# Mobile Resource Management (MRM) Handset-based Solutions: Market Research Report



Phone: +44 20 8123 2220 Fax: +44 207 900 3970 office@marketpublishers.com http://marketpublishers.com



# Mobile Resource Management (MRM) Handset-based Solutions: Market Research Report

Date:	July 1, 2012
Pages:	674
Price:	US\$ 4,500.00
ID:	MB43106379AEN

This report analyzes the worldwide markets for Mobile Resource Management (MRM) Handset-Based Solutions in US\$ Million.

The report provides separate comprehensive analytics for the US, Japan, Europe, Asia-Pacific, and Rest of World.

Annual estimates and forecasts are provided for the period 2010 through 2018.

A six-year historic analysis is also provided for these markets.

The report profiles 74 companies including many key and niche players such as AT&T, Inc., AppLocation Systems Inc., CalAmp Corp., Descartes Systems Group, Garmin International, Inc., Ituran Location and Control Ltd., Masternaut, Qualcomm, Inc., RedPrairie Corporation, SkyBitz, Inc., Sonim Technologies, Inc., Sybase, Inc., Telogis Inc., Telenav, Inc., TeleTrac, Transics International NV, Trimble Navigation Ltd., PeopleNet Communications Corporation, Verizon Wireless, Vehiclepath, ., XcelleNet, Inc., and Xora, Inc.

Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based upon search engine sources in the public domain.

# **Table of Content**

#### **I.INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS**

Study Reliability and Reporting Limitations Disclaimers Data Interpretation & Reporting Level Quantitative Techniques & Analytics Product Definitions and Scope of Study

#### **II. EXECUTIVE SUMMARY**

## **1.INDUSTRY OVERVIEW**

Introduction Current and Future Scenario MRM Value Chain Application and Content Developers Independent Software Vendors Wireless Carriers System Integrators Mobile Device Makers Mobile Platform Vendors



# 2.TRENDS AND ISSUES

GPS-Based MRM-Handsets Gains Traction Among Fleet Owners Trailer Monitoring Systems Gradually Expected to Gather Steam Challenges Generating Customer Awareness – A Major Challenge Pricing Proves a Major Hurdle for MRM Adoption Commercial Fleets Snap Up MRM-Handset Solutions Wireless Carriers Lure Enterprise Subscribers With MRM Offerings Vertical Specific Solution to Facilitate Market Growth MRM Penetration Varies Across Geographic Markets Vendors Adopt Strategies to Address Price Concerns Wireless Network Operators Under Onslaught from New Entrants Single MRM Vendor – the Preferred Option

#### **3.SERVICE OVERVIEW**

What is Mobile Resource Management? MRM Solutions Benefits Lesser Fuel Expenses Lesser Maintenance Costs Lesser Operational Costs MRM Tracking Unit Fleet Management Systems Need for Fleet Management Solutions Applications System/Vehicle Maintenance Inventory/Driver Monitoring Compliance Navigation/Routing

## 4.PRODUCT/SERVICE INTRODUCTIONS

CalAmp Rolls Out Novel MRM Devices for Fixed and Mobile Applications Sonim Technologies Unveils the Sonim XP3300 FORCE GSM Mobile Phone AT&T Expands AT&T WorkBench to Support Android Platform Devices AT&T Introduces Android Compatible Xora GPS Time Track™ Application TeleNav Introduces Hybrid GPS Navigation Technology Descartes Systems Introduces MRM 2.0 Solutions Vehiclepath Unveils VP290 GPS Fleet Tracking Device PreCise MRM Introduces Enhanced PreCise MRM Platform Brault & Martineau to Deploy Descartes MRM 2.0 WYDOT to Expand CompassCom Software<sup>™</sup> System CalAmp Unveils LMU-700, LMU-2600, LMU-4200 and RMU-900 Devices Windstream to Deploy GeoManager Solution of Trimble Samsung Mobile and AT&T to Launch Samsung Rugby® II Sybase 365 Unveils IPX Services for BlackBerry® Infrastructure of RIM Sybase to Support Managed Mobility Offering of Verizon Business Sybase Introduces New Version of Sybase® Unwired Platform Syclo Introduces Enhancements in Agentry 5.2 MEAP PreCise<sup>™</sup> MRM Launches IX-101 Mobile Resource Management Solution InSight USA Introduces StreetEagle Loceight GPS Asset Tracking Solution Vehiclepath Unveils VP400 GPS Fleet Tracking Device Vehiclepath Unveils BAT50 GPS Asset Tracking Device



