

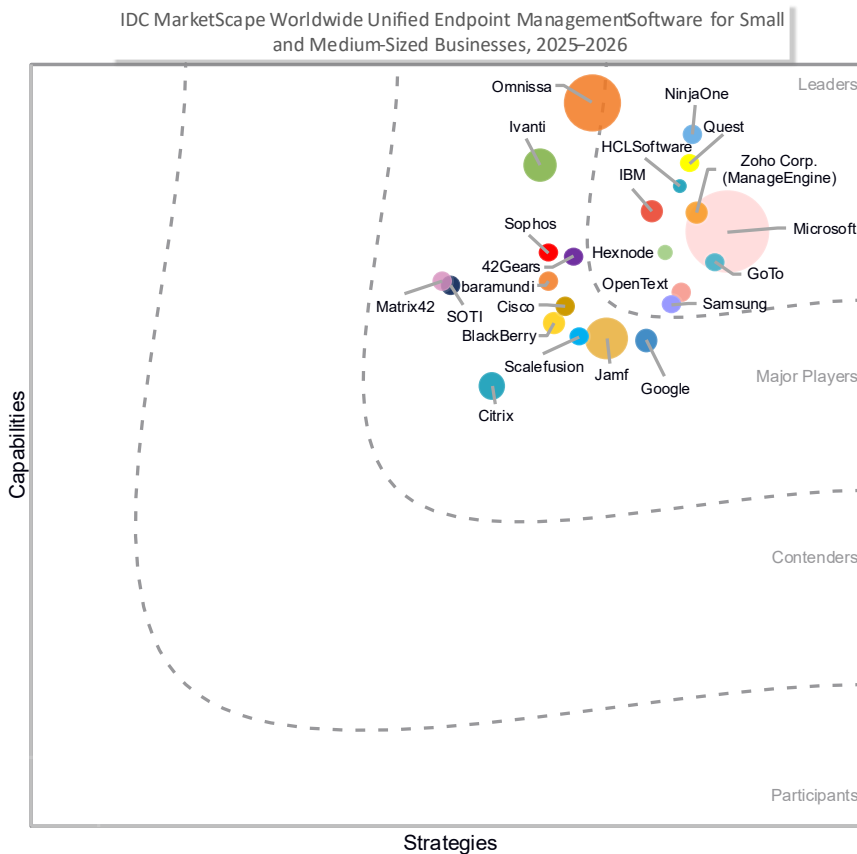
# IDC MarketScape: Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses 2025–2026 Vendor Assessment

Phil Hochmuth

## IDC MARKETSCOPE FIGURE

**FIGURE 1**

### IDC MarketScape: Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment



Source: IDC, 2025

Please see the Appendix for the detailed methodology, market definition, and scoring criteria.

## IDC OPINION

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The small and medium-sized business (SMB) segment demonstrates a robust and growing adoption of unified endpoint management (UEM) solutions, with smaller firms often achieving higher rates of full endpoint management deployment compared with larger enterprises. The SMB environment is characterized by lean IT teams, fewer device models, and a higher reliance on value-adding resellers, as well as endpoint device OEMs. SMBs place a premium on true single-pane-of-glass management, flexible deployment and licensing models, and deep integration across workspace productivity, security, and business applications.

While large enterprises may supplement UEM platforms with specific point solutions for certain scenarios, smaller firms need their UEM platform to deliver as broad a scope of management as possible — including multi-OS support, application delivery, remote troubleshooting, and compliance. SMB buyers are generally less tolerant of multiconsole workflows or the need to support several UEM platforms; cost savings, operational simplicity, and intuitive management interfaces are at a premium.

Security remains a priority, but SMBs also look for streamlined onboarding, automations to reduce manual overhead, flexible support options, and easy integration with managed IT, security, and network providers. Vendor investments in AI- and automation-driven management, along with built-in analytics for compliance and asset tracking, are differentiators.

## IDC MARKETSCOPE VENDOR INCLUSION CRITERIA

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IDC invited vendors to participate in this assessment based on the following key criteria:

- The vendor has a unified endpoint management software product capable of managing PCs/laptops as well as mobile devices (smartphones and tablets).
- The vendor has an estimated UEM product revenue of \$5+ million for calendar year 2024.
- The vendor has a UEM offering with SMB-focused features and capabilities.

## ADVICE FOR TECHNOLOGY BUYERS

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UEM software buyers should look for the following attributes, capabilities, and relevant use case scenario support from the vendors they are considering:

- Seek UEM solutions that feature easy-to-learn administration interfaces, broad platform coverage, and guided setup wizards explicitly tailored for organizations with limited or generalist IT staff. Solutions designed for minimal training requirements minimize support costs, allow rapid onboarding, and contribute to sustained UEM adoption even amid IT role turnover.
- Confirm that the UEM platform offers support for not only Windows and Android but also Mac, iOS, and Chromebook devices, which are prevalent in SMBs due to their diverse device purchasing models. Device variety should not result in silos; a unified management system enables SMBs to manage all their assets consistently, regardless of their hardware vendor or operating system.
- Focus on solutions providing single-console management, with role-based access and customizable dashboards that allow SMBs to consolidate all device management operations. This streamlining expedites real-time oversight, reduces the noise of email alerts or duplicate tasks, and ensures swift compliance with IT policies during internal or external audits.
- Automate where possible. The solution should offer workflow automations such as self-service password resets, scheduled OS and software updates, dynamic device quarantine, and onboarding/offboarding tasks. Automation shrinks operational overhead and helps protect resource-constrained IT staff from burnout.
- Security should be natively integrated, encompassing device encryption enforcement, EDR/XDR hooks for threat defense, and granular compliance audit logs. Bundled security reduces integration headaches and costs, while out-of-the-box auditability addresses new and evolving regulations without additional consulting spend.
- Strong reporting and analytics are foundational; look for adaptive, prebuilt templates for compliance assessments (such as GDPR or HIPAA), inventory checks, and software usage. Reports should be exportable in standard formats and simple for non-technical management to interpret, supporting both compliance functions and long-term technology planning.
- Choose products deeply integrated with workplace productivity tools (email, storage, video conferencing), cloud directory services, and SaaS collaboration applications. These integrations shorten the time to value for IT investments and help SMBs adopt best-of-breed cloud software without incurring security or discoverability risks.

