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The State of Device Management 2025

An update on the ongoing evolution of what it looks like to manage modern device fleets.

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Introduction

A look at today's device fleets — and where they're going next

Welcome to the third annual State of Device Management report. If you're managing dedicated devices in 2025, you already know: The game has changed.

It started with the pandemic, which kicked off a dedicated device boom across nearly every industry. Restaurants, warehouses, hospitals, and retail teams rolled out tablets, kiosks, and handhelds to keep people safe, solve staffing gaps, and rewire operations for a more mobile (and at the time, more socially distanced) world. The dust has settled, but the boom never slowed down. It just evolved.

In 2025, more devices live at the edge — but they aren't edge cases. They're everywhere: AI endpoints run workflows in the field, digital menus drive revenue, and kiosks manage check-ins. These tools are the beating digital heart of today's mission-critical operations, and they're solving lingering business challenges. Today, the stakes have never been higher, and the pace of growth is only accelerating. We wanted to know how organizations are adapting to the pace of change.

We analyzed data from nearly 1,000 companies — from lean SMBs to sprawling global fleets — and layered in third-party research. The goal: To understand the state of device management infrastructures, edge IT strategies (and the factors affecting IT teams today), and predict where the industry is headed next.

Note from the author:

To reflect the growing changes and focus on restaurant innovation, this year, we analyzed the restaurant industry as a separate category. As a result, 2024 trend comparisons for both restaurants and hospitality industries represent the average for the combined restaurant/hospitality industries. We also added manufacturing as a separate category to reflect the growing reliance on mobile devices in this sector.

These industry breakdowns follow our best judgment to offer a broad view of industry trends, but are up to some interpretation.

Executive Summary

Device fleets exploded, while IT headcount grew — but not as fast. This has teams doing more with less and rethinking their playbook. Their next moves? Aim for efficiency, control, and customization.

The big takeaways:

Fleets grew **41%** on average YoY

Organizations are now operating **67 devices** for every administrator (up from 49 last year)

More heavy lifting is covered by alerts, remote tooling, and automation

Organizations are customizing and consolidating to move faster

As industry-specific differences are fragmenting, customization and open-source options are gaining ground. These trends are matched with more efficiency by consolidating configuration and management groups.

Fewer configs, bigger device groups, cleaner workflows, all in the name of efficiency

Open-source is gaining steam, and AOSP usage is up

Kiosk mode use is fragmented, but retail is all in

Sophisticated updates and deployments keep rising

As fleets become more mission-critical, device update complexity is increasing, and organizations are meeting the challenge with more mature DevOps deployment practices.

Pipelines per org jumped from **10 to 18** in a year

Top orgs run **100+ pipelines** (but the rest are catching up)

App counts dropped, but **AI models and files** are on the rise

To sum it up, modern fleets aren't just growing — they're transforming. The companies with the most devices might win, as long as they can build for speed, control, and resilience.

