

The Enterprise Mobility Opportunity

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Mobility and the bring-your-own-device trend add complexity to the enterprise IT market-- but also add opportunities across sectors as varied as security, unified communications and WLANs, Canalys says.



For example, businesses demand education on mobile device security. To enable a mobile workforce, customers need network monitoring and control, not to mention context-based data access policies. The market lacks a single solution covering protection and control on all fronts, meaning channel partners have a role in advising the best products suiting the needs of individual customers.

Mobility also affects the WLAN market-- as more employees connect mobile devices to wireless corporate networks, the need for secure WLANs able to handle bandwidth-hungry applications drives the market for "significant" capacity upgrades.

Unified communications (UC) vendors also have to extend their offerings to cover all kinds of mobile devices, with no degradation in experience or productivity.

In an increasingly mobile IT environment, it makes sense for channel partners to become increasingly nimble at hunting down the more lucrative opportunities.

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