- Licensing flexibility is essential; platforms that provide monthly or annual per-device or per-user options, with clear upgrade pathways, reduce capital spending barriers. SMBs benefit from scaling their technology spend in sync with business growth or seasonal device swings thanks to transparent terms and simple policy changes.
- Be sure that the UEM includes remote support, guided end-user self-service portals, and delegated admin options for distributed teams or franchises. These features relieve pressure on core IT by enabling local troubleshooting, allowing non-IT staff to follow guided resolutions, and automating the onboarding of new locations or partners.
- Reliable, timely patch management for all device types cannot be compromised. Make sure the solution delivers automated detection and remediation for both OS and third-party software vulnerabilities, since prompt patching significantly mitigates ransomware and cyberattack risks for organizations of all sizes.

## VENDOR SUMMARY PROFILES

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This section briefly explains IDC's key observations that informed a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the descriptions here summarize each vendor's strengths and challenges.

### **42Gears**

42Gears is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment

42Gears equips SMBs with affordable, scalable UEM through SureMDM, supporting easy onboarding, automation, out-of-the-box controls, and a strong focus on cost-effective, centralized device management. Features, including self-service portals, policy-based assignments, multitenant management, and comprehensive support for mainstream endpoints, cater to small IT teams. SureMDM partners with OEMs, telecom carriers, and managed service providers (MSPs), especially within mobile device, retail, and field service verticals, enabling telecom and MSPs to provide device life-cycle and compliance management services to SMB clients.

### **Strengths**

- Quick device onboarding with QR/agent-based enrollment, OOBЕ, and pre-provisioned device profiles

- MSP and carrier channel support, enabling telecoms and managed service providers to deliver managed UEM as a service
- User-friendly interface, guided wizards, job automation, and bulk actions tailored for resource-constrained SMB IT teams
- Strong mobility, rugged, and mainstream OS/device coverage, with simplified templates and compliance profiles

## Challenges

- Certain complex customizations may require assistance from MSPs or 42Gears partners, impacting DIY configuration for less experienced SMB administrators.
- Deep integration with legacy on-premises enterprise infrastructure may require additional advisory or services.
- SMBs in exceptionally regulated verticals may need further scoping for advanced compliance automation and reporting.
- The breadth of device support may exceed what smaller organizations need, requiring careful selection of modules/features to avoid unnecessary complexity.

## Consider 42Gears When

SMBs, especially those seeking managed UEM services via telecom or MSP partners, should consider 42Gears when they require out-of-the-box device life-cycle control, scalable automation, and channel-supported deployment, with a focus on simplifying endpoint management across diverse device types and mobility needs.

## baramundi

baramundi is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

The baramundi Management Suite is tailored to both large enterprises and SMBs, offering a modular, easy-to-use platform for endpoint management without the overhead of complex configuration. SMBs receive rapid deployment options (often up and running within a day), straightforward device onboarding, and automation for routine IT tasks such as OS installs, patch management, backup, and compliance checks. Self-service portals empower end users to request approved software, and strong inventory features support asset and license management. Core features are backed by baramundi's regional and global support structure, with particular engagement through MSPs. The solution is designed for scalability so that SMBs can start with core modules and expand over time. While the company has partnerships with MSPs, its direct relationships with telecom and mobile service providers for SMB plans vary.

## Strengths

- The company offers fast setup with minimal IT overhead — ideal for smaller companies with limited resources.
- Modular licensing allows SMBs to deploy only what's needed, optimizing both their budgets and functionality.
- Integrated self-service and automation reduce support tickets and enable user-driven software requests.
- Trusted support — including via MSP partners — increases confidence for rapidly growing or resource-constrained SMBs.

## Challenges

- The company offers fewer out-of-the-box bundles or carrier-specific service extensions than some telecom-integrated UEM vendors.
- SMBs needing unified billing through telecom/mobile providers may require additional coordination.
- Certain advanced enterprise features (such as extensive automation or integrations) may only be fully utilized by larger organizations.
- International SMBs may still be building awareness of baramundi's brand and channel network.

## Consider baramundi When

SMBs needing a modular, easy-to-use UEM with strong automation, flexible scalability, and responsive partner-driven support should consider baramundi, particularly when MSP support and quick time to value are priorities.

## BlackBerry

BlackBerry is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

BlackBerry UEM offers multitenant capability and flexible deployment options that may suit small and mid-sized organizations requiring strong mobile security without large IT overhead. The company's on-premises, hybrid, and cloud models allow cost-effective scaling. Through partnerships with mobility providers and MSPs, BlackBerry supports channel resale and hosting for regulated SMB sectors. Capabilities such as simplified policy configuration, container-based management, and support for both BYOD and corporate devices ensure data protection while maintaining ease of use.

## Strengths

- Recent introduction of on-premises multitenancy that supports MSP resellers serving SMB clients
- High security standards at SMB-accessible costs for regulated customers
- Inclusive platform coverage (Android, iOS, Windows, macOS), ensuring simplicity in mixed-device environments
- Reliable vendor support and responsive technical engagement noted by high NPS ratings

## Challenges

- Minimal integration with SMB-focused ITSM or RMM tools compared with mainstream competitors
- Dependence on MSP or partner involvement for full-scale deployment and support
- May overserve SMBs seeking primarily lightweight device management without sovereign-level security layers

## Consider BlackBerry When

SMBs in regulated or security-sensitive verticals (healthcare, finance, legal) seeking MSP-delivered or hybrid UEM services should consider BlackBerry for its multitenant hosting flexibility and trusted mobile compliance heritage — particularly with telecom or managed service partners.

## Cisco

Cisco is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Cisco Meraki Systems Manager's cloud-native architecture offers SMBs ease of deployment, scalability, and unified management from a single dashboard. Device onboarding (QR code, self-service portals), simple configuration workflows, and automation reduce the IT burden on small teams, while policy-driven automation allows for rapid setup and compliance enforcement. Extensive help documentation, live remote support, and SaaS delivery make device management straightforward without dedicated staff. Partner integrations with telecom and mobile service providers facilitate broader device provisioning and support for distributed SMB fleets, and Cisco's MSP partner ecosystem enables co-management and outsourced device life-cycle management. However, advanced customization, analytics, and regulatory reporting features may require supplementary solutions for more sophisticated SMB

needs, and integration capabilities can be reduced for non-Meraki or non-Cisco networks.

## Strengths

- Quick remote diagnostics and troubleshooting, with minimal onsite requirements
- Rapid device onboarding and automated policies, leveraging cloud-based management
- Broad device support across platforms, suitable for diverse SMB device fleets
- MSP and telecom partnerships that facilitate scalable device rollout and co-managed services

## Challenges

- Some advanced reporting and compliance analytics may require add-ons.
- The feature set is optimized for cloud-first deployments; there is limited flexibility for on-prem-only SMBs.
- Third-party integration depth may be reduced for environments outside Cisco ecosystems.
- Highly granular workflows may not be as configurable as those of solutions built specifically for SMB customization.

