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Managed Mobility Services Market Research Report- Global Forecast 2030

Report / Search Code: MRFR/ICT/2653-CR

Publish Date: January, 2018

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Price	1-user PDF : \$ 4950.0	Site PDF : \$ 5950.0	Enterprise PDF : \$ 7250.0
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Description:

Managed Mobility Services Market Overview

Managed Mobility Services Market Size was valued at USD billion in 6.27 2022. The Managed Mobility Services market industry is projected to grow from USD 6.50 Billion in 2023 to USD 33.3 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 26.29% during the forecast period (2023 - 2030). The increasing adoption of mobile devices, the growing need for mobile security, and the rising adoption of BYOD are the key market drivers boosting the growth of the Managed Mobility Services (MMS) market.

Managed Mobility Services Market Overview.

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

Managed Mobility Services Market Trends

Artificial intelligence and automation are expected to drive market growth.

MMS providers are increasingly incorporating artificial intelligence (AI) and automation into their solutions to help streamline mobile device management tasks and reduce the workload on IT teams. It includes automated device provisioning, real-time analytics, and AI-powered security solutions. With the increasing adoption of IoT devices, MMS providers are expected to expand their services to include IoT device management. It can include the management of sensors, gateways, and other connected devices and the integration of IoT data into enterprise systems which will open new avenues in the Managed Mobility Services industry in the coming years. With the rollout of 5G networks, MMS providers are expected to expand their services to include 5G network management. It includes managing the deployment and configuration of 5G-enabled devices and optimizing network performance for enterprise use cases. Managed Mobility Services industry is poised for significant growth in the coming years as new technologies and devices continue to emerge, and organizations seek solutions to manage and secure their mobile and connected devices. This has helped the Managed Mobility Services market revenue rise. Furthermore, the growth in the MMS market can be attributed to the rising consumer attraction of IT, which encourages businesses to progressively adopt MMS to facilitate secured access to top organizational content and data transfer across various mobile devices.

Latest Industry News for Managed Mobility Services Market

May 2023 - The sales of iPhone mobile digital devices are now included in the company's Apple Authorized Reseller certification, according to Mobility CG, a top provider of business managed mobility solutions. With the help of this new permission, Mobility CG is now allowed to offer a whole array of Apple goods, including the iPhone, Apple Watch wrist wearables, iPad, MacBook laptop & desktop computers, and other Apple products and accessories, in addition to items made by other companies.

According to industry sources, the iPhone accounts for the bulk of smartphone purchases made in the United States and enjoy the most brand loyalty of a smartphone available. The addition of the iPhone to Mobility CG's smartphone selection for business customers fills a gap in the market and will better serve the needs of clients that rely on the Apple ecosystem for connecting people and providing value throughout their operations.

Mike McGuire, CEO of Mobility CG, said: The inclusion of iPhone to their Apple Authorized Reseller accreditation underlines the trust that Apple has in their dedication to quality and growth. This significant portfolio increase enables them to continue assisting the international business community in operating effectively and safely.

The Mobility CG team of professionals not only assists businesses in choosing and acquiring the best equipment, but they also offer provisioning, kitting, staging, and warehousing services as part of their onboarding services. Managed mobility solutions that are outsourced assist firms save expenses and generate savings that are challenging to accomplish with in-house solutions. Mobility CG supports a wide range of routers in addition to tablets, phones, PCs, and peripherals to offer businesses business internet services.

In order to make it simple for businesses to buy, provide, secure, and manage corporate mobile devices in the connected world, Mobility CG offers managed mobility solutions. Their team of mobility specialists assists businesses in choosing and purchasing the appropriate equipment and offers onboarding services like provisioning, kitting, staging, and storage.

Managed Mobility Services Market Function Segment Insights

Managed Mobility Services Insights

Based on function, the Managed Mobility Services market segmentation includes device management, application management, security management, support, and maintenance. The device management segment held the majority share in 2022, contributing around ~60% to the market revenue. Device management refers to the processes and technologies used to manage and secure the mobile devices used by employees within an organization. It includes smartphones, tablets, laptops, and other devices used for work purposes. Device management is an essential aspect of managed mobility services. It allows businesses to ensure their employees use secure, up-to-date devices and comply with company policies. Effective device management helps businesses to improve productivity, reduce costs, and minimize security risks. As a result, it is driving the growth of managed mobility services market.

