Ovum Decision Matrix: Selecting an Enterprise Mobility Management Solution, 2014–15
Summary

Catalyst

Organizations of all shapes and sizes around the world have been faced with an influx of mobile devices over recent years. The increasing processing power and affordability of smartphones and tablets means that business users want to and are easily able to use them as part of their everyday working lives: Ovum’s latest employee research shows that almost 70% of all full-time employees use their own devices for work. This bring-your-own-device (BYOD) trend coupled with large-scale deployments of corporate-provisioned devices leaves enterprise IT departments with a headache around how to manage and secure corporate data on all these devices – or at least on those which they are prepared to support.

But security is not the only issue here: mobility also presents organizations with a chance to transform their business practices to make employees more productive and efficient, by giving them access to the right applications and content to suit their particular role and needs.

A large range of vendors are approaching these various needs with enterprise mobility management (EMM) solutions, and the market for these solutions is growing very quickly. The key to success in the space for both the enterprise and for vendors is flexibility: because every organization and indeed every team and individual is different, enterprises need to deploy a range of policies and tools that meet the needs of all its different employees; while vendors must develop solutions flexible enough to deal with the full range of demand coming from their enterprise customers.

This Ovum Decision Matrix identifies the leading EMM vendors and provides guidance around their individual capabilities, strengths, and weaknesses across the full range of EMM technology features, and assesses the opportunities and threats that they face.

Ovum view

Ovum’s definition of a complete EMM solution would include deep cross-platform capabilities around:

- mobile device management (MDM) to manage and secure everything on a device
- mobile application management (MAM) to deploy, manage, and secure the apps that business users need
- a mobile application development platform (MADP) to enable the organization to build custom apps to suit the particular needs of the organization
- network access control (NAC) to govern access to data over corporate networks
- identity and access management (IAM) to set policies according to the profile of the individual user
- telecoms expense management (TEM) to monitor and manage telecoms spending.

Not all features need to be applied to all users – for example, some users may not react well to MDM software being used on their personally owned smartphone or tablet, but would find some of the app-level security features offered via MAM or a secure container acceptable – but enterprise IT departments will generally need a mix of these features to apply throughout the organization. Flexibility is the key for enterprises in terms of managing their mobile estate, and so it must be for the
vendors aiming to solve the enterprise’s challenges. That means aiming to provide an EMM solution that integrates features around each of these components, enabling enterprise IT to pick and choose access and management policies to apply to groups and individual users, and ultimately give them secure access to the apps that they need to get their job done, on whichever device has been sanctioned by IT.

If this sounds complicated, that’s because it is. There are individual markets for each of these different components of an EMM solution, with vendors that specialize in only one or two. Very few vendors yet offer proprietary capabilities across the entire spectrum, often missing certain features or using partnerships with other vendors to plug the gaps. The leading vendors, i.e. those covered in this Ovum Decision Matrix, are those that are getting closest to providing a complete, end-to-end mobility solution that covers all the above components and ultimately lets enterprise IT build, deploy, and manage both custom-built and third-party apps, and secure the corporate data being accessed on mobile devices.

While the EMM market is still immature, with heavy consolidation going on and much room for the vendors in the space to grow, EMM is becoming part of the mainstream IT stack. Over the next few years, Ovum sees EMM services becoming ever more tightly integrated with wider IT service management so that all endpoints and applications, mobile or not, can eventually be managed by the IT admin through one pane of glass. Mobility does not exist in a vacuum, so enterprise IT departments should be looking for EMM solutions that not only fit their particular existing requirements around mobility, but will also fit as easily as possible with their plans around the management of their whole IT estate.

Key findings

- In terms of technology scoring, the vendors covered in this Ovum Decision Matrix are relatively bunched: different vendors do different things well across the spectrum of what constitutes a complete EMM solution, but no single vendor fully covers every component. IBM comes closest in that it offers proprietary features across all areas, but there are still gaps in those feature sets. As the leading solutions mature and add features across all EMM components, we would expect technology scores to improve across the board in future versions of this Ovum Decision Matrix.

- The leading EMM vendors not only have well-rounded EMM solutions but are largely differentiating on how well they execute their vision.

- This is an immature market that is growing and consolidating fast: there is still plenty of room for growth for all vendors, as issues around mobility management affect organizations of all shapes and size around the world.