## Consider Cisco When

SMBs seeking a highly usable, cloud-delivered endpoint management solution with rapid onboarding, broad device support, and compatibility with MSP and telecom partner delivery will find Cisco Meraki Systems Manager especially attractive. Those needing deep customization or advanced analytic reporting will benefit from verifying add-on integrations.

## Citrix

Citrix is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Citrix offers SMBs an accessible UEM platform that centralizes device configuration, security, and life-cycle management, regardless of the device number or type. With intuitive, cloud-first deployment, the solution accommodates limited IT resources and supports flexible device onboarding and policy automation. Citrix's integrations extend to MSPs and telecom carriers, facilitating device provisioning, connectivity

management, and remote troubleshooting. Multifactor authentication, asset management, and self-service capabilities also support SMB operational efficiency.

Channel partnerships with telecom providers and MSPs enable SMB-focused bundles, simplified procurement, and managed offerings. Citrix streamlines carrier-specific workflows (such as zero-touch enrollment, device tracking, and cellular expense management through partner integrations) and supports volume provisioning and automation through QR codes, email, or SMS.

## **Strengths**

- Centralized management simplifies IT overhead and supports SMB budgets and resource constraints.
- Carrier and MSP integrations facilitate device provisioning, telecom expense management, and remote support.
- Role-based access and automation workflows reduce the need for specialized expertise in device maintenance and support.
- The scalable platform enables growth and adaptability as SMBs expand operations or adopt new device types.

## **Challenges**

- Initial deployment and customization may require MSP or carrier consultation for optimal configuration in very small businesses.
- Advanced DEX features or deep analytics may be limited compared with platforms designed for high-touch SMB experience management.
- Certain telecom and MSP integrations could necessitate universal configuration approaches, potentially lacking depth for highly customized use cases.
- SMB-specific support content and training resources may not be as extensive or tailored compared with specialized SMB management solutions.

## **Consider Citrix When**

SMBs seeking a unified endpoint platform with strong telecom and MSP integration should consider Citrix for scalable, easy-to-adopt device management. Decision-makers should prioritize Citrix when the need for centralized security, life-cycle automation, and partnership-driven deployment outweighs requirements for bespoke SMB feature sets.

## Google

Google is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Google Endpoint Management is a component of the Google Workspace suite and targets devices running Google Workspace apps and services. The platform supports Windows, macOS, Android, iOS, and ChromeOS, and it can provide standard management functions (e.g., OS configuration and updating, app distribution, policy deployment/enforcement), as well as deeper, more sophisticated actions, such as enforcing conditional access rules and other advanced features. For Windows device management, the Google Credential Provider for Windows service works with Windows 10/11 endpoints and allows Google Workspace accounts to be used as Windows log-ins, providing single sign-on features for Chrome and Google Workspace apps, as well as data management and device inventorying. For Macs, Google Endpoint Management can provide effective management of Google Workspace data and access controls for Mac users. Android and iOS management includes security certificate management for managed mobile devices and MDM configuration, app distribution, data security, and device inventorying for enrolled smartphones/tablets. The platform also has capabilities to gather data and telemetry information from Linux endpoints and some smart home devices that can access Google Workspace data and services.

### Strengths

- Google's BeyondCorp data and identity-based security approach and principles are widely recognized as the future of security for cloud-centric enterprises and companies. Google Endpoint Management's identity-based access controls and security policies are tied to data and apps, as opposed to physical devices and their location or network attachment.
- Google Endpoint Manager has strong security and management functions around Workspace apps, including cross-platform mobile/cloud apps management. It has strong data protection capabilities to secure sensitive data accessed and used by Google Workspace apps.

### Challenges

- Google Endpoint Management is a strong solution for managing devices using the overall Google Workspace enterprise app suite and security services. However, outside of this scenario, Google's UEM capabilities lag behind other vendors in terms of the depth of features supported and the breadth of devices that can be managed by the platform.

- Google Endpoint Manager has fewer capabilities in managing macOS devices compared with Android, iOS, and Windows (e.g., no remote data wipe for Macs and more limited account management on Mac endpoints).

## **Consider Google When**

Organizations standardized on Google Workspace productivity apps should consider Google Endpoint Management for device management. Organizations with large numbers of Android devices and SMBs adopting Google Workspace, Android, and/or ChromeOS at scale should also consider Google as a UEM technology partner.

## **GoTo**

GoTo is positioned in the Leaders category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

GoTo's UEM solution is designed with the needs of SMBs in mind, combining broad device coverage, low complexity, and a rapid deployment model. The LogMeIn Resolve platform integrates UEM, helpdesk, asset management, and backup/disaster recovery into an easy-to-manage solution, with automation and AI enhancements aimed at organizations with lean IT teams. GoTo emphasizes strong MSP and channel partner engagement, working with managed service providers to extend the solution's reach. The product offers white-labeling and flexible licensing to suit varying SMB customer profiles. Additionally, the solution's asset tracking, compliance, and self-healing capabilities help SMBs control costs, reduce risk, and consolidate IT operations.

## **Strengths**

- The UI and workflow design focus on simplicity and accessibility, reducing the learning curve and administrative burden for small IT teams.
- Practical AI and automation, including no-/low-code automation and plain language reporting, free up administrative time and minimize resource demands.
- Partnerships with MSPs and white-label resellers, including Cognizant, broaden both support options and go-to-market flexibility for SMBs across regions.
- Embedded backup, recovery, and endpoint security through Acronis ensure that core IT assets are protected and that regulatory requirements are easier to meet in resource-constrained organizations.

## Challenges

- Direct partnerships with major telecom mobile carriers are limited; competing solutions may bundle carrier services more tightly for SMB mobility-centric buyers.
- Customization and advanced integration capabilities, though available, may not suit the most specialized vertical needs without additional channel/partner intervention.
- The breadth of features can require careful planning for SMBs unfamiliar with integrated IT management, potentially lengthening initial deployment and onboarding.
- SMB-focused solution evolution is rapid; some enterprises desiring longer-term feature stability may prefer slower-paced, legacy-centric products.

## Consider GoTo When

SMBs should consider GoTo if seeking a secure, automation-rich UEM solution designed for flexibility, rapid onboarding, and MSP channel enablement, especially where resource optimization and cost control are critical.

