MARKET SHARE

Western Europe Enterprise Mobility Management Software Market Shares, 2016

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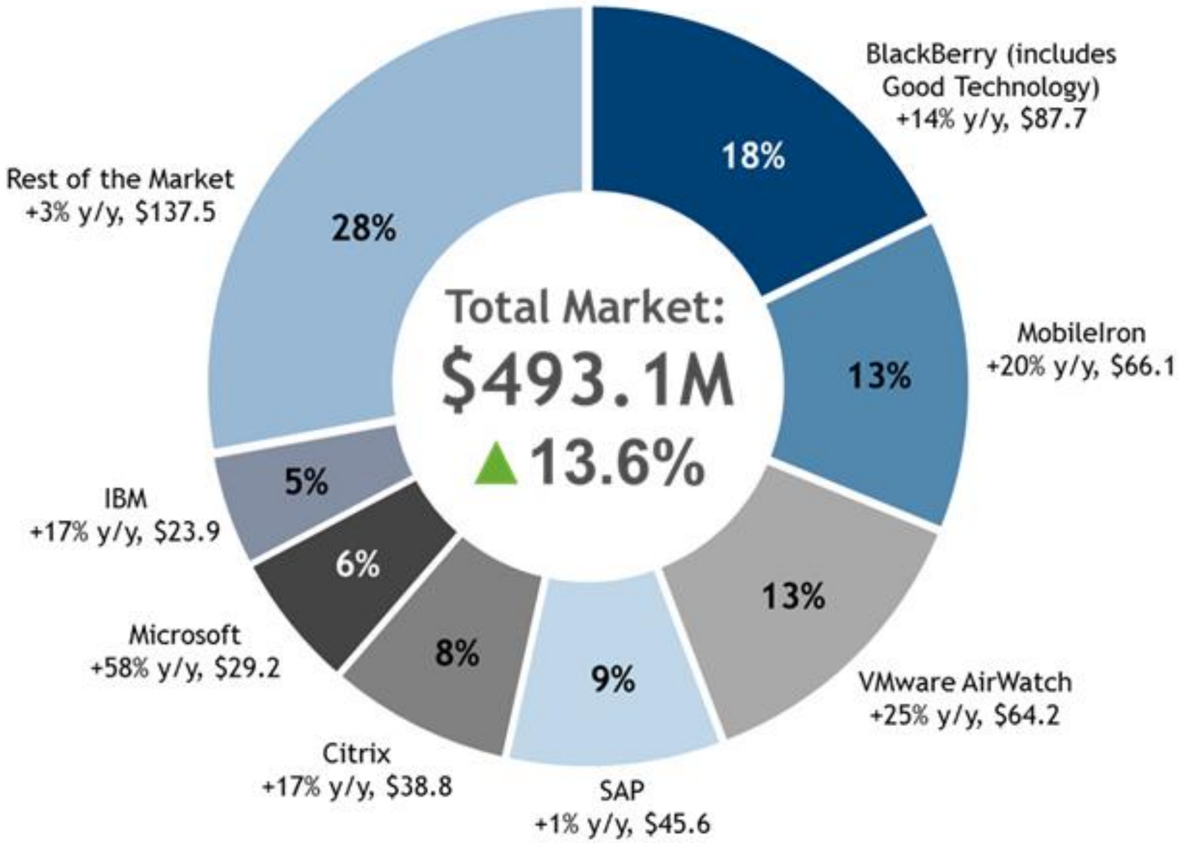
IN THIS EXCERPT

The content for this excerpt was taken directly from the report Western Europe Enterprise Mobility Management Software Market Shares, 2016 by Angela Salmeron (Doc #EMEA42846117). All or parts of the following sections are included in this excerpt: Executive Summary, Advice for Technology Suppliers, Market Share, Who Shaped the Year (BlackBerry Profile), Market Context, Methodology, Market Definitions and Related Research. Also included is the IDC Market Share Figure (Figure 1).

IDC MARKET SHARE FIGURE

FIGURE 1

Western Europe Enterprise Mobility Management Software 2016 Share Snapshot



Source: IDC, 2017

EXECUTIVE SUMMARY

The Western European enterprise mobility management (EMM) market displayed strong growth and reached $493.1 million in 2016. As this technology becomes a strategic workspace management and security platform in end-user computing, IDC forecasts healthy revenues in 2017-2021.

