



Japan Business Mobility Needs and Opportunities

AN IDC CONTINUOUS INTELLIGENCE SERVICE

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

Markets and Subjects Analyzed

- Smartphone, mobile phone
- Portable PC included mini notebook
- Hosting service
- Media tablet
- Personal router

Core Research

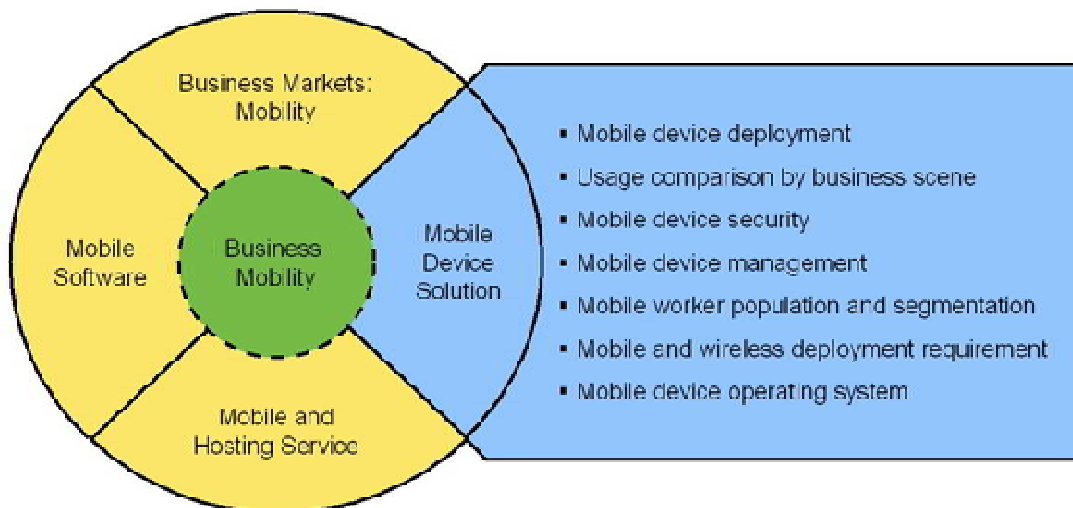
- Japan Business Mobility User Survey
- Japan Business Mobility Forecast and Analysis
- Japan Business Mobility Product Strategy Analysis
- Japan Business Mobility Vendor's Strategy Analysis

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 of mobile technology and service providers?
5. What mobile applications services and devices are being adopted?
6. Which stage are vendors at 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 Japan business mobility needs and opportunities market, including:

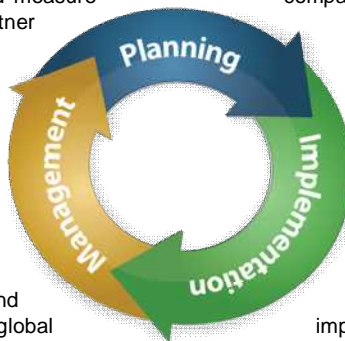
Carrier: au KDDI, E-Access, NTT DOCOMO, Softbank Mobile, UQ Communication, and Willcom Vendor: Acer, Apple, Asus, Dell, Fujitsu, Google, Kyocera, Microsoft, NEC, Panasonic, Sharp, and Sony Ericsson

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.

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and/or cobranded programs designed to strengthen multitouch, global media campaigns.

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Connect and engage with a global network of business and IT professionals in the first-of-its-kind end-user community at <http://idc-insights-community.com>.



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