## HCLSoftware

HCLSoftware is positioned in the Leaders category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

HCL BigFix Workspace is well positioned for SMBs, with tailored offerings for simplified onboarding, automated provisioning, and managed service delivery. Fast "try and buy" SaaS onboarding allows SMBs to access fully provisioned environments with minimal infrastructure overhead, and pay-as-you-go licensing reduces budgetary complexity. BigFix's MSP network provides localized support and API-scaled ODM-branded services, ensuring SMBs benefit from rapid deployment, co-marketing, and hands-off IT operations. The managed hosted model encompasses all IT ops functions, including observability, service management, event correlation, automation, and compliance reporting. HCL delivers these services directly or via MSP partners, handling installations, upgrades, and licensing to minimize administrative burden for SMB customers.

## Strengths

- Fast SaaS onboarding and automated provisioning streamline initial SMB deployments and lower operational costs for businesses with limited IT staff.

- A robust MSP and partner ecosystem (over 2,000 partners globally) provides localized support and scalable managed services tailored for SMB needs.
- Comprehensive managed services cover endpoint management, security, patching, compliance, and service management, allowing SMBs to adopt and consume IT tools as a service.
- Flexible licensing and consumption models position BigFix as a practical choice for organizations balancing affordability, ease of use, and enterprise-grade functionality.

## Challenges

- There is limited direct integration with telecom carriers and mobile service providers; partnerships in these channels are less mature compared with market leaders deeply engaged in mobility solutions for SMBs.
- SMB-specific IT infrastructure extensions (storage, backup, networking) are available but may require engaging additional HCL products or partner services beyond the core UEM solution.
- Some SMBs may find advanced configuration options complex without managed service support, especially if migrating from lighter-weight or mobile-focused tools.
- The breadth and depth of automation and compliance features may be more than required for the smallest SMBs or those seeking a bare minimum endpoint management tool.

## Consider HCLSoftware When

SMBs should consider HCL BigFix Workspace when they seek a unified endpoint management solution supported by a global, localized MSP network and a fully managed IT operations service offering. Organizations requiring simplified onboarding, automated provisioning, and the flexibility to consume endpoint management capabilities as a service will benefit from BigFix's approach, particularly if they prioritize security, compliance, and automation.

## Hexnode

Hexnode is positioned in the Leaders category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Hexnode UEM is well positioned for SMBs seeking a cloud-based, user-friendly solution to manage mixed device fleets efficiently. Its intuitive interface, template-driven deployment, and multiplatform support make it suitable for organizations without dedicated in-house IT teams. Hexnode offers simplified enrollment processes, pre-

configured policies, and straightforward reporting to help SMBs quickly achieve essential device compliance and security. Partnerships with MSPs and telecom carriers enhance service delivery to the SMB sector, with flexible licensing and policy copying between portals. Technical support is designed to cater to organizations with lean IT resources, providing tailored onboarding, training, and ongoing assistance.

## **Strengths**

- User-friendly interface and quick-start wizards lower the barrier for SMBs to deploy and manage device policies.
- Flexible licensing and multitenant management options suit MSPs supporting multiple SMB customers.
- Prepackaged security and compliance templates reduce configuration complexity for smaller teams.
- Direct technology integrations with partners and carrier programs expand SMB access to support and resources.

## **Challenges**

- Feature depth may not match enterprise-grade requirements for large, complex environments.
- Some advanced integrations and customizations may require MSP assistance, depending on internal IT skill sets.
- Frequent updates and evolving feature sets may necessitate ongoing training for small IT teams.
- Local language and region-specific support may be more limited for smaller customers outside major markets.

## **Consider Hexnode When**

SMBs, or MSPs serving SMB clients, should consider Hexnode UEM when seeking a cloud-hosted, easy-to-administer endpoint management system with robust baseline security and rapid onboarding, particularly where resources for IT configuration are constrained.

## **IBM**

IBM is positioned in the Leaders category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

IBM MaaS360 offers specialized solutions for small and medium-sized businesses, emphasizing rapid onboarding, self-guided deployment, and affordability. The

platform's Fast Start program simplifies initial setup and policy assignment so that organizations with limited IT resources can implement device management with a minimal learning curve. SMB-focused routes to market leverage strategic partnerships with telecom carriers and managed service providers, enabling bundled solutions for mobile device deployment, security, and expense management.

## Strengths

- Simplified user interface and guided onboarding workflows enable non-technical SMB staff to rapidly deploy and manage endpoints.
- Strong partnerships with telco carriers and MSPs in North America and Europe deliver device/security bundles, minimizing the operational overhead for SMB clients.
- Multitenancy and smart grouping features support structured device assignment and life-cycle management across distributed SMB environments.
- Integrated mobile threat defense and security compliance provide out-of-the-box risk mitigation for organizations lacking dedicated IT/security teams.

## Challenges

- SMBs with niche industry requirements or highly specialized endpoints may need additional customization or professional services support for full adoption.
- The breadth of MaaS360 functionality, although simplified for SMBs, may still require extra training for smaller organizations moving from zero or legacy management tools.
- Some advanced integrations (with non-IBM software or industry-specific platforms) may be less accessible in SMB-focused bundles.
- Dependency on channel programs for certain regions could result in variability in local support and postsale expertise.

## Consider IBM When

SMBs should consider IBM MaaS360 when seeking a simplified, carrier-partnered UEM solution with guided onboarding, integrated security, and scalable multitenant management — especially when looking for device, connectivity, and managed services in a single package.

## Ivanti

Ivanti is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Ivanti delivers endpoint management solutions tailored to a spectrum of business sizes, including SMBs that require scalable but simplified device life-cycle and security management. The platform's automation, remote troubleshooting, and cloud-based deployment help SMBs reduce IT overhead and accelerate device onboarding. Ivanti collaborates with telecom, mobile service, and MSPs to facilitate easier adoption and support, offering flexible license packages suitable for smaller environments.

## **Strengths**

- Offers streamlined UI, automation templates, and low-code workflows that compress onboarding and reduce the learning curve for SMB IT teams
- Provides cloud-based services for rapid deployment, straightforward updates, and 24/7 support, reducing resource demands for smaller organizations
- Facilitates MSP and telecom/carrier integration, supporting indirect procurement and outsourced service models for SMBs lacking internal IT
- Offers licensing tiers and flexible support options to allow SMBs to align investment with specific device counts and management needs, avoiding unnecessary complexity

## **Challenges**

- Some advanced features and integrations — particularly those requiring deep customization — may be less accessible to SMBs without dedicated technical resources or professional services.
- The platform's strong orientation toward enterprise-grade automation and analytics may exceed the operational requirements of smaller organizations.
- SMB-focused partnerships with telecoms and MSPs can differ by region and may require SMBs to investigate local availability and support frameworks.
- Although individual Ivanti products are available to SMBs, comprehensive UEM adoption may require additional guidance to ensure full feature utilization.