Industry consolidation continues apace. EMM vendors with established channel programs, particularly with IT partners with full mobility life-cycle services (for example, systems integrators or value-added resellers), are gaining market traction. Enterprise customers are advancing their mobility strategies and seeking external help from consulting to integration, management, and support. Leading vendors in 2016 in Western Europe were:

- **BlackBerry** retained the top position in the EMM market.
- **MobileIron** remained in second place with the support of mobile-security-focused channel partners and stronghold in the DACH region.
- **VMware AirWatch** continued to thrive with the strength of VMware's channel program.
- **Microsoft** rapidly grew its Intune customer base as part of its Enterprise Cloud Suite.

IDC believes the following technology and regulatory developments are shaping the EMM market in the forecast period:

- **Shift to workspace management and security solutions**. With Windows 10 as the catalyst behind this trend, EMM is becoming the core workspace management platform in the modern enterprise environment. EMM vendors are quickly positioning their solutions and rebranding them as "digital workspace management" or "unified endpoint management (UEM)," for example.
- **Compliance with General Data Protection Regulation (GDPR)**. EMM is crucial to protect endpoints from cyberattacks, and most importantly, from insider threats. EMM vendors have been slow to react to this opportunity, although some (particularly those with a strong European footprint) are now launching campaigns and positioning their solutions in the new regulatory environment.
- **Internet of Things (IoT)**. EMM vendors are slowly making inroads into the IoT opportunity with selected user cases (for example, connected conference rooms, integrated retail operations, or in the trucking industry). EMM's strong capabilities in device management and security policy enforcement are much needed in an industry with weak security credentials. Most leading EMM vendors have set up an IoT business unit and dedicated additional resources.

This IDC study analyzes the competitive environment in the Western European enterprise mobility management software market in 2016. It profiles leading players and evaluates their market performance and revenue shares in the region.

"Without any doubt, the adoption of EMM will receive new impetus with the introduction of Windows 10 and the new European regulatory framework in data privacy," said Angela Salmeron, research manager, IDC EMEA Mobile Enterprise Strategies. "However, IDC believes EMM vendors' success will depend on strong support from IT partners with full mobility life-cycle services – only then can vendors effectively address the underpenetrated midsize business market and meet the sophisticated demands of their large customers."

ADVICE FOR TECHNOLOGY SUPPLIERS

In the context of the market dynamics and growth forecasts outlined by IDC, the following guidance are provided for enterprise mobility management vendors:

- **Partner with IT service providers for managed security solutions.** European enterprises are struggling to recruit highly skilled IT professionals to develop their end-user computing strategies. In addition, with the upcoming GDPR law, IT departments are uncertain about how to implement "state of the art" in technology areas such as data loss prevention (DLP). Trusted IT services partners with advisory, management, and support services are highly sought-after.
- **Position your security solution for the upcoming European data protection law**. GDPR will be the single most important driver boosting European IT security spending in the next few years. Given the confusion among customers, IDC advises vendors to provide advisory services and educational materials on the legislation, in partnership with lawyers and/or IT service providers, and demonstrate how their solutions meet compliance requirements.
- **Make your solution highly integrable through strategic partnerships.** EMM solutions must offer deep integration with other enterprise software tools and platforms and become extensible via plug-ins, application programming interfaces (APIs), and other mechanisms. IT departments highly value the integration functionality of software solutions, rather than high-risk, all-encompassing, take-it-or-leave-it offerings.
- **Educate customers about employee privacy protection in EMM solutions.** EMM and mobile device management (MDM) solutions are perceived as "Big Brother" and intrusive by employees, particularly in bring-your-own-device (BYOD) environments, hence the resistance and failed adoption. Vendors should consider offering mobile applications management (MAM) only for specific user cases (e.g., industries using many contractors and third parties). They should also educate customers (IT departments) and reassure their customers (end users) about employee privacy protection in EMM solutions. This could be done as part of the training process during implementation or clearly explained to end users during their self-enrollment.
- **Position EMM as the central hub of an integrated multilayer security solution**. The distinction between endpoint management and security technologies is becoming blurred. Vendors are advised to provide a device-agnostic multilayer security solution (including device, data protection, identity management) on an integrated architecture, with EMM becoming the central policy hub to broker policies for other services and tools.

MARKET SHARE

Table 1 provides vendor shares for the EMM software market for 2015 and 2016 and a year-on-year comparison in Western Europe.

