

Workplace Mobility Intelligence Service

Part of the Enterprise Technology Service Area Package

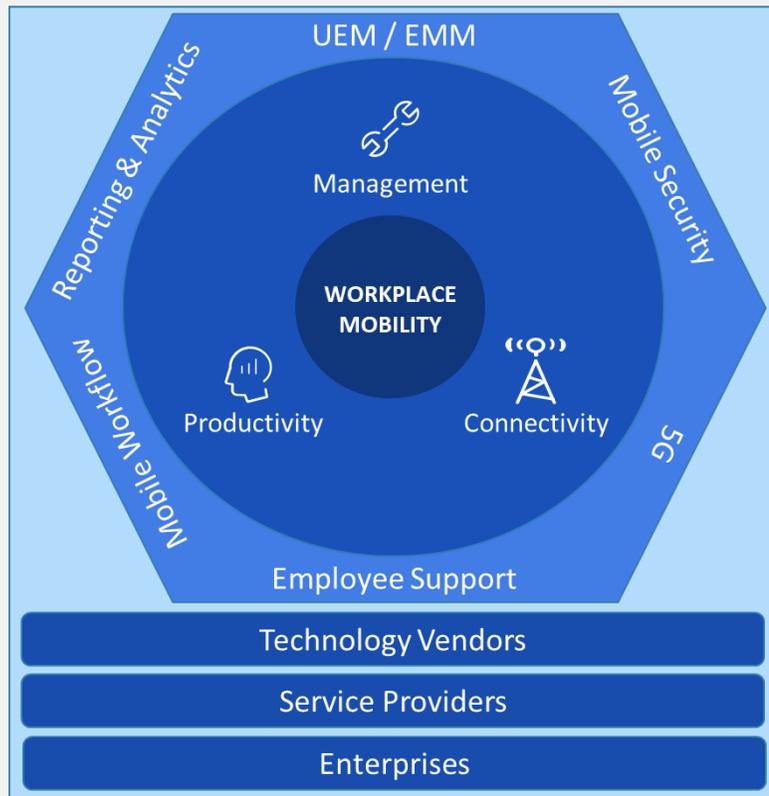
Analysis and data exploring how CSPs, vendors and enterprises can leverage workplace mobility and digital workplace capabilities to support a more mobile and hybrid workforce, ensuring they are better secured, managed and more productive.

“ Mobility has always been a vital enterprise digital initiative, but its importance has increased given recent world events. Workplace mobility practices and technologies will be vital in supporting businesses looking to better secure and manage remote workers and in enabling the future of work. ”

Adam Holtby
Principal Analyst

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HOW OMDIA HELPS YOU

- Understand the trends driving future of work initiatives
- Establish how workplace mobility technologies, services, and practices are evolving and learn about the trends driving the hybrid workforce
- Understand the potential for automation, 5G and other disruptive technologies in improving the way people work
- Identify how Telcos and digital service providers can become the digital workplace partner of choice

NEW ENHANCEMENTS

- New enterprise mobile connections and subscriptions forecast
- New research into the vital role enterprise mobility will play in enabling and securing frontline workers
- New market landscape on employee experience platforms

KEY QUESTIONS ADDRESSED

- How has the sudden shift to more mobile and remote work styles impacted employee productivity, well-being, and their experience at work?
- What do service providers, technology vendors, and enterprises need to consider for mobile and remote-based workers to be productive and secure both in and away from the office?
- What are the important mobility services and technologies that will enable the future of work for enterprises?
- How will mobile capabilities such as 5G and AI affect mobile workers, and how will service providers monetize these next-generation technologies?
- What does the market for mobility management and security technologies look like, and who are the key players?
- What type of partners and capabilities will support businesses traversing the path to the future of work?

Workplace Mobility: Our Expert Analysts



Adam Holtby
Principal Analyst
Mobile Workspace



Tim Banting
Practice Leader

Workplace Mobility : Deliverables



MARKET DATA

—Annual—

Market sizing and five-year forecasts for mobility management and security technologies.



MARKET RADAR

—Ongoing—

Comparative assessment of the major managed mobility and mobile security solutions.



REPORTS

—Ongoing—

Reports providing insight on emerging technologies, services and business models and the evolving market landscape



SURVEY REPORT

—Annual—

Insight into real-world business trends and the future of workspace mobility



ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



ANALYST ACCESS

—Ongoing—

Prompt responses to urgent and unique questions.