- The EMM market is in a race for scale: there will be a tipping point over the next 24–36 months in terms of customer numbers that will determine which vendors are defined as market leaders and will go on to dominate the space.
Vendor solution selection

Inclusion criteria

The criteria for inclusion of a vendor solution in the Ovum Decision Matrix for Enterprise Mobility Management, 2014–15 are as follows:

- The product / solution offers capabilities in at least three of Ovum's six defined technical component areas of EMM: mobile device management (MDM); mobile application management (MAM); mobile application development platform (MADP); network access control (NAC); identity and access management (IAM); and telecoms expense management (TEM).
- The product / solution has over 200 unique enterprise customer deployments (i.e. 200 separate organizations, not including separate deployments within the same organization).
- Ovum's enterprise customers have shown particular demand for the solution to be included in the Ovum Decision Matrix.

Exclusion criteria

Vendor solutions have not been included in the Ovum Decision Matrix for Enterprise Mobility Management, 2014–15 if:

- The product / solution has been commercially available for less than 6 months at the time of the research commencing.
- The product / solution includes features from only one or two of the EMM component areas defined above.
- The product / solution has been deployed to fewer than 200 unique enterprise customers.

Methodology

Technology assessment

In this assessment dimension Ovum analysts develop a series of features and functionality that would provide differentiation between the leading solutions in the marketplace. The six criteria groups identified for enterprise mobility management are as follows (as the most in-demand components, MDM and MAM scores carry a heavier weighting in the overall technology scoring):

- **Mobile device management (MDM):** management and security features across iOS, Android, BlackBerry, and Windows Phone devices.
- **Mobile application management (MAM):** distribution, management, and security features for web apps as well as native iOS, Android, BlackBerry, and Windows Phone mobile enterprise apps.
- **Mobile application development platform (MADP):** features of a development platform / environment for custom-developed mobile enterprise apps across all mobile operating systems.
- **Network access control (NAC):** management and security features governing mobile devices' access to corporate networks.
- **Identity and access management (IAM):** features allowing for end-user identification, and access policies set accordingly. This also covers features that allow users to manage different identities or personas on the same device, and for IT to maintain single and multiple identities from more than one device, and to apply different access controls if necessary.
- **Telecoms expense management (TEM):** features that monitor, manage, and control telecoms spending.

### Execution

In this dimension, Ovum analysts review the capability of the solution around the following key areas:

- **Maturity:** The stage that the product is currently at in the maturity lifecycle is assessed here, relating to the maturity of the overall technology area.
- **Interoperability:** In this element we assess how easily the solution can be integrated into the customer organization’s operations, relative to the demand for integration for the project, as well as the extent to which the solution integrates with various other solutions and services.
- **Innovation:** Innovation can be a key differentiator in the value that an enterprise achieves from a software or services implementation, and this is assessed in this criteria.
- **Deployment:** Referring to a combination of assessed criteria and points of information, Ovum analysts provide detail on various deployment issues, including time, industries, services, and support.
- **Scalability:** Points of information are provided to show the scalability and cost of the solution across different scenarios.
- **Enterprise fit:** The alignment of the solution is assessed in this dimension, and the potential ROI period identified.

### Market impact

The global market impact of a solution is assessed in this dimension. Market impact is measured across four categories, each of which has a maximum score of 10.

- **Revenue and growth:** EMM-specific revenue, year-on-year growth, and levels of investment in the solution are assessed here.
- **Customer diversity:** The range of customers served in terms of region, size band, and industry sector is assessed here.
- **Sales model and partner ecosystem:** The strength of the vendor's channel to market and its partner ecosystem is assessed in this category, taking into account the number and strength of technology partners as well as resellers and service providers.
- **Customer numbers:** The overall number of enterprise customers, the size of deployments, and the total number of end users and / or devices managed by the solution are assessed in this category.

### Ovum ratings

- **Market leader:** This category represents the leading solutions that we believe are worthy of a place on most technology selection shortlists. These vendors have established a commanding market position with a product that is widely accepted as best-of-breed.
Market challenger: The solutions in this category have a good market positioning and are selling well and marketed well. The products offer competitive functionality and a good price-performance proposition, and should be considered as part of the technology selection.

Market follower: Solutions in this category are typically aimed at meeting the requirements of a particular kind of customer. As a tier-one offering, they should be explored as part of the technology selection.