TABLE 1

Western Europe Enterprise Mobility Management Software Revenue by Vendor, 2015 and 2016

	2015 Revenue ($M)	2015 Share (%)	2016 Revenue ($M)	2016 Share (%)	2015-2016 Growth (%)
BlackBerry (includes Good Technology)	76.7	18	87.7	18	14
MobileIron	55.1	13	66.1	13	20
VMware AirWatch	51.4	12	64.2	13	25
SAP	45.2	10	45.6	9	1
Citrix	33.2	8	38.8	8	17
Microsoft	18.5	4	29.2	6	58
IBM	20.4	5	23.9	5	17
Sophos	12.2	3	14.5	3	18
SOTI	9.4	2	10.4	2	11
Ivanti (LANDESK/HEAT)	3.4	1	3.7	1	9
Top 10 subtotal	325.5	75	384.1	78	18
Others	108.6	25	108.9	22	0
Total	434.1	100	493.1	100	14

Note: All revenue stated in this study is based on IDC's estimates of software revenue (license, subscription, and associated maintenance) recognized for each calendar year, according to generally accepted accounting principles (GAAP). We caution that GAAP-based revenue comparisons have limitations, as vendor-specific accounting practices or requirements often create significant differences between the amount of revenue booked in any given year and GAAP-recognized revenue. For more details, please see the Methodology section of this study.

Source: IDC, 2017

WHO SHAPED THE YEAR

The industry is evolving rapidly and embracing new opportunities in the digital workspace, Internet of Things, and GDPR compliance. The following companies shaped the EMM market in Western Europe in 2016.

BlackBerry

BlackBerry secured the top position in the EMM market in Western Europe in 2016. BlackBerry's Unified Endpoint Manager (BlackBerry UEM), released in December 2016, is the foundation of the BlackBerry Enterprise Mobility Suite. The latter is an end-to-end platform combining BlackBerry UEM (formerly BES12) with BlackBerry Dynamics (formerly Good Dynamics), BlackBerry Enterprise Identity, and BlackBerry Workspaces (formerly WatchDox). BlackBerry software is used by companies in regulated industries as well as those looking for MAM for secure BYOD and/or provide mobile content management (MCM) to users both inside and outside their organizations. The company, which already provides end-to-end IoT management with its BlackBerry Radar solution, has refocused its strategy on the "Enterprise of Things" to secure and enable all connected endpoints in the enterprise.

MARKET CONTEXT

IDC believes that despite the slow adoption of EMM as a mobility management platform in the past (only deployed in about 30% of European companies), increasing interest in a digital workspace and GDPR compliance should give to EMM a renewed impetus in the region. This technology can resolve the current siloed approach of many companies and be the primary unified management platform for end-user computing. EMM becomes the central policy hub to broker policies for other services and tools (VPNs, identity management, etc.) in an enterprise security architecture.

Significant Market Developments

Shift to Workspace Management and Security Solutions

Organizations are shifting from a PC-centric approach to a modern enterprise architecture that supports multiple devices for workers.

With Windows 10 and its MDM-like control and management capabilities as the catalyst behind this trend, EMM is becoming the core workspace management platform in the modern enterprise environment. It enables business users to securely access enterprise data from any device and network without compromising data security. MDM policies can be applied consistently across devices, without the need to create separate configurations for each type of device.

In this context, EMM vendors are quickly positioning their solutions and rebranding them as "digital workspace management" or "unified endpoint management," for example.

Compliance with GDPR

Mobile security technology and policy enforcement will be radically different with the introduction of the GDPR. Most IT departments have traditionally adopted a basic and reactive approach to mobile security, but the new EU regulation is enforcing the concept of "data protection by design and by default" (Article 25), which will affect every aspect of data handling in business workflows. Many vulnerabilities can be avoided by early consideration of security rather than by overlaying security as an afterthought.

IT departments should implement the technology that ensures the security is appropriate to the risk. State-of-the-art technology is not mandated, but firms must "take [it] into account" when deciding what to do and to justify their decisions. In mobility, EMM is crucial to protect endpoints from cyberattacks and most importantly, from insider threats. The latter, either deliberately or not, counts for the majority of mobile security breaches today.

Integrated management platform ensures policies and governance practices are applied consistently across devices. It also provides IT departments with a unified view of users, devices, and apps for a strong security posture.

EMM vendors have been slow to react to this opportunity, although some (particularly those with a strong European footprint) are now launching campaigns and positioning their solutions in the new regulatory environment.

Internet of Things

EMM vendors are slowly making inroads into the IoT opportunity with selective user cases (for example, connected conference rooms, integrated retail operations, and in the trucking industry). EMM's strong capabilities in device management and security policy enforcement are much needed in an industry with weak security credentials.