PROCON Rolls out The CUBE® Qualcomm Launches OmniVision Metro CalAmp, Cinterion Wireless Modules and u-blox Holding Introduce MRM Products

# **5.RECENT INDUSTRY ACTIVITY**

**ORBCOMM Inc Acquires PAR Logistics** CalAmp Inks Supply Agreement with Navman Wireless Multiband Corporation Chooses Trimble GeoManager™ Solution TeleCommunication Systems Chooses Locaid's Mobile Solutions Descartes Takes Over Telargo Trimble Navigation Acquires PeopleNet Communications **Telogis Takes Over Intergis** Telular Inks a Definitive Merger Agreement with SkyBitz Masternaut and Cybit Merge Operations to Form Global Telematics Entity TechnoCom Enters into Partnership with Abaq.us Sprint Enters into Partnership with Trimble SAP and Accenture Ink Strategic Agreement Esri® Enters Into Partnership with Syclo ServicePower and Syclo Enter Into Partnership **Telogis Takes Over Remote Dynamics** Trimble Navigation Acquires Tata AutoComp Mobility Telematics **Descartes Systems Takes Over Routing International** FleetMatics to Acquire SageQuest Qualcomm Inks Agreement with GreenRoad Technologies Valiant Enters into Partnership with ActSoft Telogis Expands Agreement with NAVTEQ FORCE America Takes Over PreCise™ MRM from Preco™ Electronics Trimble Takes Over Accutest Intergis Collaborates with KORE Telematics Xora Merges with Gearworks

# 6.FOCUS ON SELECT GLOBAL PLAYERS

AppLocation Systems Inc (Canada) AT&T, Inc. (US) CalAmp Corp. (US) Descartes Systems Group (Canada) Garmin International, Inc. (US) Ituran Location and Control Ltd. (Israel) Masternaut (UK) Qualcomm, Inc. (US) RedPrairie Corporation (US) SkyBitz, Inc. (US) Sonim Technologies, Inc. (US) Sybase, Inc. (US) Telenav, Inc. (US) TeleTrac (US) Telogis Inc. (US) Transics International NV (Belgium) Trimble Navigation Ltd (US) PeopleNet Communications Corporation (US) Vehiclepath (US) Verizon Wireless (US) XcelleNet, Inc. (US)



Xora, Inc. (US)

# 7.GLOBAL MARKET PERSPECTIVE

Table 1. World Recent Past, Current and Future Analysis for Mobile Resource Management (MRM) -Handset-based Solutions by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), andRest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010through 2018 (includes corresponding Graph/Chart)

**Table 2.** World Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 3.** World 15-Year Perspective for Mobile Resource Management (MRM) - Handset-based Solutions by Geographic Region – Percentage Breakdown of Dollar Revenues for US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

**Table 4.** World Recent Past, Current and Future Analysis for Portable GPS Devices Market by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 5.** World Historic Review for Portable GPS Devices Market by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 6.** World 15-Year Perspective for Portable GPS Devices Market by Geographic Region – Percentage Breakdown of Dollar Revenues for US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

**Table 7.** World Recent Past, Current and Future Analysis for Local & Short Haul Fleets Market by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 8.** World Historic Review for Local & Short Haul Fleets Market by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 9.** World 15-Year Perspective for Local & Short Haul Fleets Market by Geographic Region – Percentage Breakdown of Dollar Revenues for US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

**Table 10.** World Recent Past, Current and Future Analysis for Others Market by Geographic Region – US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 11.** World Historic Review for Others Market by Geographic Region – US, Japan, Europe,Asia-Pacific (excluding Japan), and Rest of World Markets Independently Analyzed with Annual RevenueFigures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

Table 12. World 15-Year Perspective for Others Market By Geographic Region - Percentage Breakdown of



Dollar Revenues for US, Japan, Europe, Asia-Pacific (excluding Japan), and Rest of World Markets for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

## III. MARKET

# **1.THE UNITED STATES**

A. Market Analysis Current and Future Analysis End-Use Markets

 Table 13. US MRM Market (2011): Percentage Share Breakdown by Areas of Application - Mobile

 Workers, Fleet Vehicles, Containers, Trailers and Heavy Equipment (includes corresponding Graph/Chart)

