

ABI: BYOD Drives Enterprise Mobility

Written by Marco Attard
12. October 2012

Mobility suppliers need to pay attention to the enterprise market, ABI Research reports-- forecasting mobile enterprise revenues will total \$340 billion by 2017.



The ABI data covers voice, messaging, handset data plans, mobile broadband and enterprise apps as well as management services revenues.

According to the analyst enterprise revenues represent over 30% of the total mobile services market-- and "will grow twice as fast as the consumer market." The driver behind such growth? The BYOD trend (as coupled with smartphone adoption), of course.

Smartphone penetration is set to reach 90% in W. Europe by 2017.

"Without a strategy to serve the employee audience with apps and services that addresses their business and personal needs, suppliers will miss out on this important market," ABI continues.

The analyst suggests IT and platform suppliers should build the best partnerships to serve the growing mobile enterprise market, with solutions addressing vertical needs.

Smartphone vendors should have "a portfolio of enterprise-ready devices" (complete with not only security, but also preloaded business apps), while operators have an opportunity when it comes to packaging and pricing.

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