Most leading EMM vendors have set up an IoT business unit and dedicated additional resources. Vendors are expanding their existing management capabilities to a wide range of connected objects and systems in the IoT industry, albeit with limitations. Given the fragmentation and disparity of hardware and software in the industry, many more devices will only be managed with proprietary tools or not managed at all.

METHODOLOGY

IDC's software market sizing and forecasts are presented in terms of packaged software revenue. The market forecast and analysis methodology incorporates information from different sources, as follows:

- Extensive in-depth interviews with all major EMM players to understand their presence, customer wins, and market developments in Western Europe. The latter can provide a breakdown for Western European and country revenue. When this is not possible due to financial confidentiality or lack of visibility because of accounting systems (e.g., client procurement can be purchased by U.S.-based headquarters but deployed across Western Europe), vendors offer a rough indication of revenue and guidance.
- IDC's *Western Europe Enterprise Mobility Survey* fielded in February 2017. Its sample consists of more than 1,000 IT managers and business decision makers across nine countries (the U.K., France, Germany, Italy, Spain, the Netherlands, Switzerland, Denmark, and Sweden), nine industry verticals, and seven company size classifications. This survey provides a dynamic (semi-annual) view of EMM adoption, budget spending plans, and vendor shares.
- Ultimately, the data presented represents IDC's best estimates based on the previously mentioned data sources, reported and observed activity by vendors, and further modeling of data that we believe to be true to fill in information gaps.
- All revenues stated in this study are IDC's estimates of software revenue (license, subscription, and associated maintenance) recognized for each calendar year according to generally accepted accounting principles. This is done to provide highest-quality revenue estimates and establish a consistent basis for comparing vendors' relative shares. We caution, however, that GAAP-based revenue comparisons and growth projections have limitations and should not be used solely as a basis for evaluating vendors' relative standing or revenue-generating potential. Revenue recognition practices are not consistent among vendors in this study due to vendor-specific accounting practices or requirements. In some instances, particularly where revenue is recognized over a longer period, the difference between revenue share indicated in this study and revenue "booked" in that same year can be substantial. The reader is advised to be aware of these practices and

their potential for distorting the interpretation of share estimates and market projections included in this study.

MARKET DEFINITION

Enterprise mobility management (EMM) is 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.

A mobile device management (MDM) solution encompasses many of the standard features included in PC management solutions, as well as additional functionality that addresses the unique needs of mobile devices such as smartphones and tablets. 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 their platforms to support additional device types.

Mobile application management (MAM) refers to a solution by which specific mobile applications can be managed, secured, and distributed by IT organizations and that typically allows for enhanced policies to be applied to individual applications or a grouping of apps. Mobile application management solutions can either supplement MDM functionality or function as standalone offerings. Common functionalities included within MAM include enterprise app storefronts, containers, and app wrapping.

Mobile content management (MCM) solutions for the enterprise provide IT with a secure way to provide access to files/content/data sitting in various data stores to mobile devices. Such solutions may also provide mechanisms to securely collaborate on this content. These products allow IT to manage who gets access to what information and may tie in with other back-end or mobile-specific policy systems. Preventing data loss is a key goal of these products, and they do so by providing IT with a mechanism to control data flow in and out of the secured app and secure communication between apps. These solutions assist with compliance and governance by offering reporting on user activity with mobile content. Mobile content management solutions may be either cloud-based or on-premises-based and may also provide access to content that is in the cloud or behind the firewall.

RELATED RESEARCH

- *Western Europe GDPR Survey, 2017: Mobility Results* (IDC #EMEA42426817, April 2017)
- *Market Analysis Perspective: Western Europe Enterprise Mobility, 2017* (IDC #EMEA42358717, March 2017)
- *European Companies Are at Last Accelerating Their Mobility Strategies, but Digital Security is Driving These Efforts* (IDC #EMEA42358417, March 2017)
- *Western Europe Mobile Worker Forecast, 2016-2021* (IDC #EMEA42358317, March 2017)
- *Western Europe Enterprise Mobility Survey, 2017: Enterprise Mobility Software and Services* (IDC #EMEA42333817, March 2017)
- *Western Europe Enterprise Mobility Management Software Market Shares, 2015* (IDC #EMEA42243416, January 2017)
- *GDPR Countdown: How to Make a Mobile Strategy Compliant* (IDC #EMEA41869616, November 2016)

About IDC

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