

Enterprise Mobility: Platforms and Security

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Digital transformation starts with mobility. Organizations with untethered business processes and ubiquitously accessible IT resources will be better positioned to compete and thrive in the digital economy. To this end, software platforms that create, deploy, manage, and secure all aspects of mobile computing are critical to successful digital transformation. IDC's *Enterprise Mobility: Platforms and Security* service helps product, marketing, and strategic planning professionals understand the opportunities, competitive landscape, key trends, and end-user needs in the enterprise mobile infrastructure software markets. This CIS covers key software markets including enterprise mobility management (EMM) (as well as unified endpoint management [UEM]), mobile security, mobile applications development platforms, and enterprise location-based software platforms. In addition, this service provides IT professionals with key frameworks and decision-making tools to assist with mobile strategy development.

Markets and Subjects Analyzed

- Mobile application development and deployment tools and platforms
- Mobile application development best practices and requirements
- Unified endpoint management software platforms
- Enterprise mobility management software platforms for device, application, and data management
- Mobile security software and services
- Enterprise mobile location-based service software platforms
- Mobile operating systems trends relative to the enterprise
- BYOD trends and software solutions
- Best practices for mobile security strategy
- Mobile deployment requirements

Core Research

- Mobile Application Development Platform Forecast and Analysis
- Enterprise Mobility Management Software Forecast and Analysis
- Unified Endpoint Management Software Forecast and Analysis
- Mobile Security Software Forecast and Analysis
- IDC MarketScape for Enterprise Mobility Management
- IDC PlanScape for Enterprise Mobile Security
- Enterprise Mobility Demand-Side Analysis
- Mobile Software Strategy Frameworks
- IDC TechScape for Mobile Application Development

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Enterprise Mobility: Platforms and Security](#).

Key Questions Answered

1. What tools, processes, and strategies are enterprises using to manage the convergence of end-user computing technologies (from mobile smartphones and tablets to PCs and laptops) as well as emerging enterprise wearables technologies?
2. How are enterprises approaching the development of mobile applications to enhance worker productivity, modernize business processes and workflows, and increase customer satisfaction and revenue?
3. How is the shift to mobile-first application development changing enterprise mobile infrastructure software needs and decisions?
4. What methods and best practices exist to create, deploy, manage, and secure access to corporate information on or by mobile devices?
5. What effect will 5G have on enterprise mobility from the perspective of devices and apps to software platforms, security infrastructure, and overall mobile worker productivity?
6. How are enterprises responding to the risks and security threats regarding mobile operating systems, apps, and services?
7. How will mobile enterprise markets evolve in the context of megatrends such as cloud, social, big data, and the increasingly complex array of endpoints from which users access data?
8. How are organizations leveraging mobility for business transformation, and what role does mobility play in the genesis of the next-generation workplace?

Companies Analyzed

IDC's *Enterprise Mobility: Platforms and Security* service analyzes the strategies, market positions, and future directions of major vendors in the mobile software market. A representative list of these vendors may include:

Absolute Software, Alpha Software, Amazon, AnyPresence, Appcelerator, Apperian, Apple, BlackBerry, BMC Software, Bomgar, CA Technologies, Check Point Software, Cisco, Citrix, F-Secure, Google, Gupta Technologies, HERE Technologies, Hewlett Packard Enterprise, IBM, Intel, Ivanti, JAMF, Kaspersky, KidoZen, Kinvey, Kony, Lookout,

Microsoft, MobileIron, Oracle, Pegasystems, Progress Software, Quest Software, Red Bend, Red Hat, salesforce.com, Samsung, SAP, Sencha, SOTI, Symantec, Tangoe, Trend Micro, Verivo Software, VMware, Wandera, Zebra, Zimperium, and Zoho.