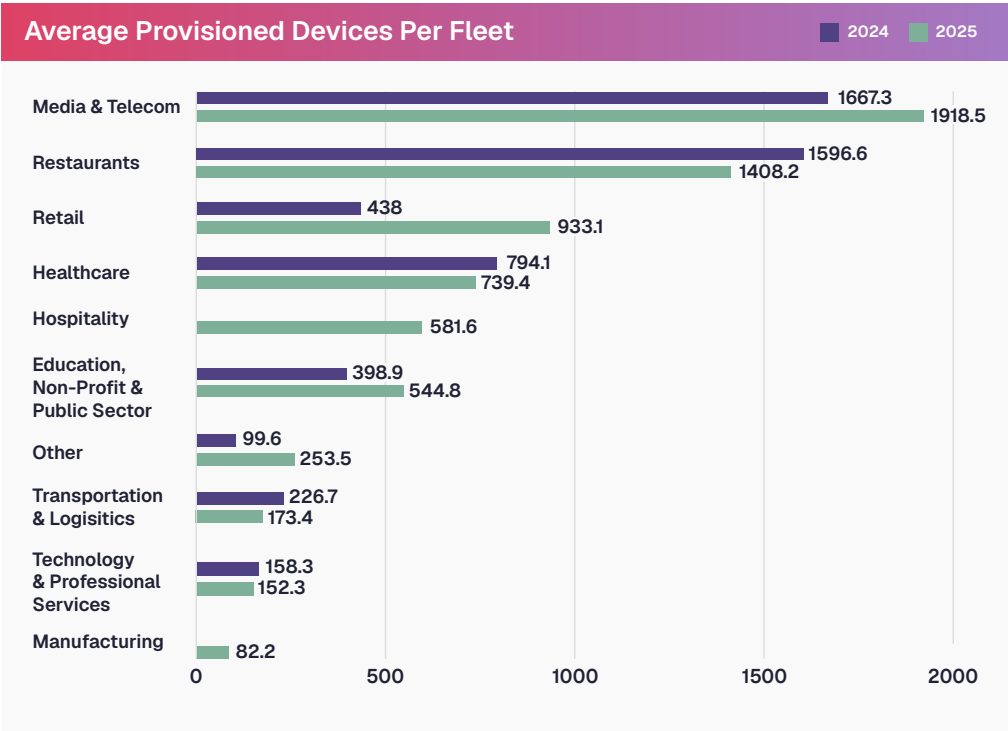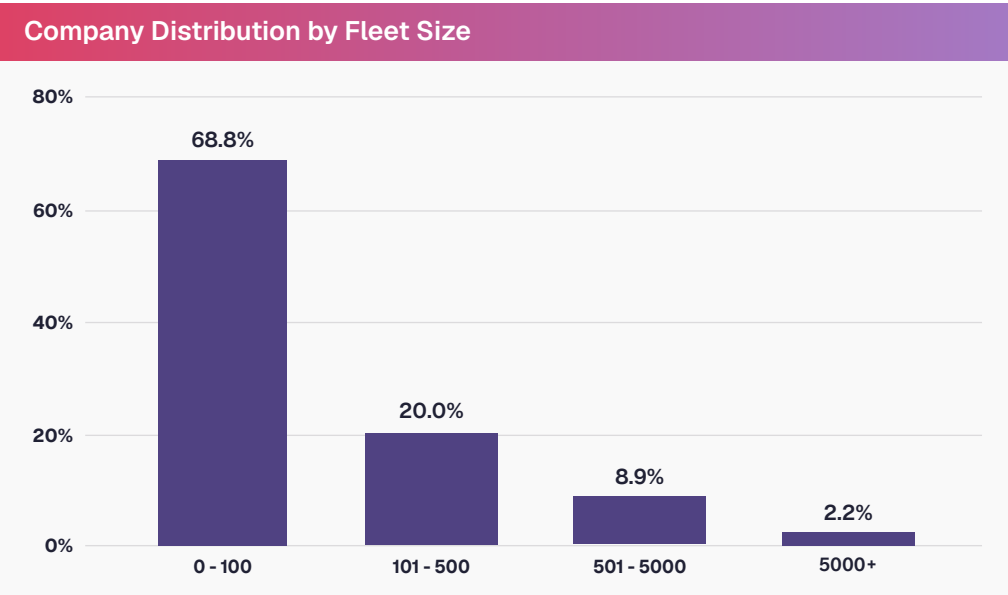# What Does a Typical Device Fleet Look Like in 2025?

So what does a "typical" device fleet look like in 2025? Short answer: There's no such thing. Fleets are more diverse than ever in terms of configuration, use case, and hardware. And as we learned from last year, averages can skew the numbers when the frontrunners are smoking the rest.

Still, a few data points are consistent across the board: Fleets have gotten bigger, more complex, and are way more critical to day-to-day operations.

The average dedicated device fleet grew 41% from last year. The average number of devices, across all the companies included in our research, hit 663 devices. But 2% of companies have sprawling fleets of 5,000 or more. Meanwhile, 69% of organizations clock in at 100 devices or fewer.

