



Japan Business Mobility Needs and Opportunities

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC Japan Business Mobility Needs and Opportunities analyzes the growing business mobility market related to portable PCs, mobile phones, smart phones, etc. This program covers several key areas: mobile device solutions and strategies, and mobile operator solutions and strategies. This service will also address mobile device adoption strategies, usage patterns, and trends across the business market. Comprehensive forecast and demand-side analysis will provide guidance and support to clients looking to understand the dynamic and unique needs of this rapidly growing market.

Markets and Subjects Analyzed

- Mobile phone
- Portable PC and Mini-notebook
- Smart phone
- Handheld Device
- Hosting service

Core Research

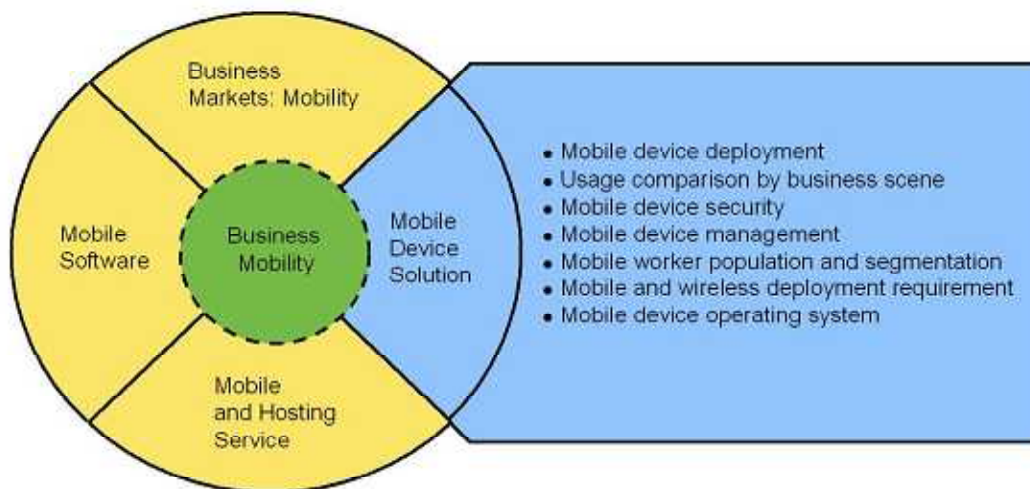
- End-users' business behavior with mobile device study
- Business mobility market competitive analysis
- Business mobility hosting service opportunities
- Business mobility application and CRM study

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Japan Business Mobility Needs and Opportunities](#).

Key Questions Answered

1. How are evolving behaviors and preferences affecting mobile usage and purchasing trends ?
2. How are new technologies impacting usage patterns of business users ?
3. What are the adoption and spending patterns of new mobile devices, data and services ?
4. Which markets provide new opportunities for mobile technology and service providers ?
5. What mobile applications services and devices are being adopted ?
6. What stage are they in their mobilization efforts ?

Environment and Structure of Business Mobility



Source: IDC

Competitive Analysis

This service reviews strategies, market positioning, and future direction of several providers in the business mobility market, including:

Carrier: au KDDI, E-Mobile, NTT Docomo, Softbank Mobile, UQ Communication and Willcom.

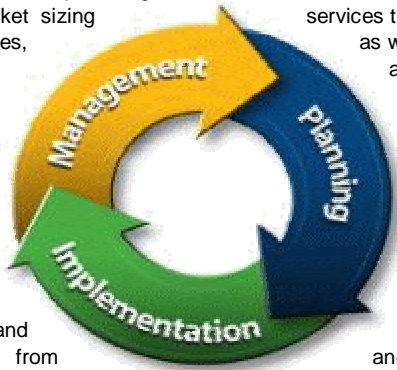
Vendor: Acer, Apple, Asus, Dell, Fujitsu, Google, Kyocera, Microsoft, NEC, Panasonic, Sharp and Sony Ericsson.

Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results. Take advantage of these and other related offerings:

Consulting: Target growth opportunities and develop strategies for emerging markets and technologies, market sizing and segmentation, and global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global technology analysts and local market analysts. Tailored offerings, such as business value (ROI) analysis, use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

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