## **Consider Ivanti When**

SMBs should consider Ivanti when seeking a scalable, automation-driven endpoint management platform that can be deployed via managed service partners or purchasing consortia and when ease of use, remote troubleshooting, and seamless onboarding are priorities.

## **Jamf**

Jamf is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Jamf offers tailored UEM solutions and experiences for SMBs, optimized for Apple-centric SMB fleets but also encompassing Android and limited Windows support. The Elevate UI and onboarding experience is designed for resource-constrained IT administrators and streamlines device setup, compliance, patching, and troubleshooting. Channel partnerships with telecom carriers and Apple Solution Experts, as well as robust MSP tooling and partner onboarding, enable scaled delivery to SMB customers globally.

## Strengths

- Simple, streamlined admin experience via the Elevate onboarding and quick-start UI, matching limited SMB IT resources and skills
- Strong MSP partner program, with tools and APIs enabling rapid customer onboarding, licensing, and automated deployment/management
- Extensible platform that ties into major telecom and channel partners, facilitating bundled device sales and managed mobility services
- Automated policy, patch, and compliance tools with templates for small teams to reduce ongoing management effort for SMBs

## Challenges

- Cost and licensing may outweigh the needs of very small businesses that only require basic device/app management.
- Integration with some carrier or MSP platforms may depend on region or partner maturity.
- SMB-focused automation "wizards" may limit the advanced customization required by growing businesses or IT-savvy teams.
- Less mature non-Apple device support may require SMBs to supplement it with additional tools for Android or Windows fleet expansion.

## Consider Jamf When

SMBs looking for an Apple-first, easy-to-deploy UEM platform and to benefit from strong MSP or telecom partner support should consider Jamf for managing devices and compliance with a limited IT headcount.

## Matrix42

Matrix42 is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Matrix42's UEM solution delivers cloud and on-premises flexibility to SMBs, offering cost-effective, user-based licensing that scales to mixed-device environments. The single management console reduces administrative overhead, while workflow automation and integration with Matrix42's IT service tools make the solution attractive for SMBs with limited IT resources. Matrix42 partners with local implementation providers and MSPs but does not highlight deep relationships with telecom carriers or mobile service providers directly focused on SMB mobility.

## Strengths

- Streamlined deployment with a single pane of glass, suitable for resource-constrained IT teams
- Predictable, user-based pricing without device count complexity, critical for growing businesses
- Integration with helpdesk and asset management tools to support broader IT automation and compliance
- Partners and regional MSPs that contribute to onboarding and operational assistance for SMBs

## Challenges

- Matrix42 places less emphasis on direct telecom or mobile carrier partnerships, which can be important for SMB-centric mobile bundles and support.
- Some advanced automation and customization may require more technical expertise than is typical for small IT teams.
- Global support functions and localized documentation may be less mature in certain markets.
- Licensing and implementation complexity could be a consideration for SMBs seeking purely mobile or simple endpoint solutions.

## Consider Matrix42 When

Matrix42 is well suited for SMBs requiring unified, user-friendly endpoint management and the ability to leverage broader IT service management and automation, especially in mixed-device scenarios.

## Microsoft

Microsoft is positioned in the Leaders category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Microsoft Intune offers an accessible, cloud-native UEM solution for small and medium-sized businesses, as well as for MSPs serving the SMB segment. Intune provides automated device onboarding, policy-driven configuration, application deployment, patch management, and remote help, all managed through a single, intuitive portal. Integration with Microsoft 365 Business Premium streamlines security, licensing, and endpoint control for SMBs, while specialized workflows and multitenant management capabilities enable MSPs to support diverse client bases at scale. The platform also maintains strong partnerships with key ISVs, telecom carriers, and channel organizations to drive SMB adoption and facilitate co-management.

## Strengths

- Low-barrier onboarding, streamlined zero-touch enrollment, and intuitive self-service workflows drastically reduce IT overhead for SMBs with limited staff or resources.
- Multitenant management, automations, and delegated admin controls support MSPs serving MSP customers with flexible, scalable management and billing operations.
- Broad reach and market presence through channel, telecom carrier, and indirect sales partnerships ensure extensive support and value-added services availability.
- Integration with Microsoft 365 applications and Defender for Endpoint delivers security, compliance, and productivity in a single solution, reducing cost and complexity for SMBs.

## Challenges

- Some advanced workflows and deep customization may require administrative upskilling or partner intervention during initial deployment and configuration.
- SMBs with highly specialized needs or legacy devices outside Microsoft's primary support matrix may require supplemental third-party solutions or partner services.
- Telecom expense management and granular operator integrations may be limited compared with point solutions from leading mobility-focused UEMs.
- Licensing transparency around channel and service provider revenue splits and direct-to-customer options may require direct engagement with Microsoft or its partners for tailored proposals.

## Consider Microsoft When

SMBs seeking a solution that unifies security, compliance, device management, and Microsoft 365 productivity tools and MSPs targeting multitenant, scalable service

delivery should consider Microsoft Intune as a foundation to drive business modernization and minimize operational overhead.

## **NinjaOne**

NinjaOne is positioned in the Leaders category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

NinjaOne, founded in 2013 and headquartered in Austin, Texas, delivers a cloud-based UEM solution optimized for SMBs. Its core product, NinjaOne Automated Endpoint Management, is designed to simplify the management, security, and support of Windows, macOS, Linux, and mobile devices for organizations with limited IT resources. Key features valuable to SMBs include fast deployment, intuitive setup, policy-based automation for patching and backup, comprehensive remote support, and real-time asset visibility. The platform enables SMBs to consolidate a wide range of tools and processes — including device management, backup, remote access, ticketing, and security integration — into a single console that reduces administrative burden. NinjaOne's integrations with ITSM (such as Zendesk and Freshdesk), security (Bitdefender and SentinelOne), and backup/restore solutions help SMBs support end-user productivity and cybersecurity needs. Strong customer support, unlimited onboarding, and training are standard for all customers, and the solution can flexibly scale up with business growth.

