The Australian MDM market continues to record very high growth rates, despite the market approaching commoditisation. Awareness and understanding of MDM solutions has improved significantly in the last 12 months as an increasing number of organisations move towards mobility centred working environments.

Although uptake of MDM has increased, the overall market is still at an early stage of growth, with a small number of vendors accounting for a majority of the market. In 2013 the market grew by 95.7% over the previous year, driven mainly by an increase in the number of large scale deployments by major vendors. The small existing market, combined with high adoption rates of MDM solutions, also contributed to the high growth rate. A major shift in market preference will have a significant impact on the MDM market in Australia. Organisations are finding themselves at a stage where employee requirements are becoming more complex.

AirWatch is the largest MDM vendor and holds a dominant position in the Australian market. Its local data centre capabilities and strong channel partnerships have enabled the company to build its position in the local market.

An increase in the number of large scale deployments, combined with an overall increase in its customer base, was the main reason for its strong performance in 2013. Another key factor contributing to growth is the increasing interest from the Government and Healthcare sectors. The company provides a range of applications under its mobility suite, including Security Solutions, Mobile Device Management (MDM), Mobile Content Management (MCM) and Mobile Application Management (MAM) and mobile e-mail and browsing applications.

AirWatch has been focusing on a number of initiatives to expand its global footprint beyond its traditionally strong North American market. Its efforts to increase market share and raise capital culminated in its acquisition by VMware in early 2014. The acquisition gives AirWatch the ability to integrate mobility solutions with a broader solution portfolio, and gives VMware a strong foothold in a new market segment. The entry of VMware alters the competitive dynamics of the MDM market, with the presence of a large technology vendor in a segment previously controlled by smaller specialised players. Access to VMware’s customer base and partner network will be a major advantage for AirWatch in driving future growth.