Ovum Decision Matrix Interactive

To access the Interactive Decision Matrix for Enterprise Mobility Management – an online interactive tool that provides the technology features that Ovum believes are crucial differentiators for leading solutions in this area – please download the Ovum Interactive Decision Matrix tool from the Ovum Knowledge Center.

Market and solution analysis

Ovum Decision Matrix: Enterprise Mobility Management, 2014–15

The tight grouping of the vendors in this Ovum Decision Matrix is indicative of the fact that we have reviewed the leading, tier-1 providers in the space – Ovum tracks around 70 vendors in the market offering at least one component of a full EMM solution – and as such we would not necessarily expect these solutions to be highly differentiated to each other. This tight grouping also demonstrates the relative immaturity of the EMM market, as does the relatively low technology scoring, even among the leaders. There is little to separate many of them in terms of overall technology scoring. Most vendors do not yet offer every single component identified by Ovum as part of a complete EMM solution, and even among those that do, there are still gaps in terms of the particular technical features provided within each component. Some have particular strengths in certain areas and some in others, which serves to balance out their overall capabilities in our scoring system. As the market and these solutions mature, we would expect to see a wider range of features on offer and the technology scores to increase.

The execution scores are generally high across the board, with the leaders differentiating by combining some of the higher technology scores with excellent execution.

Figure 1 shows the solutions clustered together in the full-scale Ovum Decision Matrix for technology (x-axis), execution (y-axis), and market impact (size of bubble), while Figure 2 zooms in on the cluster of vendors in Figure 1 to get a closer look at their positions.
Figure 1: Ovum Decision Matrix: Enterprise Mobility Management, 2014–15

Source: Ovum

Figure 2: Expanded view of Ovum Decision Matrix: Enterprise Mobility Management, 2014–15

Source: Ovum
Table 1: Ovum Decision Matrix: Enterprise Mobility Management, 2014–15

<table>
<thead>
<tr>
<th>Market leaders</th>
<th>Market challengers</th>
<th>Market followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>AirWatch by VMware</td>
<td>Globo</td>
<td>LANDesk</td>
</tr>
<tr>
<td>Citrix</td>
<td>Good Technology</td>
<td>Symantec</td>
</tr>
<tr>
<td>IBM</td>
<td>Tangoe</td>
<td></td>
</tr>
<tr>
<td>MobileIron</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SAP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOTI</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Ovum

Market leaders: AirWatch by VMware, Citrix, IBM, MobileIron, SAP, SOTI

The tight grouping in terms of technology scores means that there is an extremely closely competing group of leaders in this Ovum Decision Matrix. The vendors in this category have varying backgrounds and have arrived at this position through differing means.

AirWatch grew very quickly and gathered the largest number of enterprise customers of any vendor in the market, before being acquired by VMware. AirWatch is now operating under its own brand under VMware’s end-user computing (EUC) banner. MobileIron only went to market in 2009 but grew very quickly and went public in June 2014, positioning itself as a specialist, independent EMM vendor. Citrix acquired Zenprise in December 2012, giving it a strong base on which to build and gradually integrating it into its wider Workspace product portfolio. SOTI is one of the last remaining completely privately owned vendors featured and has grown steadily and organically, carving out a position as a long-standing EMM specialist with a strong core feature set. The two mega-vendors featuring here, IBM and SAP, have made key acquisitions that give them a strong EMM product set, with Sybase providing the backbone of SAP’s offering and Fiberlink MaaS360 being particularly important to IBM.

All leaders have scored well on both the technology side and in terms of execution. But there is no room for complacency – all also have gaps in their overall EMM portfolio and must continue to innovate and develop or acquire new features in order to stay ahead of the competition.

Market challengers: Globo, Good Technology, Tangoe

Among the challengers there is a mix of vendors. Good Technology is one of the most well-known, mature, long-standing EMM specialists with a strong core feature set, high overall rating for execution, and a large market impact – it is extremely close to a leader position and has just a few gaps in terms of Ovum’s definition of what a complete EMM solution now looks like. Tangoe is the only vendor with a real background in TEM, but has expanded well beyond that to become a strong all-round EMM vendor that narrowly missed a leadership position. Globo is the smallest vendor featured and has room to improve in terms of execution and market impact, but provides a very broad set of EMM capabilities.

