

Enterprise Mobility Management - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Enterprise Mobility Management Market is expected to register a CAGR of 12.84% during the forecast period.

Key Highlights

- Enterprise mobility management (EMM) solutions are gaining prominence owing to some of the major enterprise trends, such as bring-your-own-device (BYOD) and choose your device (CYOD) policies, in which companies are allowing employees to use external or internal devices for enterprise-related work. Thus, deploying appropriate controls in companies is expected to benefit them from mobility opportunities while ensuring that sensitive data and devices are safeguarded.
- The growing application of ERP software and CRM systems has increased the use of mobility solutions in the market. ERP is usually a category of business-management software, typically a suite of integrated applications that an organization may use to collect, store, manage, and interpret data from various business activities. According to Computer Weekly, enterprise resource planning (ERP) and customer relationship management (CRM) remain the most vital categories for business applications.
- EMM practices usually incorporate mobile management systems or services to offer intellectual property protections and a security-rich environment for data management. End users, like retailers, require EMM as the employees use smartphones as point-of-sale (POS) devices to scan bar codes, conduct payments, and process transactions. At the same time, banks and allies are pivoting to allow BYOD and require EMM for secure data and regulatory compliance for their financial exchanges.
- The smartphones and related devices used by employees must be able to process data and files in accordance with the workload's requirements in addition to running enterprise apps. Integrating endpoint devices with all organizational systems and achieving seamless synchronization between them is a big challenge for the organization's IT team and is restricting the market growth.
- With the outbreak of COVID-19, most organizations have shifted to the work from the home model due to the lockdown and social distancing measures that have created a significant demand for managing the application and devices while monitoring the

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application aspect remotely. Therefore, several companies offering application and device management services are updating and providing a suite of services with the increased demand from the organization for managing their mobile device needs.

Enterprise Mobility Management Market Trends

BFSI Sector Is Contributing A Significant Share

- BFSI services experienced an enormous transition in the past two decades. With digitization, internet services and international transactions require fast redressal. Banking, financial services, and insurance (BFSI) have evolved from a service that requires customers to visit for the service to a bank that reaches customers at their homes. BFSI stores the customer and clients' critical financial and personal data and uses them to provide services.
- Financial institutions are employing modern approaches to cybersecurity, such as the Zero Trust model. Adopting this model may help banks strengthen their security posture. The adoption of EMS has been majorly driven owing to the need to meet security compliance in the BFSI sector.
- Device provisioning, for instance, aids the BFSI organizations in remotely configuring mobile devices and providing access to corporate data resources and enterprise apps. The Single-Sign-On (SSO) feature of EMM helps to secure financial apps and customer data by allowing authenticated users to access corporate data on trusted devices and enterprise applications.
- Moreover, EMM solutions may help banks keep mobile data costs under control. IT admins may remotely set cellular data thresholds and corresponding actions, like triggering an alert or blocking mobile data. These features become more prominent for Kiosks-based services, where the banks and insurance service providers may manage the devices if the transaction returns a red flag.
- Enterprise Mobility Management regulated kiosks at bank branches may perform multiple functions secured by Digital Signage, Kiosk Lockdown, and Secure Browser technology that improve customer experience. Moreover, the growing technological penetration and digital channels, such as internet banking and mobile banking, are becoming customers' preferred choices for banking services. There is a greater need for banks to leverage advanced authentication and access control processes.

North America To Account For The Largest Share

- North America is expected to hold a significant share in the enterprise mobility management market, with the increasing focus of the corporates, along with the presence of major vendors acting as the primary factors driving the market growth in the region.
- VMware, an American company, has introduced new remote work capabilities to the Workspace ONE platform. The vendor announced new workplace solutions to help companies return their employees to offices safely as they keep combatting the effects of the COVID-19 outbreak. It also improves office experiences and business resilience by leveraging hybrid cloud-scale and unique integrations with other VMware technologies. The company's Workspace ONE allows users to securely provide and manage any app on any device. The solution integrates access control, application management, and multi-platform endpoint management into a single platform and is available as a cloud service or on-premises deployment.
- The United States is North America's most significant market for enterprise mobility management. The high adoption rate of mobility solutions in the banking, retail, manufacturing, and healthcare sectors is the primary source of demand for these solutions in the country. The healthcare industry accounts for the huge potential for analytics with growing big data analytics among the country's healthcare ecosystem. This is expected to foster the growth of EMM in the region over the forecast period.
- With hybrid and remote work as the new norm, managing the growing number of mobile devices has become even more critical for businesses. In October 2021, the American company Google launched Android 12, introducing even more, features for enterprise customers, including improving password complexity controls to make it easier to protect company data and disabling

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USB signaling on company-owned devices to limit USB-based attacks. It has also launched additional privacy-preserving security controls for the Android work profile, like network logging of work apps.

- North American Companies across various industry verticals are increasingly implementing Enterprise Mobility Management solutions in their industry digitalization strategy because these solutions may help safeguard, manage and monitor sensitive corporate and customer data. In addition, these solutions are helping the companies to have required security compliances according to the guidelines of various independent regulatory bodies in the region. Because of this, the North American market contributes the highest market share, and the market is still growing in the region.

Enterprise Mobility Management Industry Overview

The enterprise mobility management market is moderately competitive and consists of several major players. In terms of market share, few significant players currently dominate the market. Companies working in this space are spending abundantly on research and development. Business strategies such as collaboration, joint ventures, and mergers and acquisitions have allowed EMM firms to stay competitive in the market. Many organizations believe in upgrading their current portfolio to attract their customers. Firms are looking at the solutions offered by enterprise mobility companies to achieve a highly sought-after competitive advantage.

- February 2021 - Checkmarx launched Keeping Infrastructure as Code Secure for cloud-native applications, providing developers with increased security in Infrastructure as Code. KICS is an open-source static analysis solution.
- February 2021 - Qualys Inc. launched Qualys SaaS Detection and Response (SaaS DR) to enhance its SaaS application security platform offerings further. This would give users the required security to combat the rising complexities of applications.
- January 2021 - OpsRamp expanded its network, UC monitoring for the WFH world with new functionality in the OpsRamp platform that offers solutions providers a way to help customers manage hybrid and multi-cloud IT environments and meet the needs of work-from-home employees as demand for cloud applications, unified communications (UC) and collaboration tools, video conferencing, and other IT resources had increased significantly.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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