



IDC MarketScape Report Series Examines the Leading Vendors in the Worldwide Enterprise Mobility Management Market

FRAMINGHAM, Mass., December 10, 2019 – International Data Corporation ([IDC](#)) recently published a new series of MarketScape reports that provide an assessment of the leading vendors in the enterprise mobility management (EMM) software market, including those providing specialized solutions for unified endpoint management (UEM), ruggedized and IoT device deployments, and small and medium-sized businesses. The reports provide a quantitative and qualitative assessment of each vendor's offerings in the marketplace and highlights the factors expected to be the most influential to their future success in the market, both in the short term and the long term.

IDC defines enterprise mobility management (EMM) as a competitive software market that pulls revenue from various enterprise systems management, security, and content management markets. EMM offerings include capabilities that enable the secure management of devices, applications, and content within a mobile computing context. In its current incarnation, the EMM software market is not meant to capture the entire IoT device management opportunity; however, a portion of the IoT device management market may be included where existing EMM vendors broaden out their platforms to support additional device types.

"EMM is a broad-based platform for endpoint device, application, and data management and security, ranging from purely mobile (smartphone/tablet devices only) to more advanced UEM scenarios, as well as ruggedized and IoT-centric management use cases," said [Phil Hochmuth](#), program vice president, [Enterprise Mobility](#) and Client Endpoint Management at IDC. "We're seeing EMM software adoption span every vertical industry and company size — from SMB to enterprise — each with its own specific use cases and market requirements."

[IDC MarketScape: Worldwide Enterprise Mobility Management Software 2019–2020 Vendor Assessment](#) (IDC #US45353719) considers all major use cases and broad functionality requirements for EMM solution providers in the overall market. The evaluation takes into account current capabilities of EMM products relative to mobile and PC devices and a vendor's strategic plans for additional capabilities in the near future (UEM) and longer term (IoT and unified "workspace" endpoint management). In this MarketScape, 19 EMM vendors were evaluated with six identified as Leaders: BlackBerry, Citrix, IBM, Microsoft, MobileIron, and VMware.

IDC MarketScape: Worldwide Unified Endpoint Management Software 2019–2020 Vendor Assessment (IDC #US45355119) looks at the key capabilities and strategies required for success in the unified endpoint management market, including the ability to manage multiple device types and operating systems via a single management software product or connected suite of products. Nineteen UEM providers were evaluated in this MarketScape with six named to the Leaders category: BlackBerry, Citrix, IBM, Microsoft, MobileIron, and VMware.

IDC MarketScape: Worldwide Enterprise Mobility Management Software for Ruggedized/IoT Device Deployments 2019–2020 Vendor Assessment (IDC #US45353819) looks at EMM for use with smart, connected endpoints, such as networked office equipment, location-aware sensors, physical access security controls, and ruggedized/specialized handheld devices as well as industry-specific devices. The evaluation considers the current capabilities of EMM products relative to mobile and PC devices and a vendor's strategic plans around future IoT and device expansion. This MarketScape assessed 19 EMM providers and six were identified as Leaders: BlackBerry, Citrix, IBM, Ivanti, MobileIron, and VMware.

IDC MarketScape: Worldwide Enterprise Mobility Management Software for Small and Medium-Sized Businesses 2019–2020 Vendor Assessment (IDC #US45353919) focuses on EMM/UEM solutions targeted at device use cases and unique requirements for the SMB market (firms with less than 1,000 employees). The assessment also examines the tight integration, bundled pricing, availability of managed services, and ease of deployment and support for each company's offering. Eighteen EMM vendors were evaluated in this MarketScape with seven named to the Leaders category: Cisco, Google, IBM, Microsoft, Quest, Sophos, and Zoho/ManageEngine.

"Mobility is now a ubiquitous technology across all industries and market segments, with many small and midsize companies now adopting mobility use cases securing requirements similar to large enterprises," noted Hochmuth. "However, SMBs have different requirements from enterprises in terms of integrated solution requirements, bundled offering preferences, and channel partner relationships. EMM vendors selling into the SMB market must be aware of these differences and adjust product management and go-to-market strategies accordingly."

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

For more information about IDC MarketScape, please contact Karen Moser at kmoser@idc.com.

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