



# "Mobile CRM to account for 20% of total CRM revenues by 2010," says latest visiongain report

visiongain, November 25, 2005

URL: <http://www.pr9.net/business/telecom/3021november.html>

*After years of false starts, the market for mobile CRM finally started to gain traction in 2004 and this has continued through 2005. Although still a nascent market, mobile CRM should be reasonably robust on a global scale by 2007. These are the findings from a new study, "Mobile CRM: Re-energising the CRM", published by industry research company, visiongain.*

PR9.NET November 25, 2005 - San Francisco, CA, and London, UK - The study found that, to this point, mobile CRM has accounted for less than 10% of total CRM revenues, but it will continue to show steady growth. Mobile CRM will exceed traditional CRM growth rates to account for 20% of total CRM revenues by 2010 as the market matures.

"In 2001, extending enterprise applications to a wireless environment was touted as the "next big thing" and nothing happened. At that time, security, usability problems with handheld devices, and costs were the major impediments," says report author Marcia Kaplan. "After investing in the necessary technology and outfitting their field personnel with mobile devices, businesses are looking to maximise their investment and mobile CRM is the next rational step," she adds.

A traditional CRM deployment usually involves only the Independent Software Vendor (ISV) and the end-user. With a mobile deployment the number of participants is more extensive. Typically a mobile CRM implementation involves the ISV, a middleware vendor, possibly a systems integrator, a device manufacturer, and a wireless operator. Visiongain states that this complexity makes partnerships crucial to success in this market.

A large number of traditional CRM companies and new entrants are mobilising their CRM systems, and this report provides a comprehensive assessment of the various application and middleware vendors that exist in this space. This vital report from visiongain analyses the mobile CRM market today, its evolution in the next few years, as well as the impact it will have on mobile operators and the market as a whole.

###

## About visiongain

Visiongain is one of the fastest growing and most innovative independent media companies in Europe today. visiongain produce a host of business-2-business conferences, newsletters, management reports and e-zines focusing on the Financial markets, the Pharmaceutical, Telecoms industries and the Defence sector.

**Phone:** +44 020 8767 6711  
**Website:** <http://www.visiongain.com>  
**E-Mail:** [senh.ip@visiongain.com](mailto:senh.ip@visiongain.com)