



Market Analysis

U.S. SMB Mobile Enterprise Management Software 2013-2017 Forecast: The Growing Role of Midmarket in Enterprise Mobility

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IDC OPINION

From an IT and mobility adoption perspective, small and medium-sized businesses (SMBs) tend to follow rather than lead enterprises. SMBs also typically require more consumerized, intuitive solutions than enterprises because they are less likely to have full-time IT staff, a dedicated datacenter, or a historic IT function. However, this situation is changing. In detail:

- Cloud-based software and infrastructure adoption are allowing SMBs to become more IT savvy. Given that an increasing amount of business IT is practiced at the network edge, the ability to secure these edge devices and the applications running on them is becoming increasingly important.
- IDC predicts that over the forecast period, robust SMB mobile enterprise management (MEM) growth will continue, especially because of the more formalized efforts to productize SMB-specific solutions.
- Midmarket has been an uncovered sweet spot for particular vendors, and IDC believes this trend will continue to drive overall SMB MEM revenue and garner significant attention among the top players.

GLOBO

GLOBO was founded in 1997 and operates internationally through subsidiaries and offices in the United States, the United Kingdom, Europe, the Middle East, and Southeast Asia. The company offers an MEM platform with a variety of mobile application access and security-focused solutions. The firm has also a Development Studio that allows for the easy writing and deployment of applications, which allows for write-once, deploy-many functionality that can be integrated within a customer's existing CRM/ERP or other business apps.

Of particular note is GLOBO's SMB product, Go!Enterprise247. This solution is hosted by the company and built for customers with limited or no internal IT resources and that are seeking to utilize BYOD devices for simplified secure access to PIM and office productivity applications. Go!Enterprise provides a hosted container approach that a SMB customer can purchase directly, or as a boxed software (Enterprise Mobility in a Box) product exclusively distributed in the United States and Canada via Ingram Micro. The company believes there is an unmet need for a simple, well-featured MEM solution packaged as a retail product, and U.S. SMBs represent a growth opportunity for this firm.

IBM

IBM announced its enterprise mobility branding initiative, Mobile First, at the 2013 Mobile World Congress. The company seeks to address MEM via its Endpoint Manager for Mobile Devices, which is a component of its larger Endpoint Manager Solution suite. IBM offers device and app management for both corporate-liable and BYOD Apple, Android, Symbian, Windows Phone, and BlackBerry devices in either an API-driven or container-based capability.

Like other larger MEM providers, IBM views MEM as an additional capability, which creates additional cross-selling or product synergies. IBM believes that its legacy of offering broader endpoint support suite, which includes support for PCs and servers, allows it to offer scalable turnkey solutions for any size customer, including SMBs. A simple feature enablement and new license key allows an IT manager to enable the mobile device management component.

IBM goes to market with both a direct sales force and channel partners, with the partners providing the primary go-to-market support for SMB customers. IBM also, via its channel partners, offers supporting programs such as "try and buy" and cross-selling of additional solutions.