

## **New Study Focuses on Strategic Analysis of Enterprise Mobility Management Market Till 2020**

*Report focuses on revenue opportunities in the enterprise mobility management market through to 2020, highlighting the market size and growth by technology, geography, sector and size band. Moreover, following in-depth ICT decision maker surveys, the report outlines enterprises' investment priorities in the enterprise mobility management segment.*

December 14, 2016 (FPRC) -- Market Research Hub (MRH) has recently added a strategic focus report to its report offerings. This report is titled as "Strategic Focus Report- Enterprise Mobility Management" and analyzes the current trends, drivers and inhibitors impacting the enterprise mobility management market. It also covers the primary findings from Kable's view of revenue opportunities in the market through the year 2020 by highlighting the market size and growth by technology, sector, geography and size band.

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Due to the advancement of technology like smart phones, tablets and laptops enterprise mobility has emerged tremendously and it also gives employees the opportunity to work from home. Firstly, this study describes the Enterprise Mobility Management (EMM) and its technology evolution. It is an inclusive approach for securing and allowing employee use of smartphones and tablets. In addition to addressing security worries, a strong EMM strategy also helps employees to be more productive by providing them with the tools they need to perform work-related tasks on mobile devices.

The market is rising rapidly and enterprise mobility solutions is an essential requirement to mobilize and optimize the workflow to get the maximum profits of mobile devices in terms of corporate or business use. According to Kable, the global EMM market was estimated to be worth \$5.7 billion in 2013 and is further forecasted to reach \$15.7 billion by 2018. Also, mobility is aiding the functioning of the IoT environment by offering wider connectivity with the use of new technologies and wearable's devices such as smart watches, glasses, 3D motion trackers etc.

Now, most organizations want to increase its profitability and its market share but to achieve this goal it is important for an organization to look at its long-term as well as short-term aspect of its business. An effective enterprise mobility strategy should always maintain standardized and customizable mobile solutions such as mobile phones, tablets or palm devices. It has given rise to EMM where a group of people focuses on the wireless networks and helps the users to get information quickly.

In the next section, the study also identifies the top ICT vendors in the enterprise mobility management market coupled with an overview of the top 5 vendors. Top 5 Key vendors in the global market highlighted in the report includes:

BlackBerry

Good Technology  
IBM  
SAP  
VMware

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Further in the report, enterprise mobility management investment priorities are also discussed. For the readers, it provides a detailed breakdown of the opportunities within the enterprise mobility management segment and its sub-categories.

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