A few industries also skew the average upward: Media & telecommunications operate the largest fleets (1.9k) on average, followed by restaurants (1.4k). These same industries also have the largest gaps between the average and the median, which tells us that the larger operations at the top aren't necessarily typical — they're extraordinary.

What about fleet expansion? Media & telecommunications also experienced the fastest growth, followed by retail — the latter likely due to industry-wide efforts toward tech transformation and improved in-person experiences.

Company Distribution by Fleet Size

Fleet Size	Percentage
0 - 100	68.8%
101 - 500	20.0%
501 - 5000	8.9%
5000+	2.2%

Average Provisioned Devices Per Fleet

Industry	2024	2025
Media & Telecom	1667.3	1918.5
Restaurants	1596.6	1408.2
Retail	438	933.1
Healthcare	794.1	739.4
Hospitality		581.6
Education, Non-Profit & Public Sector	398.9	544.8
Other	99.6	253.5
Transportation & Logisitics	226.7	173.4
Technology & Professional Services	158.3	152.3
Manufacturing		82.2

Part 1: What Does a Typical Device Fleet Look Like in 2025?

Team size and structure

When we compare fleet size to user numbers, a more interesting picture starts to emerge: Headcount is growing, but not quite at the same pace. This year, the number of devices per user is higher than ever: 67 devices per IT user, compared to 49 devices per user in 2024. If you're doing the math, that's 37% YoY growth in the number of devices per team member across all industries.
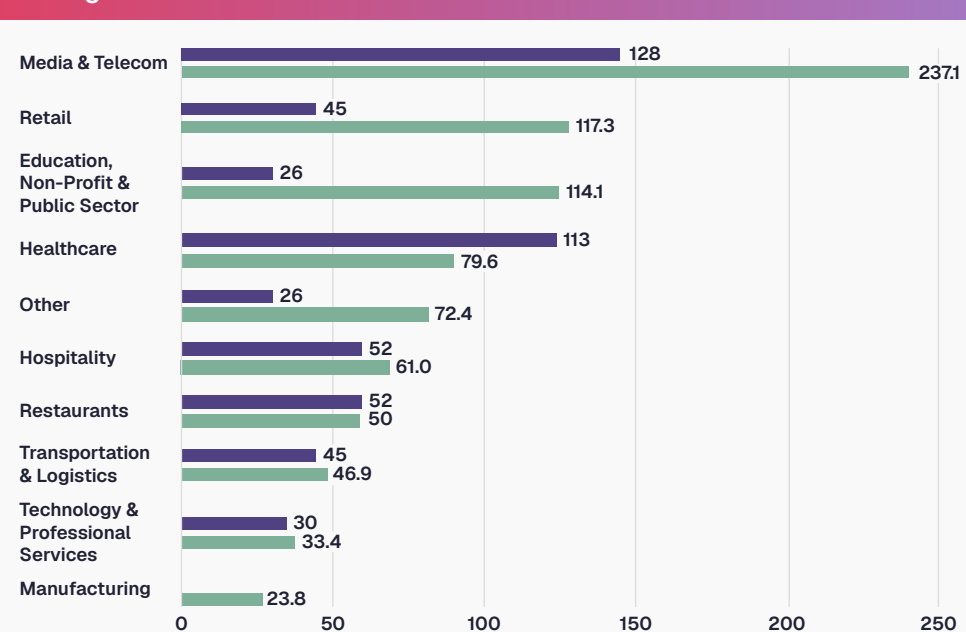
That number is even higher in media & telecommunications, where teams manage 2,37.1 devices per person on average, followed by retail (1,17.3) and education/non-profit & public sector (114.1).