## **Strengths**

- NinjaOne's solution is straightforward for SMBs to install and configure, requiring minimal IT staff expertise. The platform's intuitive interface allows administrators to quickly become productive, with most SMBs able to roll out and operationalize the platform in less than 30 days.
- SMB organizations benefit from unifying endpoint management, automated patching, backup, ticketing, and remote support on one platform, lowering overall IT costs and operational complexity and reducing time spent on manual processes.
- Policy-based automation enables SMBs to ensure devices stay up to date and secure without extensive manual oversight, and remote tools allow for quick troubleshooting and resolution of end-user issues, even across distributed workforces.
- NinjaOne invests heavily in customer success for SMBs by offering comprehensive onboarding, ongoing training, technical resources, and access to support at no additional cost, helping to maximize return on investment.

## Challenges

- Some advanced IT asset management, license tracking, and regulatory compliance features are less developed compared with specialized enterprise solutions, which may matter to SMBs with stricter compliance requirements.
- NinjaOne's primary focus is on traditional endpoint and server management, offering less functionality for IoT devices or highly specialized hardware that may exist in certain SMB environments.
- The platform favors standardization and ease of use, resulting in less flexibility for highly customized workflows compared with platforms targeting complex enterprise needs.
- Although core security integrations are present, organizations with requirements for niche security or monitoring tools may find integration options somewhat limited versus platforms with broader marketplaces.

## Consider NinjaOne When

SMBs should consider NinjaOne when seeking a unified, easy-to-implement endpoint management solution that maximizes efficiency, provides robust automation, and reduces tool sprawl without requiring significant IT resources. NinjaOne focuses on SMBs that want rapid onboarding, dependable support, and an intuitive platform that can streamline endpoint management, backup, patching, and support as the organization grows.

## Omnissa

Omnissa is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Omnissa, headquartered in Mountain View, California, positions Workspace ONE UEM for SMB device management needs, including diverse endpoint types and hybrid work enablement. Leveraging the pedigree of VMware and renewed independence, Omnissa provides scalable SaaS UEM that integrates with telecom, MSP delivery models, and common enterprise productivity, security, and identity platforms.

## Strengths

- Support for remote deployment, over-the-air configuration, and zero-touch enrollment ease device setup and minimize the need for on-site IT staff.
- Integrations with telecom/carrier partners, MSPs, and leading device OEMs ensure broad device compatibility and access to bundle/device-as-a-service offerings tailored to SMBs.

- Security, compliance, and remote assist tools are accessible out of the box, letting SMBs implement enterprise-grade security controls without major in-house investments.

## Challenges

- Advanced feature sets aimed at large enterprises may create initial complexity for SMBs not needing full customization or automation capabilities.
- Some SMB-focused telecom and channel partnerships are being rebuilt, and the depth of integration with regional/local carriers may vary.
- Although Workspace ONE Accelerator packaging is designed to streamline adoption, this is an evolving offering, and SMB-focused solution bundles may differ by geography.
- SMB customers may require onboarding, guidance, or MSP assistance to realize the full breadth of policy, automation, and analytics features.

## Consider Omnissa When

SMBs should consider Omnissa when seeking a UEM solution that can scale as their needs grow, works well with carrier/MSP-delivered device programs, and provides a secure, low-touch way to manage a variety of devices within constrained IT budgets and resources.

## OpenText

OpenText is positioned in the Leaders category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

OpenText designs its UEM solution for flexibility across market segments, with dedicated go-to-market initiatives for SMBs. Its multitenant SaaS platform and partner-centric approach improve accessibility for SMBs, including direct engagement with MPs, telecom carriers, and value-added resellers globally. The solution integrates endpoint management, basic security, application delivery, and ticketing into a single console while supporting streamlined procurement and remote deployment via the OpenText Secure Cloud marketplace.

## Strengths

- The SaaS platform's multitenancy and simplified onboarding make it accessible for SMB-focused MSPs and channel partners, reducing administrative overhead and accelerating deployment timelines.

- Integrated security capabilities — such as bundled antivirus and patch management — reduce complexity for SMB buyers seeking consolidated endpoint protection without multivendor integration.
- REST APIs and prebuilt integrations support workflows with telecom and service provider partners, enabling extended managed services and co-managed device support.
- The OpenText Secure Cloud marketplace facilitates the procurement of both OpenText and select third-party products, giving SMBs a consolidated route for UEM, security, and IT management capabilities.

## Challenges

- The adoption of SaaS UEM features by SMBs may be constrained by the pace at which advanced patching and security functions reach parity with larger enterprise requirements.
- The channel ecosystem continues to mature, with some regional disparities in carrier and service provider alignment, particularly in markets with strong local MSP incumbency.
- Automation and analytics depth, though progressing with AI-driven workflows, may remain less granular in SMB editions compared with dedicated enterprise tools.
- SMBs focused on mobile-only or specialized device environments may find OpenText's capabilities best suited for organizations with hybrid device needs rather than narrowly focused use cases.

## Consider OpenText When

SMBs should consider OpenText's UEM solution when seeking efficient, unified device management — delivered via SaaS and supported by a network of MSP, telecom, and reseller partners. The platform is particularly pertinent for buyers desiring simplified procurement, bundled endpoint security, and modular integration with managed services through a cloud marketplace model.

## Quest

Quest is positioned in the Leaders category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Quest KACE is positioned as a unified endpoint management platform accessible to SMBs, offering life-cycle management, application deployment, patching, and compliance enforcement for a wide range of device types at a scale and complexity that matches SMB resource constraints. The platform's cloud and on-premises options, real-

time remote support tools, and policy-driven automation are designed to reduce the administrative overhead often encountered by small and midsize organizations. Quest's channel strategy includes partnerships with value-added resellers, MSPs, and select telecom carriers, facilitating adoption among SMBs by providing local support, deployment assistance, and flexible licensing.

## **Strengths**

- Quick-start onboarding, remote troubleshooting, and an intuitive UI streamline deployment and ongoing management for SMBs with limited in-house IT expertise.
- Simplified SaaS licensing and cloud delivery lower barriers to entry, while hybrid and on-premises options support SMBs with data sovereignty requirements.
- An active channel ecosystem with resellers, MSPs, and telecom providers supports consumption models tailored to SMB needs, including co-managed environments.
- Out-of-the-box policy templates, compliance tools, and automated patching frameworks help SMBs maintain security baselines without requiring deep technical resources.

## **Challenges**

- Integration depth with certain telecom carrier-specific features or software marketplaces may not be as extensive as that of vendors with a long-standing focus on telecom/MSP channels.
- Some advanced automation and multitenant management workflows for MSPs may require configuration or are newly developed compared with platforms purpose-built for MSP resale.
- As feature sets are expanded to serve enterprise markets, certain workflows may present additional complexity for lean SMB IT teams.
- Support for industry-specific SMB use cases, such as retail POS or kiosk deployments, should be validated based on precise requirements.