Workplace Mobility: Reports

Comparative reports

Unified Endpoint management Universe 2022

Publication: Q4

In this new Omdia Universe report, Omdia analyzes key trends and drivers for the Unified Endpoint Management (UEM) market. This report will discuss the increased importance of UEM solutions to enterprises looking to manage and secure a remote, mobile workforce. The report will compare capabilities across different vendors that provide UEM solutions, analyzing the functional strengths of these tools, in addition to examining the impact these tools have made on the UEM market.

Mobile Security Management Market Radar 2022

Publication: Q2

In this Market Radar report, Omdia explores the market for mobile security management (MSM) solutions and their growing importance to securing and enabling hybrid and mobile-first work styles. Omdia compares seven solutions that offer MSM capabilities, with the goal of understanding not only the differing technical capabilities offered by these solutions and vendors, but also their visions and strategies, partner ecosystems, and breadth of integration capabilities offered.

Market Landscape Reports

Market Landscape: Digital Workplace Services – 2022

Publication: Q3

The pandemic has brought about great change not only in the locations that people work from but also in the very nature of how work gets done and how employees' working habits have adapted to new ways of collaborating. To address these needs and engage and empower employees to work as productively as possible, businesses are increasingly interested in the concept of a digital workplace. This market landscape report profiles the trends driving interest in digital workspace services. The report also profiles various providers of digital workplace services.

Market Landscape: Employee Experience Platforms – 2022

Publication: Q1

The changing work styles brought about by COVID-19 have resulted in businesses looking to new tools and practices to help them improve employee experiences. This landscape report will profile the emerging employee experience platform product category.

Workplace Mobility: Market Data

Mobile Security Management Market Size / Forecast

Forecast for current and projected growth of the mobile security management

DETAILS

Frequency: Updated annually (Q2)

Measures:

- Interest and adoption of mobile security management (MSM) tools, also commonly known as mobile threat defense (MTD) solutions

COVERAGE

- Mobile security management (MSM) solutions (also commonly known as mobile threat defense (MTD) tools) have an important role to play in helping businesses evolve their approach to mobile security and in better enabling mobile workers. MSM capabilities are also an important element of broader zero-trust security approaches that many organizations are now exploring. Interest in and adoption of zero-trust and conditional access capabilities are growing as businesses look to strengthen security in line with changing employee behaviors and the new risks they present, but in a way that does not result in a negative user experience.

Unified Endpoint Management Technology Market Size / Five Year Forecast

Five year forecast for projected growth of the global unified endpoint management technology market.

DETAILS

Frequency: Annual (Q3)

Measures

- IT spend

COVERAGE

- Total UEM market size
- Market size by technology type
 - Mobile endpoint management
 - Mobile application management
 - Mobile content management
- Market size by region (5)
- Market size by industry (12)
- Market size by customer size
- Market size by channel (Direct; Indirect)
- Market size by license type (Per-device; Per-user)
- Market size by software delivery method (SaaS; On-premises)

Workplace Mobility: Market Data

Enterprise mobility connections and revenue forecast

Forecast for current and projected growth of corporate-liable mobile connections and revenue

DETAILS

Frequency: Updated annually (Q4)

Measures:

- Corporate-liable connections and subscriptions by country

COVERAGE

- A forecast of corporate-liable mobile connections and subscriptions from 2020–26
- Data spans corporate-liable mobile data and mobile voice revenue and subscriptions by country, and across all major geographies

Workplace Mobility: Reports & Survey

Global Trends to Watch 2022: Enterprise mobility and remote working

An annual assessment of the major trends predicted to shape the enterprise mobility market in following year, with recommendations.

Publication: Q4

This report identifies the major trends in the enterprise mobility market focusing on how work is changing, and how mobility is central to the shift, the ongoing impact of the pandemic on the workplace, and the major technology and service developments that are enabling a more secure and mobile workforce.

Topical Coverage

Commentary, research notes and reports providing insight on new services, technologies and business models from top providers and new entrants. Research will address major industry themes, including the role of 5G and AI in enterprise mobility and the impact of the pandemic.