All three industries saw notable jumps in devices per user over the past year. On the flipside, manufacturing admins are responsible for less on average (23.8), followed by technology & professional services (33.4) and transportation & logistics (46.9).
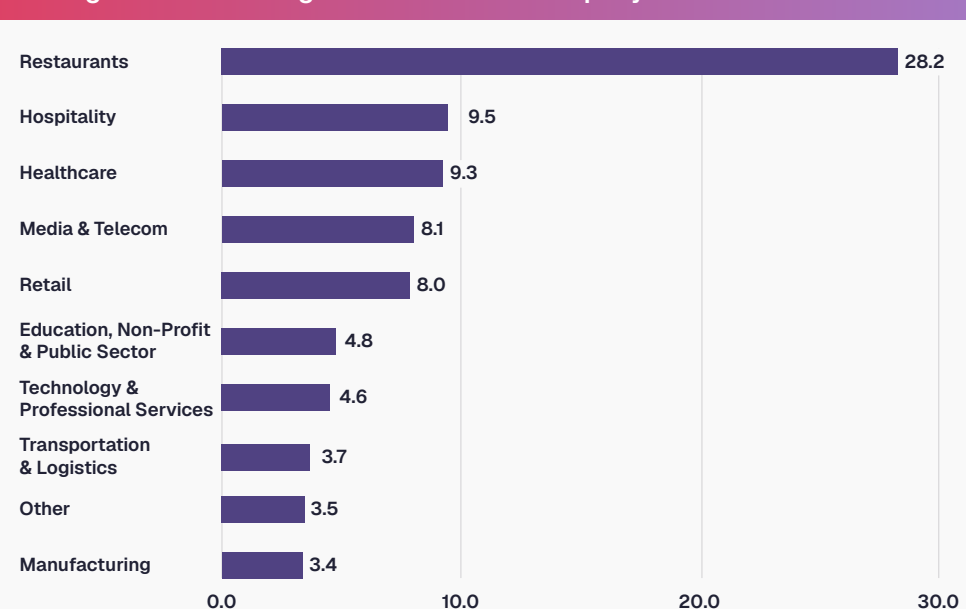
Broader industry data mirrors this trend: The market for edge computing is forecasted to grow at 33% CAGR over the next 8 years, an eightfold increase that all but guarantees rapid fleet expansion. In comparison, it's estimated that demand for IT Support Specialists will grow 38% over ten years — a fraction of the edge computing market these roles support.

What does that mean for today's IT teams? Are they just overworked? Possibly — but they're also getting more efficient by embracing automation like never before. Not just for deployments, but for routine management: health checks, alerting, remote support, and even security updates. The goal isn't just scale, it's *sustainable* scale.

Average Devices Per User 2024 2025

Industry	2024	2025
Media & Telecom	128	237.1
Retail	45	117.3
Education, Non-Profit & Public Sector	26	114.1
Healthcare	113	79.6
Other	26	72.4
Hospitality	52	61.0
Restaurants	52	50
Transportation & Logistics	45	46.9
Technology & Professional Services	30	33.4
Manufacturing		23.8

Average Devices Management Users Per Company

Industry	Value
Restaurants	28.2
Hospitality	9.5
Healthcare	9.3
Media & Telecom	8.1
Retail	8.0
Education, Non-Profit & Public Sector	4.8
Technology & Professional Services	4.6
Transportation & Logistics	3.7
Other	3.5
Manufacturing	3.4