## **Consider Quest When**

SMBs should consider Quest Software when ease of deployment, strong channel support through MSPs and resellers, and a consolidated, policy-driven approach to endpoint security and life-cycle management are primary decision criteria.

## Samsung

Samsung is positioned in the Leaders category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Samsung Knox Suite is well positioned for SMBs through partnerships with telecom carriers, MSPs, and IT distributors. The platform offers streamlined enrollment, intuitive interface design, and value-added support for organizations with limited IT resources. Knox Suite's channel integration allows SMBs to procure devices and endpoint management as a bundled offer via carriers, which simplifies deployment and administration. Incremental features such as remote firmware updates, device health optimization, and dynamic grouping further reduce the need for dedicated technical staff.

### Strengths

- Carrier and MSP partnerships enable bundled delivery and support, reducing costs and complexity for SMBs.
- The award-winning interface offers non-technical users convenient access to core management and troubleshooting tools.
- Dedicated portals and multitenant controls facilitate fleet management across distributed SMB environments.
- Configuration and policy automation help SMBs improve compliance and reduce manual oversight.

### Challenges

- Advanced features may require carrier alignment or multivendor channel participation to unlock their full value.
- Smaller SMBs may not leverage all enterprise-class features, leading to potential underutilization.
- Support for third-party non-Samsung hardware can be less robust, depending on the channel or device mix.
- Limited customization may restrict unique workflow adaptation in complex SMB environments.

### Consider Samsung When

SMBs should consider Samsung Knox Suite when seeking a bundled device-and-management solution via established carrier or MSP channels, with an emphasis on ease of use, low overhead, and direct alignment with their procurement models. SMBs

should evaluate the solution for streamlined device onboarding and simplified compliance management in resource-constrained settings.

## Scalefusion

Scalefusion is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Scalefusion's UEM solution is tailored to support SMBs through flexible, easy-to-use controls, rapid onboarding, and accessible support models. It emphasizes simplified device enrollment (including QR code, bulk, and zero-touch methods), intuitive UI, scalable pricing based on device counts, and integrations for remote troubleshooting and straightforward policy management. The Scalefusion platform caters to the generalist IT needs typical in SMB environments and provides multi-OS management for desktops, laptops, smartphones, tablets, and frontline worker devices.

## Strengths

- Designed for IT generalists, Scalefusion's unified, web-based console reduces complexity and accelerates onboarding, with deployment, policy configuration, and troubleshooting accessible to SMB environments with limited technical resources.
- Pay-as-you-grow pricing, various feature tiers, and a free trial with full access for a limited number of devices make Scalefusion approachable and scalable for SMB budgets.
- Built-in remote control, unattended troubleshooting, and policy-driven automation minimize device downtime and reduce demand on lean IT teams.
- Integration and co-selling with telecom carriers and MSPs provide tailored SMB solutions, device bundling, and access to local sales/support networks.

## Challenges

- Although partnerships exist, the breadth and depth of MSP- or carrier-specific features (such as white-labeled portals or custom billing/invoice automation) may be less advanced than those of more established SMB-focused UEM vendors.
- Very granular automation or scenario-based workflows might require additional manual configuration or lack some of the advanced templates found in larger enterprise-grade UEMs.
- Sector-specific features for regulated SMB verticals (healthcare, finance), such as compliance templates or dedicated integrations, may require supplementation with partner or third-party offerings.

- Scalefusion's global support organization continues to expand, but depth and localization for SMB support may vary by geography compared with global incumbents.

## **Consider Scalefusion When**

SMBs looking to manage diverse device types (including PCs, mobile devices, and frontline worker endpoints) from a single, easy-to-use console with rapid deployment, affordable pricing, and effective remote support should consider Scalefusion. Buyers inclined toward leveraging telecom or MSP partners for end-to-end device provisioning and management services will benefit from Scalefusion's reseller and MSP alignment, especially where cost, usability, and low administrative overhead are top priorities.

## **Sophos**

Sophos is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Sophos Mobile delivers a robust yet accessible UEM solution for small and medium-sized businesses, focusing on device security, remote management, and simplified administration. It is designed to reduce complexity and lower the barrier for IT management, offering easy deployment via Sophos Central cloud or on premises. The solution supports user-based licensing, enabling cost-effective control over the entire device estate. Sophos works closely with channel partners, MSPs, and telecom carriers to enhance reach and solution delivery for SMBs, offering resellers flexible models and support options.

## **Strengths**

- A user-based license model provides cost predictability for SMBs with users who manage multiple device types.
- Flexible deployment —cloud-hosted or on premises — addresses the diverse infrastructure needs of small businesses.
- A comprehensive self-service portal and an easy-to-navigate interface minimize IT staffing requirements and drive efficiency.
- Established global partnerships with resellers, MSPs, and carriers help SMBs access local support and value-added services.

## **Challenges**

- Advanced integration with telecom mobile service provider platforms and deep MSP-centric automation may not fit vendors with an MSP-first focus.

- Feature set and configuration granularity may be less extensive for businesses with highly customized IT requirements.
- Channel enablement programs and MSP management tools, though present, may lack the advanced analytics or orchestration capabilities offered by larger channel-centric platforms.
- Scalability for rapid growth scenarios may require migration paths or platform updates to accommodate more complex SMB demands.

## **Consider Sophos When**

SMBs should consider Sophos Mobile for easy onboarding, straightforward licensing, and integrated security, especially when reliable partner or MSP support, basic automation, and intuitive device management are critical requirements.

## **SOTI**

SOTI is positioned in the Major Players category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

SOTI MobiControl offers small and medium-sized businesses a flexible, scalable solution for unified endpoint management, accommodating both cloud and on-premises deployments. The solution is designed to be deployable for organizations of varying maturity, with rapid enrollment and device provisioning workflows that fit SMB budgets and resource levels. Integration with MSP offerings and close partnerships with telecom carriers and mobile service providers enable SMBs to access bundled mobility management and end-user support. Device life-cycle management, user-based policy controls, and essential app/content management requirements are balanced with ease-of-use and cost effectiveness.

## **Strengths**

- The availability of cloud-based managed services and MSP-hosted options simplifies adoption and reduces in-house IT resource requirements for SMBs.
- Pre-configured partnerships with telecom carriers enhance end-to-end device life-cycle logistics and technical support for SMB customers.
- Unified multiplatform management enables SMBs to support mobile, desktop, and IoT device types via one console, improving operational oversight.
- Streamlined, role-based provisioning tools reduce device deployment times and IT overhead in smaller organizations.

