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Author(s)	Mikko Tielinen	Student number	
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Supervisor(s)	Ph.D. Reima Suomi Ph.D. Jarmo Tähtkää		

Abstract

The purpose of this study was to provide an overview to mobile email market and industry. Different models to analyze industry were discussed. Special emphasis was put on models used in marketing and marketing strategy analysis and models used to analyze technological innovations. Special characteristics related to information systems and mobile work were discussed. Main competitors in the market were analyzed.

Main research questions were:

- 1) What are the models and theories to be used to analyze the industry?
- 2) How emerging markets and diffusion of innovation can be analyzed?
- 3) What are the special characters and challenges related to use of information systems in mobile work?
- 4) What is the market outlook based on macro-economical drivers and demand?
- 5) Who are the main actors in the mobile email market and what are their roles?
- 6) What are their technical and product strategies in competition (on high level) and what are their business models?
- 7) What are the channels to market for each actor?
- 8) What are the probable strategies for each actor?
- 9) What are the factors affecting the diffusion of mobile email?

The theoretical models to examine the industry were adopted mainly from the theories used in the areas of marketing strategy and behavioral sciences. The information about the mobile email markets, actors, technologies and business models is somewhat based on analyst reports and conducted studies, but largely on author's professional experience in the field of mobile email. The detailed analysis of main competitors is mainly based on information available in selected companies' web pages and their annual reports.

It was concluded, that mobile email market is fragmented and at the same time emerging and growing market. It appears that there is high demand for mobile information systems. However, there are also challenges, which are mainly related to multiple different software platforms in mobile devices and to lack of commonly accepted standards of mobile email technologies. The value network was seen complicated, with many actors and conflicting strategies. However, some actors have been able to monetize the demand better than others.

Key words	e-mail, email, mobile information systems, mobile devices, wireless data, mobile services
Further information	