Kiosk mode vs. multi-app functionality

There's a growing divide in how industries deploy devices: Lock them down into kiosk mode or open them up to multi-app functionality?
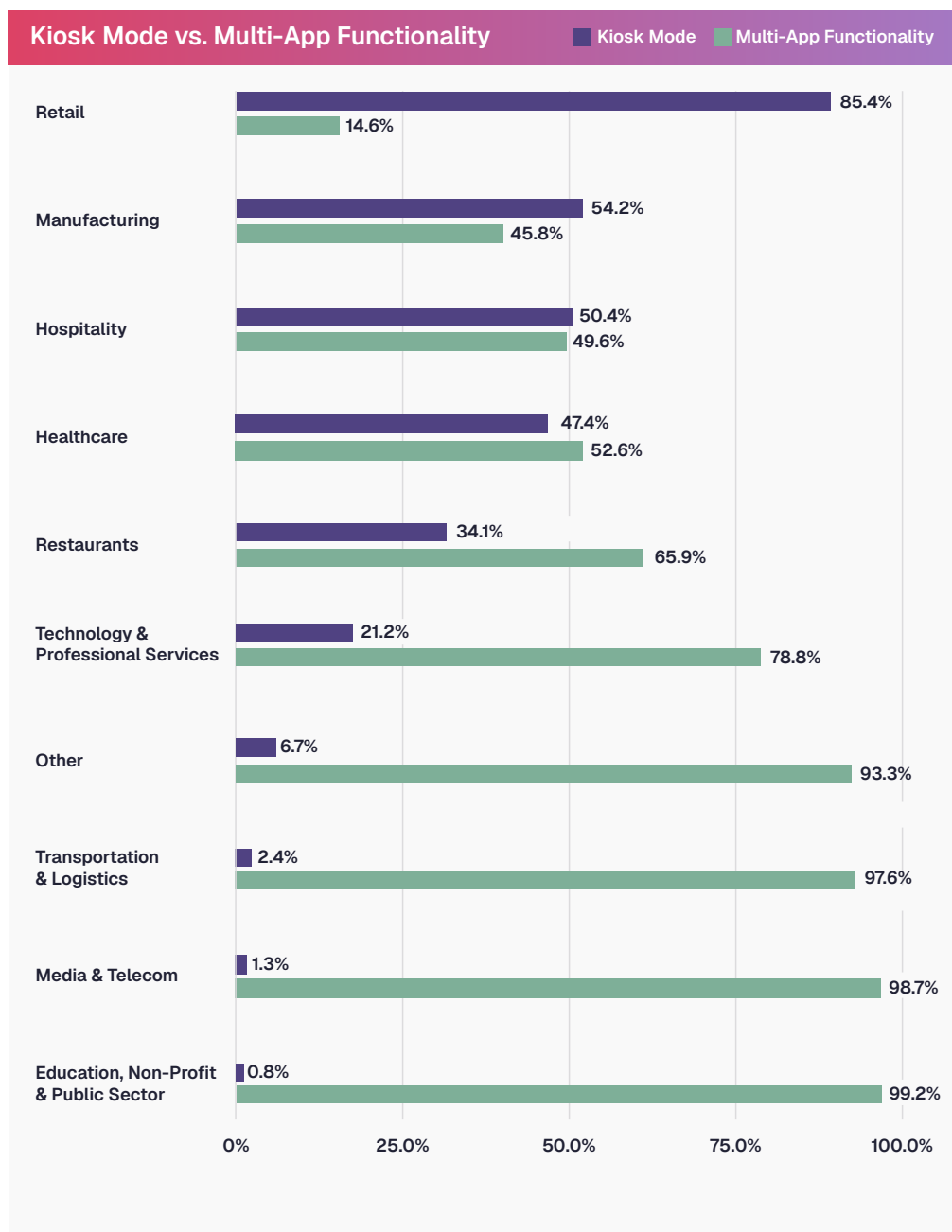
Overall, nearly 38% of devices are in kiosk mode, a rate that holds steady year-over-year. But zoom in, and you'll see a different story.

In retail, kiosk mode is becoming the industry standard. Right now, 85% of retail organizations lock devices into single-use POS or signage, dialing up speed and reliability in fast-moving storefronts. No distractions, no downtime: In 2025, retail devices had one job.

While manufacturing, hospitality, and healthcare are fairly evenly split between kiosk and multi-app mode, the rest of the industry sectors are gradually abandoning single-use lockdown in favor of multi-app flexibility. In fact, 99% of education, non-profit & public sector devices are out of kiosk mode, allowing users to toggle between apps for learning, management, or communication.

What's driving the shift? Most likely, better control over app-level permissions. Teams are more confident in their ability to prevent _unauthorized_ use of multi-app mode. Even in high-churn spaces like restaurants, teams are embracing flexibility — using devices for everything from onboarding and training to POS, while keeping employees at their stations without needing to swap out hardware.

These shifts in kiosk vs. multi-app mode highlight a growing demand for deeper customization — not just in how devices are used, but in how they're built. In Part 2, we'll dive deeper into how the push for flexibility is now extending to the hardware and OS level, where Android's open ecosystem is increasingly opening new doors.