## Challenges

- Some advanced automation and analytics features may only be available to larger, enterprise-tier customers or higher service levels.
- SMB customers with highly specific vertical needs might find general features less tailored to, for example, very small field teams or micro-enterprises.
- Custom integrations outside of mainstream platform/device partnerships may require additional technical services investment.
- Support for legacy or highly specialized endpoints in low-volume environments could be less robust than in larger deployments.

## Consider SOTI When

SMBs looking for a UEM solution that can be quickly deployed with comprehensive managed service provider and carrier integration should consider SOTI, particularly when seeking rapid onboarding, all-in-one device management, and a fit with channel-focused acquisition models.

## Zoho Corp. (ManageEngine)

Zoho Corp. (ManageEngine) is positioned in the Leaders category in this 2025–2026 IDC MarketScape for Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses Vendor Assessment.

Zoho Corp. (ManageEngine) Endpoint Central is particularly well suited for SMBs, delivering a unified endpoint management solution with a strong focus on simplicity, cost-effectiveness, and an intuitive interface. The platform's license model and deployment flexibility make it accessible to organizations with limited IT resources. SMBs benefit from automated device enrollment, remote troubleshooting, streamlined patch/application management, role-based access, and cloud-first delivery.

Key SMB advantages include native integration with leading ITSM solutions, built-in remote support, policy-driven automation, per-device flexible licensing, and robust self-service support options. The solution also supports MSP partners through multitenant architectures and delegated administration capabilities, and the company maintains relationships with telecom carriers and channel partners to serve geographically distributed or mobile-focused SMBs.

## Strengths

- A modern interface, clear workflows, and cloud/on-prem choice minimize complexity and time to value for lean IT teams.
- Remote troubleshooting, automated policy updates, and simplified enrollment reduce manual IT burden.

- Multitenant support and delegated administration help managed service providers efficiently oversee SMB customer estates.
- Transparent per-device pricing and broad feature inclusion (security, experience, automation) allow SMBs to scale without a major budget impact.

## Challenges

- Advanced automation or AI-based remediation may require additional onboarding for SMB teams with limited IT experience.
- Although present, partnerships with major telecom channels may not match the breadth of the largest UEM vendors in carrier-backed go-to-market support.
- Some managed service providers may seek additional API or custom workflow development for highly tailored service delivery.
- Certain niche industries or highly specialized SMB use cases may require additional solution extension.

## Consider Zoho Corp. (ManageEngine) When

SMBs with limited IT staff, heterogeneous device fleets, or a focus on automation, security, and support for managed services should evaluate Zoho Corp. (ManageEngine) for UEM deployment — particularly if simplicity and cost predictability are priorities.

## APPENDIX

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### Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

## **IDC MarketScape Methodology**

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores and, ultimately, vendor positions on the IDC MarketScape on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

## **Market Definition**

UEM is a technology submarket category of the client endpoint management functional market. Software products in this submarket combine the management and provisioning functions for the most common end-user computing operating systems and device types (i.e., Windows, macOS, iOS, Android, and ChromeOS) onto a single platform. By definition, UEM products must be able to manage both mobile (smartphone/tablet) and PC (desktop/laptop) endpoint device form factors (although support for multiple OSs in each device category is not a requirement). This excludes legacy platforms such as PC life-cycle management, PC imaging solutions, mobile-only MDM platforms, and industrial IoT endpoint management platforms. In the context of the SMB market, UEM tools should provide consolidated device management views, prebuilt automation processes, and deep integrations with adjacent system infrastructure software platforms.

## **Strategies and Capabilities Criteria**

Tables 1 and 2 present the strategies and capabilities criteria, respectively.

**TABLE 1****Key Strategy Measures for Success: Worldwide Unified Endpoint Management Software for Small and Medium-Sized Businesses**

Strategies Criteria	Definition	Weight (%)
Delivery	The vendor's customer-facing delivery capabilities satisfy market wants and create a strong level of value for its customers.	18.0
Functionality or offering strategy	The vendor's current development of offerings will be relevant and attractive to customers over the next three to five years.	30.0
Growth	The vendor's capabilities maximize the connection between offerings and customers, such as delivery, partnerships, pricing, distribution, marketing, sales, and service.	32.0
Innovation	The pace of continued investment will expand the company's offerings over the next three to five years.	20.0
Total		100.0

Source: IDC, 2025

**TABLE 2****Key Capability Measures for Success: Worldwide Unified Endpoint Management Software for Small and Medium Businesses**

Capabilities Criteria	Definition	Weight (%)
Customer satisfaction	Customers give a high rating for the vendor's capabilities and ability to meet their needs.	10.0
Functionality or offering	The product's functionality meets key use case requirements and business needs for frontline worker devices and connected endpoints.	69.0
Portfolio benefits	The vendor's product portfolio complements and integrates well with the primary UEM product.	12.0
Range of services	The product has strong technical integration capabilities relative to external partner solutions.	9.0
Total		100.0

Source: IDC 2025

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### Related Research

- *Market Analysis Perspective: Worldwide Client Endpoint Management, 2025* (IDC #US53787225, October 2025)
- *IDC TechBrief: Digital Employee Experience* (IDC #US53638125, July 2025)
- *Worldwide Client Endpoint Management Software Market Shares, 2024: Preparing for a More Automated World* (IDC #US53140725, June 2025)
- *Worldwide Unified Endpoint Management Software Market Shares, 2024: A UEM for Every Use Case* (IDC #US53140625, June 2025)
- *Worldwide Unified Endpoint Management Software Forecast, 2025–2029* (IDC #US53140525, June 2025)
- *Worldwide Client Endpoint Management Software Forecast, 2025–2029* (IDC #US53140425, June 2025)
- *Five Trends to Watch in Endpoint Device Management in 2025* (IDC #US53081125, January 2025)

### Synopsis

This IDC study is a vendor assessment of the unified endpoint management software market, focusing on SMB IT buyers through the IDC MarketScape model.

"When it comes to selecting unified endpoint management software, small and medium businesses (SMBs) often have differing requirements than larger firms around features, scaling capabilities, channel delivery partners, and product bundling and integration requirements," says Phil Hochmuth, research VP, Endpoint Device Management and Enterprise Mobility, IDC. "SMBs choose UEM tools that maximize the value of their entire IT operations tool stack and simplify ongoing endpoint device management functions with advanced automation and AI capabilities."

## ABOUT IDC

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### Global Headquarters

140 Kendrick Street  
Building B  
Needham, MA 02494  
USA  
508.872.8200  
Twitter: @IDC  
blogs.idc.com  
www.idc.com

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