

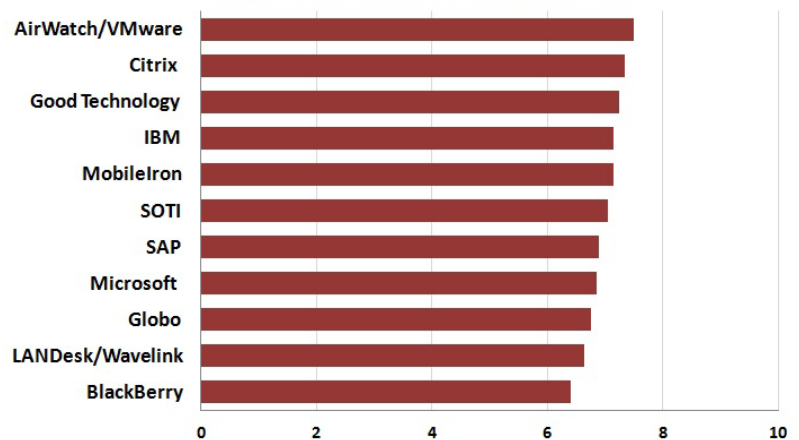
Enterprise Mobility Management (EMM) Market Maturing Quickly; Security Innovations Offer Vendors Opportunities for Differentiation, According to VDC Research

Due to parity to the market, EMM vendors must ensure they are positioned to support non-traditional endpoints going forward.

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The global market for EMM solutions picked up significant momentum in 2014, according to a new report by VDC Research ([click here](#) for more info). The forecast shows the market growing at a CAGR of 17.7%. EMM vendors are experiencing strong growth, as the number of devices being managed by their software continues to climb rapidly; however, competitive pressures make shortening innovation cycles and getting products to market more quickly crucial for maintaining momentum in the market. Consolidation in 2013 and 2014 has produced a clearly divided market between Tier 1 vendors (who account for roughly 77% of the market) and all others. VDC's analysis showed that there are currently seven Tier 1 vendors in the EMM market (AirWatch [VMware], BlackBerry, Citrix, Good Technology, IBM, MobileIron, and SAP), and these vendors each hold more than a 5% market share. Tier 2 EMM vendors will be challenged to compete going forward, particularly mobile-first vendors such as Globo and SOTI, as large and established vendors (most notably Dell, Microsoft and Oracle) plan to continue to make sizeable investments to compete in the EMM market. VDC identified four Tier 2 vendors: Globo, LANDesk/Wavelink, Microsoft, and SOTI.

VDC's "Temperature Check" on the EMM Market



Most large organizations pursuing new mobile initiatives (or expanding existing mobile deployments) find that security investments are required to ensure that they are conforming to stricter data protection and compliance practices. This has EMM vendors integrating enhanced security features into their platforms. Authentication and access control have quickly emerged as critical capabilities for EMM vendors, and has created notable partnership opportunities for best-of-breed security specialists. Sophisticated application management, threat protection as well as secure cloud SSO, and identity lifecycle management capabilities are the key features we see EMM vendors integrating through partnerships. The EMM market's quick maturation has led to notable parity as shown in VDC's "Temperature Check" on the EMM Market.

The Temperature Check is a rating mechanism developed by VDC Research that provides a quick ecosystem assessment of the competing technology solution providers in a specific market. VDC's ratings are based on key qualitative interviews with existing customers of each of the vendors represented and are supported by quantitative end-user surveys to IT decision makers. Scores are based on ratings of the following: brand perception, customer service, experience and support performance, executive team, market momentum, product roadmap/vision, sales execution, and global channel strategy and success.

"While there are dozens of EMM vendors in the mobile ecosystem, the 11 vendors in our 'Temperature Check' have the most well-developed solutions and are leading the market," said Eric Klein, Director of Enterprise Mobility and Connected

Press Release

Devices at VDC Research. “Traditional endpoint management vendors such as Accelerite, IBM, Microsoft, and LANDesk have a rich history of delivering proven enterprise-grade solutions, but have only recently augmented their product portfolios with mobility management functionality. VDC sees these vendors having an opening for broader participation in the market going forward.”

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.