With the overall scoring so close, each of these vendors is close to a leadership position, and scores well on either technology or execution, so there is ample opportunity for them to continue growing and to demonstrate their leadership credentials.
Market followers: LANDesk, Symantec

Both LANDesk and Symantec have core capabilities outside of EMM, and as such are most suitable to particular kinds of customers. They lack some EMM components but have strong capabilities in particular areas.

LANDesk is an IT systems and services management firm and combines its capabilities around MDM and IAM to offer very strong converged endpoint management solutions. For businesses looking for one vendor to manage and secure all endpoints and applications from one place, LANDesk is a compelling option. Symantec, with its background in all things IT security, also provides very strong converged endpoint management as well as app-level security – the simplicity and ease of its app-wrapping features, for example, are a key differentiator.

While these vendors may not aim to expand into areas beyond their core competencies such as MADP or TEM, the EMM features they provide offer good added value to their expertise around security and converged endpoint management.

Emerging vendors

Table 2: Emerging vendors: Enterprise Mobility Management, 2014–15

<table>
<thead>
<tr>
<th>CA Technologies</th>
<th>Dell</th>
<th>Oracle</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA Technologies</td>
<td>Dell</td>
<td>Oracle</td>
</tr>
</tbody>
</table>

Source: Ovum

CA Technologies

CA Technologies is relatively new to the EMM market and only did not qualify for inclusion in this Ovum Decision Matrix due to not having the solution in field for long enough at the time of the entry cutoff point. However, it has a broad set of features encompassing every component of a complete EMM solution as defined by Ovum. Given the scale of its overall IT market imprint, however, there is scope for CA Technologies to become a major player in the EMM space as it aims to unify its IT service management offerings, leveraging its strong IAM capability to provide converged endpoint management and applications and delivery of applications across multiple endpoints.

Dell

Dell has been gradually buying its way into the EMM market and, similarly to CA Technologies, missed out on inclusion in this report only in terms of the full solution not having been in the market long enough to meet inclusion criteria. Dell is providing proprietary features around MDM, MAM, NAC, and IAM, and is partnering to offer MADP capabilities. Coupled with its wider IT service management products, Dell's mobile offering positions it well to offer strong converged endpoint management solutions as the EMM market becomes more mainstream and more integrated with the broader IT service management space.

Oracle

Another mega-vendor slightly too late to market to feature in this Ovum Decision Matrix, Oracle is bringing its enterprise application development and management experience to the EMM space. The acquisition of MAM vendor Bitzer Mobile in November 2013 kick-started Oracle's strategy around mobile. This mobile strategy is based on providing out-of-the-box mobile enterprise apps, developing custom apps or extending out-of-the-box apps, and securing all of these different types of apps across
multiple platforms. As might be expected, Oracle offers strong MADP features, and also MDM, MAM, and IAM across iOS and Android.

### Market leaders

#### Market leaders: Technology

As the basic building block of most mobility strategies and any EMM solution, MDM is the technology category with the highest average scoring. AirWatch leads the field, while fellow leaders Citrix and MobileIron also show particular strength in this category – as does SOTI.

The leaders in the MAM segment – Good Technology, Citrix, and SAP – are very tightly grouped, with AirWatch and MobileIron not far behind. Additional MAM features that all vendors could work on include support for Windows Phone and BlackBerry apps. Currently, most attention is given to iOS and Android (and rightly so considering the dominance of these operating systems), but with growing...
demand for apps across every platform, vendors will need to support all the different platforms that end users are working with.

The three vendors covered in this Ovum Decision Matrix that have a focus on MADP – SAP, Globo, and IBM – are, unsurprisingly, the three clear leaders in MADP. For enterprises looking for a single vendor to help develop apps as well as distribute and manage them, these vendors present a potentially attractive option.

NAC and IAM are not always viewed by vendors as core components of their solution, so the average scoring is generally quite low. With this report focusing on mobile-specific IAM features in particular, vendors such as IBM and SAP, which have strong specialist IAM capabilities, do not score as highly as they might in a more detailed breakdown of all-round IAM features. We do see leaders AirWatch, MobileIron, and Citrix appear in one or other of these segments, as well as SAP and IBM again – demonstrating the breadth of features offered by the two largest IT vendors covered here.

