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Increased demand for mobile workforce is amplifying enterprise mobility adoption, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Enterprise Mobility Market in India 2011 report covering a market with strong growth potential. It is a part of Netscribes' Information Technology Series.

Mumbai, India – September 09, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Enterprise Mobility Market in India 2011*. Rapid change in business models and need to engage an efficient mobile workforce is primarily driving the adoption of enterprise mobility among Indian businesses.

The report begins with an illustration of the enterprise mobility ecosystem followed by the overview of the enterprise mobility market in India, depicting market size and growth figures, reasons for market growth and the key adopters of enterprise mobility. This is followed by the areas of implementation section, wherein it explains the role of enterprise mobility within the major operational functions of an organization. The report also states the major technologies used for mobilizing enterprise data and an explanation of the key solutions available in the market.

An analysis of drivers explains the factors inflicting growth in the industry including abundant presence of handheld devices, continual replacement of office PCs with laptops/ Netbooks, roll out of high speed connectivity, low data access charges and declining hardware prices, while major challenges identified for the industry includes security concerns and device compatibility.

Moving along, the report features an enterprise mobility players section comprising major players offering mobility solutions and services along with their company snapshot, business highlights and key contacts. Key hardware/software and telecom support providers section in the report provides an insight about the competitive landscape of the market.

The report concludes with a major enterprise mobility users section wherein it lists some key enterprise mobility adopters in India. Case studies section of the report comprises of a collection of major real life examples of enterprise mobility adoption across key verticals. It also features a strategic recommendation, derived after a thorough research of the enterprise mobility market in India.

For more details on the content of each report and ordering information please contact:

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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