Kiosk Mode vs. Multi-App Functionality

■ Kiosk Mode   ■ Multi-App Functionality

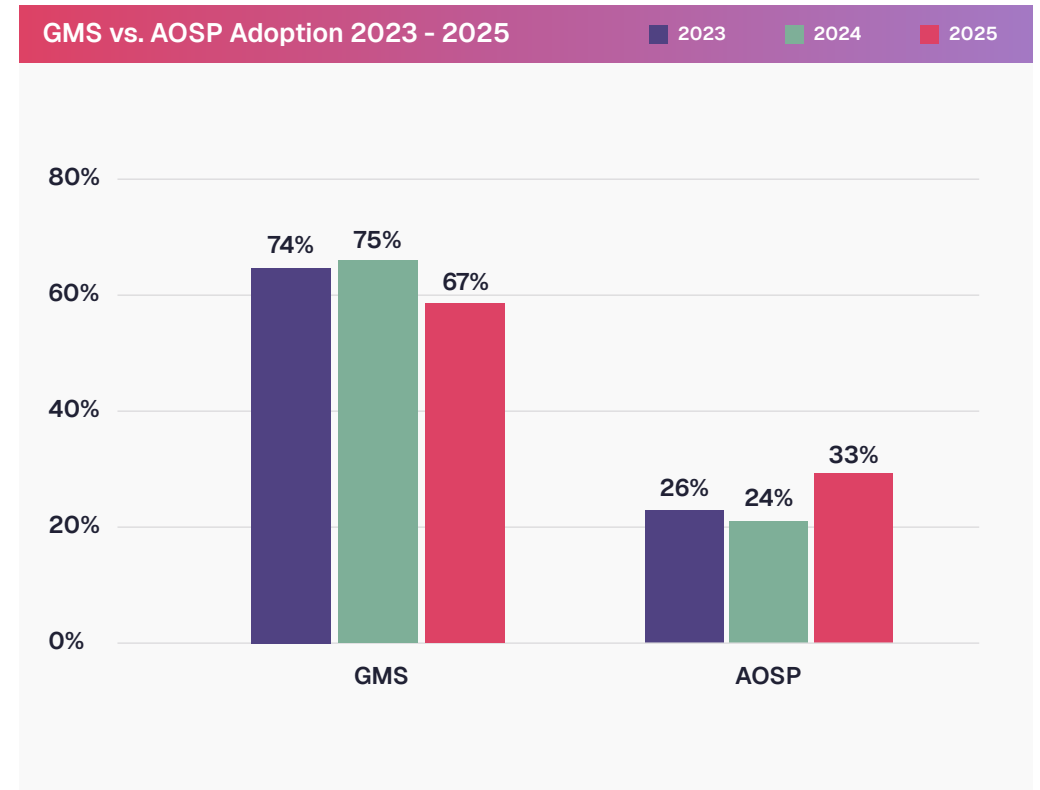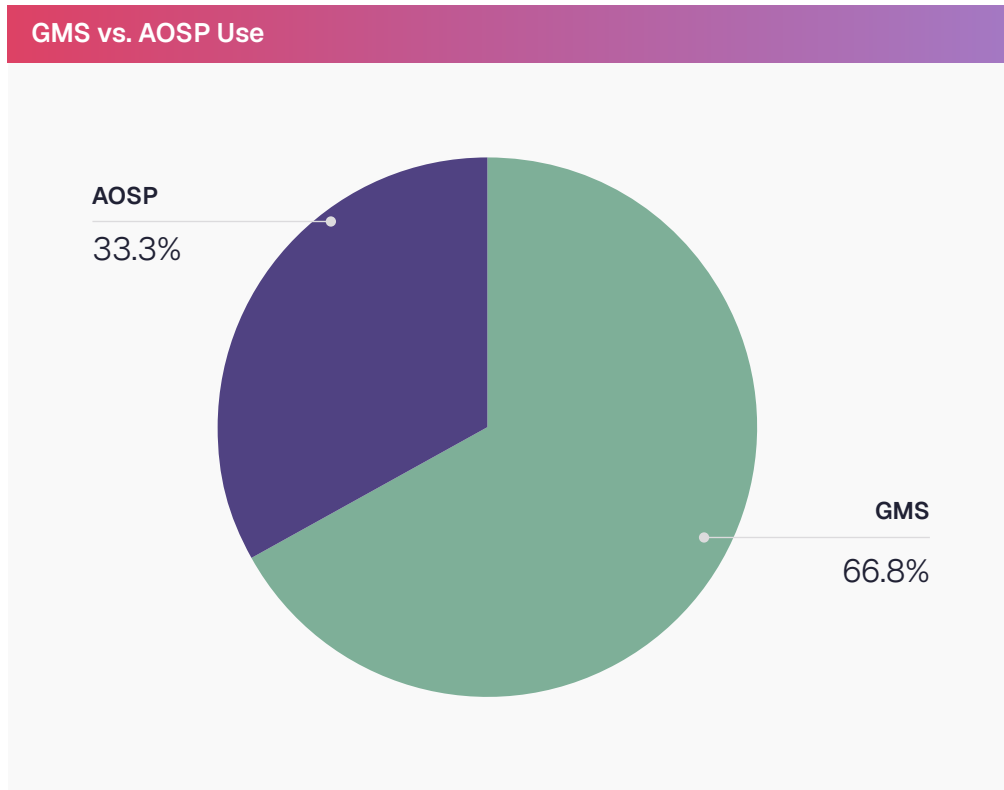| Industry	Kiosk Mode	Multi-App Functionality
Retail	85.4%	14.6%
Manufacturing	54.2%	45.8%
Hospitality	50.4%	49.6%
Healthcare	47.4%	52.6%
Restaurants	34.1%	65.9%
Technology & Professional Services	21.2%	78.8%
Other	6.7%	93.3%
Transportation & Logistics	2.4%	97.6%
Media & Telecom	1.3%	98.7%
Education, Non-Profit & Public Sector	0.8%	99.2%