Of all the vendors covered in this Ovum Decision Matrix, Tangoe is the only one with a real specialism in TEM and it scored the only maximum 10 out of 10 in any category, with its closest competitors IBM and SOTI still some way behind.

**Market leaders: Execution**

![Figure 4: Ovum Decision Matrix: Enterprise Mobility Management, 2014-15 – Market leaders – execution](source: Ovum)
The overall leaders score highly across the execution rankings, which is largely what differentiates them from the challengers. Three vendors in particular – AirWatch, Citrix, and MobileIron – recorded 12 top three scores between them, and at least one of them appears in the top three vendors across each execution ranking.

The leaders in the maturity category – AirWatch, Citrix, Good Technology, and SAP – have not only been around on the market for a significant amount of time, but they also have strongly defined feature roadmaps and well-developed sales functions.

A number of vendors scored very highly on interoperability, demonstrating an ease of integration into customers’ operations, and also with various other solutions and services. AirWatch, MobileIron, and Good Technology in particular have extensive API sets and large ecosystems of productivity application partners.

MobileIron, Citrix, and AirWatch scored the highest in terms of innovation, not just around feature sets but also in terms of business alignment, architecture, and commercial models. MobileIron in particular has largely built its business from day one around the components Ovum now identifies as core to an EMM solution.

The leaders in the deployment category – IBM, Citrix, and SOTI – all scored very highly on ease and speed of deployment (IBM’s MaaS360 product can be particularly speedy to deploy), service offerings, and breadth of industries covered.

In terms of scalability, AirWatch and Globo lead by not only demonstrating the ability to scale to large deployments, but also through being the most cost-effective options for large-scale deployments. LANDesk and Tangoe follow behind. Inability to implement a large-scale deployment is not an issue for any of the vendors covered in this Ovum Decision Matrix: all are able to scale to 100,000 licenses and in some cases well above.

Most vendors scored highly in terms of enterprise fit, with the leaders demonstrating a very good alignment with customers’ existing plans and strategies, and also showing the ability to generate return on investment within a fairly short time period.
Market leaders: Market impact

Figure 5: Ovum Decision Matrix: Enterprise Mobility Management, 2014–15 — Market leaders — market impact

In such an immature market, talk of market impact is all relative – there is considerable room for every vendor in the EMM space to grow and expand its impact. The overall leaders, and the vendors that have been in the market the longest, naturally tend to dominate this area.

In terms of one of the basic direct measures of the impact a vendor has had, namely revenue generated and speed of customer growth, MobileIron, AirWatch, and Good Technology came out on top. With broad, innovative feature sets and large amounts of resources given to marketing efforts, these vendors have been able to quickly expand their customer bases and generate significant turnover. SOTI has also seen very strong revenue growth, even if its customer growth has not matched that of the leaders. And in terms of sheer customer numbers, those vendors that have been in the space for a long time and that have invested in marketing lead the way – namely AirWatch, MobileIron, and SAP.

Again, a few of the vendors (Good Technology, AirWatch, and MobileIron) that have been in the space the longest have the greatest customer diversity, doing business in a wide range of verticals and geographies and with organizations of various sizes.

As expected in this young market, development of sales models and partner ecosystems is something that every vendor can expect to improve on. SOTI, AirWatch, and IBM display the most adaptable sales models as well as large reseller and technology partner networks.
Vendor analysis

AirWatch by VMware (Ovum recommendation: Leader)

Figure 6: AirWatch by VMware radar diagrams

Ovum SWOT assessment

Strengths

Fast growing, pure-play EMM vendor – AirWatch is one of the leading vendors in the EMM space, having grown extremely quickly in the span of three years and with plans to continue that growth in the future. It had been one of the standout independent vendors, and now, following its acquisition by VMware, has the backing to continue its strong growth. AirWatch is one of the biggest vendors already in terms of customer numbers, with large deployments in every vertical, and is set to continue as one of the dominant players.

Mature, feature-rich solution – AirWatch has a highly scalable, mature solution, with all the basic capabilities expected by enterprise customers. It is a leader in terms of core MDM and MAM functionality, and strong relationships with Google and Apple in particular mean that updated functionality on their latest OSs is supported on day one of release.
Strong market presence – AirWatch is Ovum's overall leader in terms of market impact. In addition to its large customer base, its strong marketing efforts make it a widely visible presence and ensure that it is always one of the names under discussion when businesses create their shortlists for an EMM solution.