The application management segment is expected to gain significant market growth. The growth of mobile applications and the increasing need for security and compliance in mobile device usage drive the demand for application management services in the managed mobility services market. As a result, the application management segment of the managed mobility services market is expected to continue to grow in the coming years.

Figure1: Managed Mobility Services Market, by Product, 2022 & 2030 (USD Billion)

Managed Mobility Services Market, by Product, 2022 & 2030

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

Managed Mobility Services Vertical Insights

The Managed Mobility Services market segmentation, based on vertical, includes healthcare, manufacturing, logistics and transportation, retail, telecom and IT, media and entertainment, travel and hospitality, public sector, education, and others. Healthcare dominated the market in 2022 and is expected to continue dominating the market during the forecast period, 2022-2030. For several years, the healthcare sector has transformed due to the evolution of IT and medical technology. Physical medical recording systems have been replaced with electronic medical recording technologies. Moreover, with the rise in mobile technology, this sector has been encouraged to adopt and implement BYOD Security policies so that employees can collaborate from remote areas. The advancements in mobile technology will continue to enhance workflows in this sector. MMS (Mobile Messaging System) helps healthcare providers secure private information from hacking and theft; it also allows professionals to have real-time access to patient check-ups, manage medical records, and receive regular updates on their personal devices so that patients can get timely help.

The retail industry vertical is experiencing rapid growth due to increased consumption of goods and services, driven by customers seeking to improve their standard of living. Innovative marketing strategies, such as the use of beacons for advertisement, are employed to entice customers to make purchases. In addition, the use of mobility solutions in the retail sector provides numerous benefits, including an enhanced shopping experience and the ability to make online purchases. Retailers can transfer product information between employees and departments through mobility solutions, which can help reduce costs and save time. However, managing mobile devices used by employees is critical to prevent information leakage. As a result, many retailers opt to provide mobility solutions to customers through MMS.

Managed Mobility Services Regional Insights

By Region, the study provides market insights into North America, Europe, Asia-Pacific, and the Rest of the World. The North American Managed Mobility Services market accounted for ~60% market share in 2022 and is expected to exhibit a significant CAGR growth during the study period. This high revenue share is primarily due to the extensive adoption of Bring Your Own Device (BYOD) trend across organizations in the region, which aims to streamline work processes by utilizing mobility and promoting employee collaboration. Moreover, the widespread usage of mobile devices like smartphones and tablets to aid business continuity, coupled with the critical need to secure sensitive data accessed by employees via their devices, has significantly fueled the adoption of MMS in North America.

Further, the region has demonstrated a willingness to implement MMS within companies to safeguard their sensitive content from privacy breaches and loss while leveraging mobility to gain a competitive edge and offer agile services to customers. Major growth drivers for this region include strict compliance regulations like HIPAA for healthcare and PCI DSS for financial services and extensive cloud deployments. As a result, North America, particularly the U.S., and Canada, is expected to widely implement MMS to ensure data security and privacy, thereby facilitating business continuity.

Figure2 : MANAGED MOBILITY SERVICES MARKET SIZE BY REGION 2022 & 2030

MANAGED MOBILITY SERVICES MARKET SIZE BY REGION

Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

Further, the major countries studied in the market report are the U.S., Canada, Germany, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

European Managed Mobility Services market accounts for the second-largest market share. Europe is experiencing progressive growth in the adoption of Mobile Device Management Systems (MMS). The increased number of mobile users accessing business data across the region has resulted in concerns regarding data security and privacy breaches. The widespread adoption of cloud technology, facilitated by easy access to data on corporate networks through employees' mobile devices, has provided organizations with significant leverage. However, it has also made data vulnerable to loss and mismanagement due to the diverse operating systems of mobile devices. As a result, businesses are significantly adopting MMS to address these concerns.

