

LoB Tablets Deployments Offer Some Reprieve in an Otherwise Depressed Market, According to VDC Research

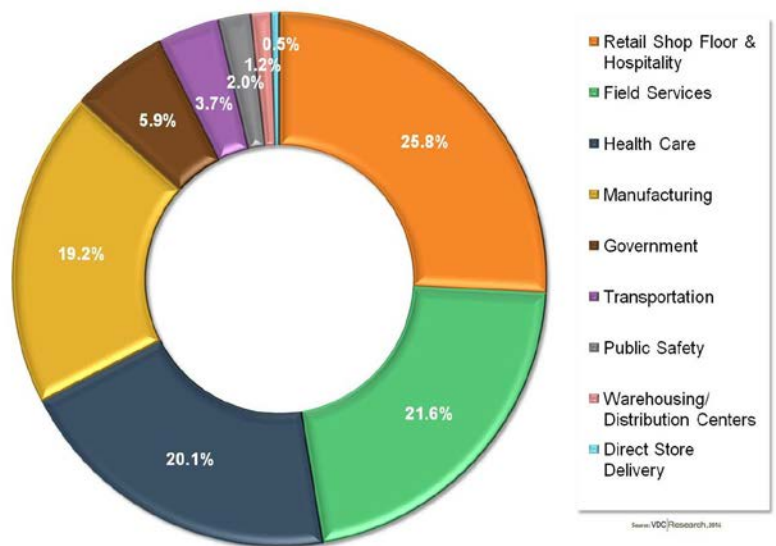
Growth for both rugged and consumer grade tablets used for line of business applications is projected to remain in the low to mid single digits through 2020.

Natick, MA (PRWEB) August 17, 2016

Enterprise mobile device markets experiencing increased competition between consumer grade and rugged segments, and coupled with market saturation, have caused far more modest revenue expectations generated from the tablet space to be forecasted through 2020, according to a new report by VDC Research ([click here](#) to learn more).

The exhibit shown illustrates the breakdown for tablet shipments by vertical industry for 2015. As seen in the exhibit, unit shipments can vary widely between each industry. The retail sector saw the greatest number of tablets shipped among all industries in 2015. Receiving more than one quarter of all units shipped, tablets specifically are in high demand for the retail sector as deployments are designed to increase efficiency of workflows, make inventory far more visible, and allow sales associates to have greater interaction with customers on the shop floor. The field services and health care verticals also saw a high number of tablets shipped into their sectors due in large part to the naturally mobile workflows of nurses and utilities/telecommunications workers. These mobile workflows fit well with the tablet form factor given the compact, yet powerful design of many tablets.

2015 LoB Tablet Shipments by Vertical Industry



Over the next five years, VDC expects to see the consumer grade line of business (LoB) tablet market grow at a 3.4% compound annual growth rate (CAGR) through 2020, while LoB rugged tablets will grow at a 1.4% CAGR through 2020. The total (rugged and consumer grade) LoB tablet CAGR through 2020 is 3.1%. Many of the industries with the highest potential for growth are those where the tablet form factor can be leveraged in customer-facing workflows to better allow employees to engage with consumers.

The theme of customer interaction transcends the transportation, healthcare, retail and hospitality verticals, as they are all forecast to experience better than average growth over the next 5 years. "This renewed focus comes at a time where the impact of mobile technology has set high expectations in consumers' everyday lives," says Cameron Roche, Analyst in the Enterprise Mobility and Connected Devices practice. "Forward-thinking organizations looking for differentiation in a competitive ecosystem are quickly incorporating mobile solutions to help boost customer satisfaction rates." The adoption of technologies such as e-ticketing, mobile point of sale (mPOS) capabilities, mobile check-in/out, and other applications coupled with the deployment of mobile devices to consumer-facing employees will all provide organizations with a potential leg-up on competitors.

About VDC Research

Founded in 1971, VDC Research provides in-depth insights to technology vendors, end users, and investors across the globe. As a market research and consulting firm, VDC's coverage of AutoID, enterprise mobility, industrial automation, and IoT and embedded technologies is among the most advanced in the industry, helping our clients make critical decisions with confidence. Offering syndicated reports and custom consultation, our methodologies consistently provide accurate forecasts and unmatched thought leadership for deeply technical markets. Located in Natick, Massachusetts, VDC prides itself on its close personal relationships with clients, delivering an attention to detail and a unique perspective that is second to none.