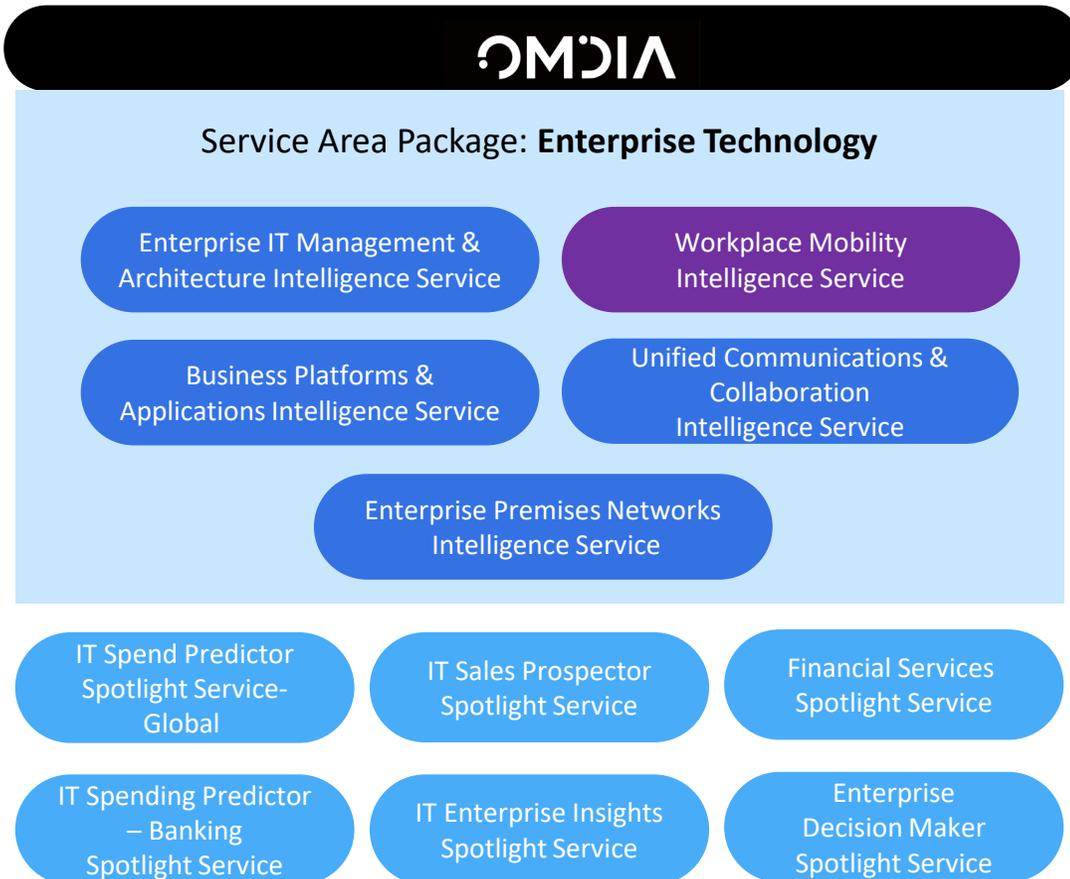
Survey Report: The Future of Work

Insight into real-world business trends and the future of workspace mobility

Publication: Q3

Analysis and results from Omdia's 2022 future of work survey, providing insight on emerging digital workplace trends, new buying points within enterprises, the impact of COVID 19, and emerging employee workstyles and preferences

Related Content: Enterprise Technology Service Area Coverage



About Omdia’s Enterprise Technology Research

World-class coverage of enterprise IT strategy, platform evolution, and IT management across the technology value chain.

Omdia helps enterprises and its technology suppliers understand the sector’s IT investment strategy and priorities, assessing how institutions are using technology to address business objectives.

Omdia’s expert team of analysts provides strategic advice based on a robust foundation of market data to help enterprises and enterprise vendors transform how they build and sell solutions to the enterprise market.

Supporting datasets include deal activity levels, primary perspectives on short-term investment priorities, institutions-specific breakdown of technology spending, and market forecasts of future spending trends by software market.

Spotlight services offered alongside the Enterprise Technology Service Area include deep analysis into specific verticals & applications, with particular focus given to the financial services technology industry covering the banking, payments and insurance sectors. Also available as Spotlight Services are Omdia’s robust data tools that provide insight into enterprise IT spending, contract procurement and decision making.

Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

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- Sanity-check your own findings
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Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.