Additionally, small and medium-sized enterprises that allow businesses outside their organizations must adhere to the European Union's Data Protection Directive, which prohibits European companies from transmitting data overseas to countries with weak data protection and privacy laws.

Organizations in the UK, Germany, and France, such as PHS Group Plc., are investing in MMS to prevent privacy breaches and enhance enterprise mobility.

The Asia-Pacific Managed Mobility Services Market is expected to grow at the fastest CAGR between 2022 and 2030, owing to the rising adoption of mobile devices. Enterprises and small and medium-sized businesses in Asia-Pacific countries recognize the importance of data security. They are open to adopting dedicated MMS to enhance organizational productivity through secure mobility. The increasing advancements in mobility and cloud adoption in the region and mandatory compliance with government regulations to resolve data security issues have further fueled the adoption of MMS. As a result, leading MMS vendors, such as IBM, are expanding their presence in APAC to tap into the enormous demand for mobility services and improve profitability.

Developed countries in Asia-Pacific, such as Japan, Australia, and Singapore, have adopted MMS that comply with data transfer regulations to cater to businesses' unparalleled data security needs. In populous countries like India and China, the adoption of superior MMS is slowly gaining momentum.

However, the need for more awareness about enterprise mobility among businesses in this region has limited the adoption of mobility solutions. Large enterprises may also need more control over their resources, such as mobile devices, after adopting an MMS solution, which inhibits adoption. Nevertheless, the presence of a large number of SMEs in the region augments the consideration of MMS for diverse needs, as they have budget constraints to manage their solutions. This region's MMS market is also expected to be fragmented due to diverse organizational needs.

Managed Mobility Services Key Market Players & Competitive Insights

Major market players in the Managed Mobility Services industry are concentrating on offering technologically cutting-edge marketing solutions to improve their competitiveness in the international market.

Prominent companies like IBM, AT&T, and Accenture, among others, offer a wide range of managed mobility services, including mobile device management, mobile application management, mobile content management, and mobile security services. They cater to a diverse range of industries, including healthcare, financial services, manufacturing, retail, and government agencies. These companies constantly innovate and invest in new technologies to provide better services and improve the customer experience.

Additionally, companies are expanding their geographic reach and diversifying their product and service offerings to cater to a wider range of industries and clients. They are also forming partnerships and collaborations with other technology providers to strengthen their position in the market and provide more comprehensive solutions to their clients.

Key Companies in the Managed Mobility Services market include

- Deutsche Telekom AG (Germany)
- Maxis Bhd (Malaysia)
- [IBM Corporation](#) (U.S.)
- Vodafone Group PLC (U.K.)
- Singtel (Singapore)
- StarHub (Singapore)
- Wipro Ltd. (India)
- Telefónica S.A. (Spain)
- PLDT (The Philippines)
- Orange S.A (France)

- Fujitsu Ltd
- AT&T Inc. (U.S.)
- Hewlett Packard Enterprise Co. (U.S.)
- Celcom Axiata (Malaysia)
- Accenture Plc (U.S.)

Managed Mobility Services Industry Developments

In July 2021, Wipro Limited, an Indian multinational corporation, partnered with Celonis, a German software company, to offer process mining solutions to its MMS clients. The partnership aims to provide clients with greater visibility into their mobile device usage and identify opportunities for optimization and cost savings.

In Feb 2021, Verizon Communications Inc. announced a partnership with Deloitte to offer joint solutions that combine Deloitte's consulting services with Verizon's MMS offerings. The partnership aims to help clients achieve their business goals by providing customized solutions that address their needs.

Managed Mobility Services Market Segmentation

Managed Mobility Services Platform-type Outlook

- Application Management
- Mobile Device Management
- Security Management
- Support and Maintenance

Managed Mobility Services End User Outlook

- Travel & Hospitality
- Media & Entertainment
- IT & Telecommunication
- Transportation & Consumer Utility Services
- Healthcare
- Entertainment
- Retail
- Hospitality
-

Others

Managed Mobility Services Regional Outlook

- North America
- US
- Canada
- Europe
- Germany
- France
- UK
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Australia
- Rest of Asia-Pacific

- Rest of the World
- Middle East
- Africa
- Latin America

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