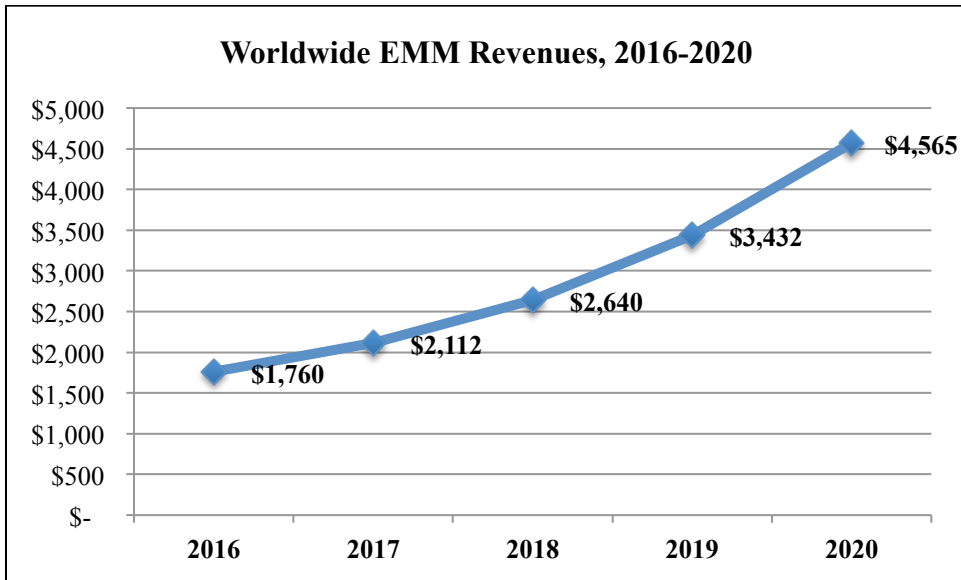
Worldwide EMM Revenues, 2016-2020

Figure 1: Worldwide EMM Revenue, 2016-2020

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