

Mobile cloud-based enterprise services will be worth \$39Bn by 2016 according to Juniper Research, as mobile network operators offer corporate clients a growing variety of mobile unified communications suites.



The analyst insists a "significant proportion" of these revenues comes from migration-related spending, as enterprises move away from traditional offerings-- even if cloud-based services can also prove to be an effective means for customer retention.

There's concerns with migration towards the cloud, of course-- data security (in both secure access and secure storage) and whether such migrations represent demonstrable ROI.

The cloud will also offer communications services providers the opportunity to share their APIs with SaaS providers, thus increasing their revenues.

Further opportunity will arise for cloud security providers, as they address the concerns mentioned earlier.

Data redundancy will also require improvement if the impacts data outages cause are to be dampened.

Finally Juniper concludes that enterprises will also need to know their servers' physical

Mobile Cloud: Serious Business

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locations.

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