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Enterprise Mobility Management Market, 2017-2021

SCOPE

This study provides an analysis of the Enterprise Mobility Management market in 2017, 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:

- **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 be 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 solutions continue to see strong adoption, due to the convergence of a number of different trends including:

- *Bring Your Own Device (BYOD)* – more businesses have relaxed their attitudes towards allowing employees to choose their own devices and mix personal and business use on the same device.
- *Mobile workforces* - more businesses are outfitting their employees with mobile phones and tablets and expect their workforces to “work on the go” through the use of mobile technology with full access to corporate data and applications.
- *App proliferation* – the explosive growth in number of mobile apps continues, many of which are tailored to the consumer market but are increasingly also finding solid use in a business context. Restricting which apps employees can download and use is no longer feasible or practical.
- *Security threats* – continue to multiply and move from the device level to all forms of device communication and mobile apps.
- *Regulatory and compliance requirements* – businesses across many industry segments are being increasingly regulated and must adhere to a complex variety of compliance requirements. This drives the need to ensure data and application integrity on mobile devices.
- 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 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.
- Worldwide revenues for the EMM market will total over \$1.8 billion by year-end 2017. This figure will grow to over \$3.3 billion by year-end 2021. This represents an average annual growth rate of 18% in the next four years. Figure 1, shows the revenue for the Enterprise Mobility Management market from 2017 to 2021.

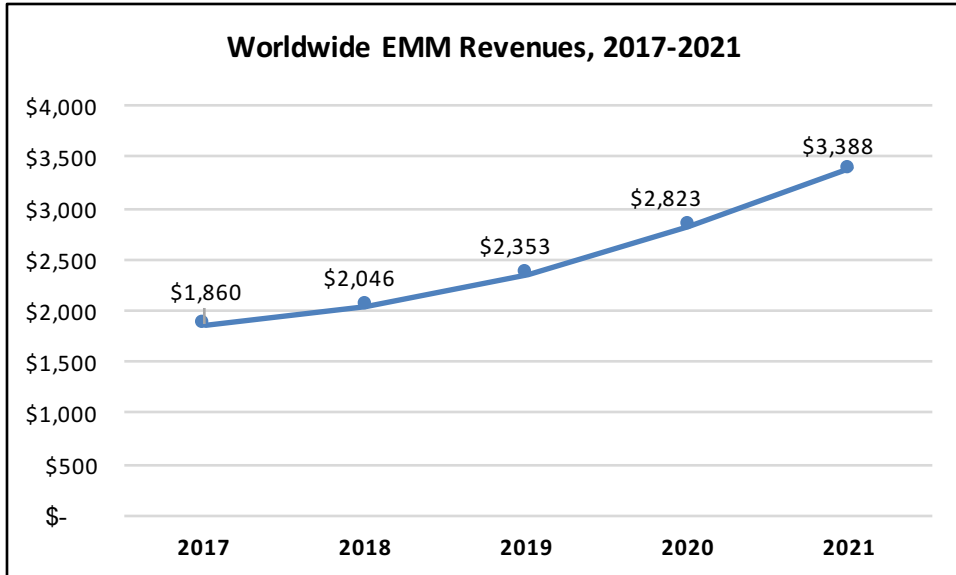


Figure 1: Worldwide EMM Revenue, 2017-2021

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