Market Overview Market Constraints Product Launches Strategic Corporate Developments Key Players B. Market Analytics

Table 14. US Recent Past, Current and Future Analysis for Mobile Resource Management (MRM) -Handset- based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and OthersIndependently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018(includes corresponding Graph/Chart)

 Table 15. US Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions by

 Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with

 Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 16.** US 15-Year Perspective for Mobile Resource Management (MRM) - Handset-based Solutions bySegment – Percentage Breakdown of Dollar Revenues for Portable GPS Devices, Local & Short HaulFleets, and Others for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

#### 2.JAPAN

Market Analysis

**Table 17.** Japanese Recent Past, Current and Future Analysis for Mobile Resource Management (MRM) -Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

 Table 18. Japanese Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions

 by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with

 Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 19.** Japanese 15-Year Perspective for Mobile Resource Management (MRM) - Handset-basedSolutions by Segment – Percentage Breakdown of Dollar Revenues for Portable GPS Devices, Local &Short Haul Fleets, and Others for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

#### **3.EUROPE**



A. Market Analysis
Current and Future Analysis
Market Overview
Car Navigation Systems Lead the Way for Telematics Industry in Russia
Product Launch
Strategic Corporate Developments
Key Players
B. Market Analytics

**Table 20.** European Recent Past, Current and Future Analysis for Mobile Resource Management (MRM) -Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

 Table 21. European Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions

 by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with

 Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 22.** European 15-Year Perspective for Mobile Resource Management (MRM) - Handset- basedSolutions by Segment – Percentage Breakdown of Dollar Revenues for Portable GPS Devices, Local &Short Haul Fleets, and Others for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

#### 4.ASIA-PACIFIC

A. Market Analysis Current and Future Analysis Select Market Overview China Chinese Telematics Industry Poised for Explosive Growth India Indian MRM-Handset Market – A Late Bloomer Indian Telematics Story Yet to Unfold Strategic Corporate Development B. Market Analytics

**Table 23.** Asia-Pacific Recent Past, Current and Future Analysis for Mobile Resource Management (MRM)- Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and OthersIndependently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018(includes corresponding Graph/Chart)

**Table 24.** Asia-Pacific Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 25.** Asia-Pacific 15-Year Perspective for Mobile Resource Management (MRM) - Handset-basedSolutions by Segment – Percentage Breakdown of Dollar Revenues for Portable GPS Devices, Local &Short Haul Fleets, and Others for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

#### **5.REST OF WORLD**

#### A. Market Analysis



Current and Future Analysis Brazil Market Overview Government Mandate, a Blessing in Disguise for Telematics Industry Product Launches Strategic Corporate Developments Key Players B. Market Analytics

**Table 26.** Rest of World Recent Past, Current and Future Analysis for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2010 through 2018 (includes corresponding Graph/Chart)

**Table 27.** Rest of World Historic Review for Mobile Resource Management (MRM) - Handset-based Solutions by Segment – Portable GPS Devices, Local & Short Haul Fleets, and Others Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2004 through 2009 (includes corresponding Graph/Chart)

**Table 28.** Rest of World 15-Year Perspective for Mobile Resource Management (MRM) - Handset- basedSolutions by Segment – Percentage Breakdown of Dollar Revenues for Portable GPS Devices, Local &Short Haul Fleets, and Others for Years 2004, 2011 and 2018 (includes corresponding Graph/Chart)

# **IV. COMPETITIVE LANDSCAPE**

Total Companies Profiled: 74 (including Divisions/Subsidiaries - 77) The United States (48) Canada (5) Europe (10) - Germany (1) - The United Kingdom (4) - Rest of Europe (5) Asia-Pacific (Excluding Japan) (7) Africa (2) Caribbean (1) Middle East (4)



# I would like to order:

Product name:	Mobile Resource Management (MRM) Handset-based Solutions: Market Research	
	Report	
Product link:	http://marketpublishers.com/r/MB43106379AEN.html	
Product ID:	MB43106379AEN	
Price:	US\$ 4,500.00 (Single User License / Electronic Delivery)	

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

# Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page http://marketpublishers.com/r/MB43106379AEN.html

# To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
E-mail:	
Company:	
Address:	
City:	
Zip/Post Code:	
Country:	
Tel:	
Fax:	
Your message:	

\* All fields are required

#### Customer Signature

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at http://marketpublishers.com/docs/terms\_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970