Weaknesses

Lacking some wider EMM components – On the technology side, AirWatch does not quite cover all the bases Ovum defines as a complete EMM solution. It does not have the same depth in terms of TEM, NAC, and MADP functionality that some competitors have in those individual functions – although AirWatch does state the case that it does not want to be a MADP player, instead preferring to remain agnostic and able to work with any of the different MADP vendors, according to whatever product customers are using. The overall technology scoring indicates that no vendor strongly covers every single component of EMM (as defined by Ovum), but AirWatch, like the rest of the competition, needs to continue adding features, and quickly.

Small deployment sizes – While it can boast large-scale deployments in every industry, as with most of the competition a lot of AirWatch customers still have relatively small deployments. While it is good to have a large and quickly growing number of customers, long-term sustainability will come from growing those existing relationships.

Opportunities

Become the dominant player in the EMM space – The acquisition by VMware means that AirWatch now has the backing to continue its rapid growth. In this fast-growing but still relatively immature market it is a race to the tipping point in terms of customer numbers to determine who the "go-to" vendor will be – so AirWatch needs to stay that step ahead of its competition and maintain its growth. Targeting VMware's existing customer base is a start, but the virtualization giant can also provide the financial investment needed to keep winning new customers.

Integration with wider VMware solutions to target a larger audience – Between VMware's existing product suite and the new capabilities that AirWatch brings, VMware can now bring mobile management more in line with the rest of the IT stack. For VMware, this is an opportunity to challenge primary competitor Citrix on another front: mobile.

A greenfield market – As for all vendors in this space, EMM is still a relatively immature, small market. Mobility will have an impact on every kind of business, so every vertical is a greenfield in which vendors can win new business – as well, of course, as growing existing accounts. The opportunity to grow is still huge, but the next 24 months will be critical in terms of reaching that tipping point of customer numbers to be classed as the dominant vendor.

Threats

Mega-vendors looming – As a part of VMware, AirWatch is now fully involved in the fight between the technology mega-vendors to dominate not only the mobility management market, but the wider IT service management space. SAP and IBM are making strong moves and are also ranked as leaders in this Ovum Decision Matrix, and the likes of Dell, CA, Oracle, and HP are also targeting the market – and all are aiming to bring together their product suites to manage endpoints of all kinds, not just mobile.
Competition from below – Now that it has moved past the "scrappy start-up" phase, AirWatch needs to maintain its agility and ability to develop new features quickly – or risk smaller vendors disrupting its business.

Intellectual property – As in any fast-growing market, there is a growing trend for vendors to sue over particular features and patents. AirWatch needs to be wary of this and ensure it has the necessary measures in place to protect its business.

Appendix

Further reading


Employee Mobility Survey 2014 Results: BYOD and Enterprise Approaches to Mobility Management, IT0021-000020 (scheduled for publication in September 2014)

Employee Mobility Survey 2014 Results: Enterprise Multi-screening and Application Usage Trends, IT0021-000021 (scheduled for publication in September 2014)

Author

Richard Absalom, Senior Analyst, Enterprise Mobility and Productivity Software
richard.absalom@ovum.com

Ovum Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum’s consulting team may be able to help you. For more information about Ovum’s consulting capabilities, please contact us directly at consulting@ovum.com.

Copyright notice and disclaimer

The contents of this product are protected by international copyright laws, database rights and other intellectual property rights. The owner of these rights is Informa Telecoms and Media Limited, our affiliates or other third party licensors. All product and company names and logos contained within or appearing on this product are the trademarks, service marks or trading names of their respective owners, including Informa Telecoms and Media Limited. This product may not be copied, reproduced, distributed or transmitted in any form or by any means without the prior permission of Informa Telecoms and Media Limited.

Whilst reasonable efforts have been made to ensure that the information and content of this product was correct as at the date of first publication, neither Informa Telecoms and Media Limited nor any person engaged or employed by Informa Telecoms and Media Limited accepts any liability for any errors, omissions or other inaccuracies. Readers should independently verify any facts and figures as no liability can be accepted in this regard – readers assume full responsibility and risk accordingly for their use of such information and content.
Any views and/or opinions expressed in this product by individual authors or contributors are their personal views and/or opinions and do not necessarily reflect the views and/or opinions of Informa Telecoms and Media Limited.