Hardware & Operating Systems

Android AOSP vs. GMS

Android remains dominant in most frontline environments. It's flexible, customizable, and an attractive option for most enterprises. Within the Android market, 67% of organizations are using GMS. But AOSP (Android Open Source Project) is gaining ground, now reaching 33% of the market. This is a 38% growth since last year, signaling a move toward custom devices.

Why is AOSP catching up? For one, more control and fewer baked-in restrictions. Shipping and logistics, field operations, and retail environments in particular gravitate toward the flexibility and transparency of open-source software. For them, it's not about saving on one-size-fits-all hardware with an out-of-the-box OS. It's about owning the entire stack and putting it to work in the name of peak operational efficiency.

GMS vs. AOSP Use

AOSP
33.3%

GMS
66.8%

GMS vs. AOSP Adoption 2023 - 2025

■ 2023 ■ 2024 ■ 2025

GMS: 74%, 75%, 67%
AOSP: 26%, 24%, 33%

OS updates lag behind

Android versions:

Let's call it what it is: Running outdated OS versions is a big security liability. And yet, while we're seeing some improvement, most organizations are still running an end-of-life OS (Android 12 and below at the time of publication). This year, only 32% of devices are on currently supported versions of Android OS, up from last year, when 23% were on supported versions.

But that means, in 2025, a solid majority of companies we analyzed (68%) are currently running Android 12 and below, and 33% of devices are running Android 10 and below.
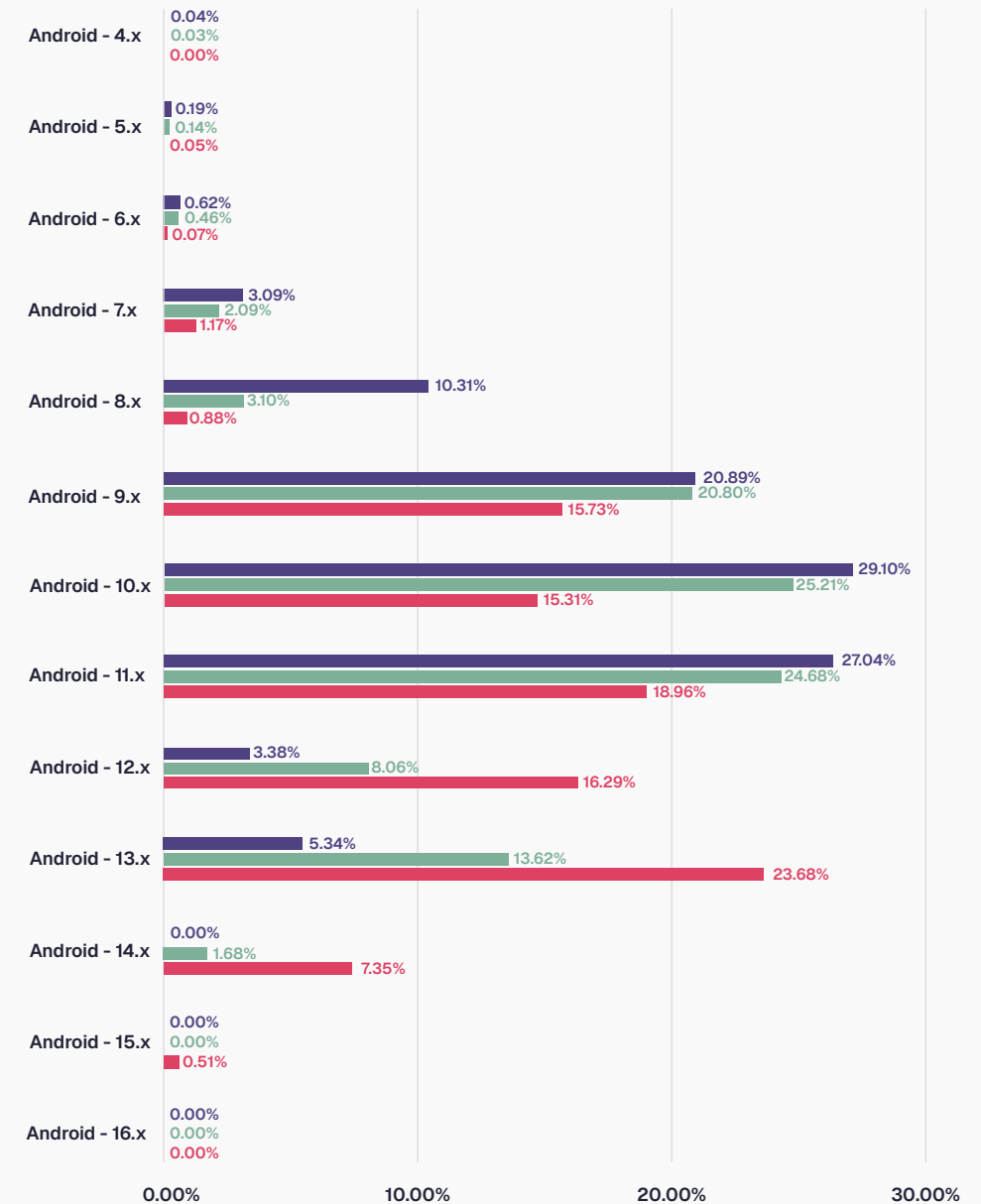
What's stopping IT teams from tossing out their stale Android Pie?

It's not just IT inertia. Hardware budgets are tight, device costs are up, and in many organizations, older endpoints are still holding critical workloads. When downtime isn't an option and app recertification cycles are painful, it's clear why some teams are hitting pause on OS upgrades.

But there's another stick in the wheel: OS support is largely determined by the manufacturer. In a perfect world, we get a healthy few years of updates and security patches, but even in 2025, some simply don't support their hardware *at all*, leaving customers woefully out of date.

Android OS Versions 2023 - 2025 — 2023 2024 2025

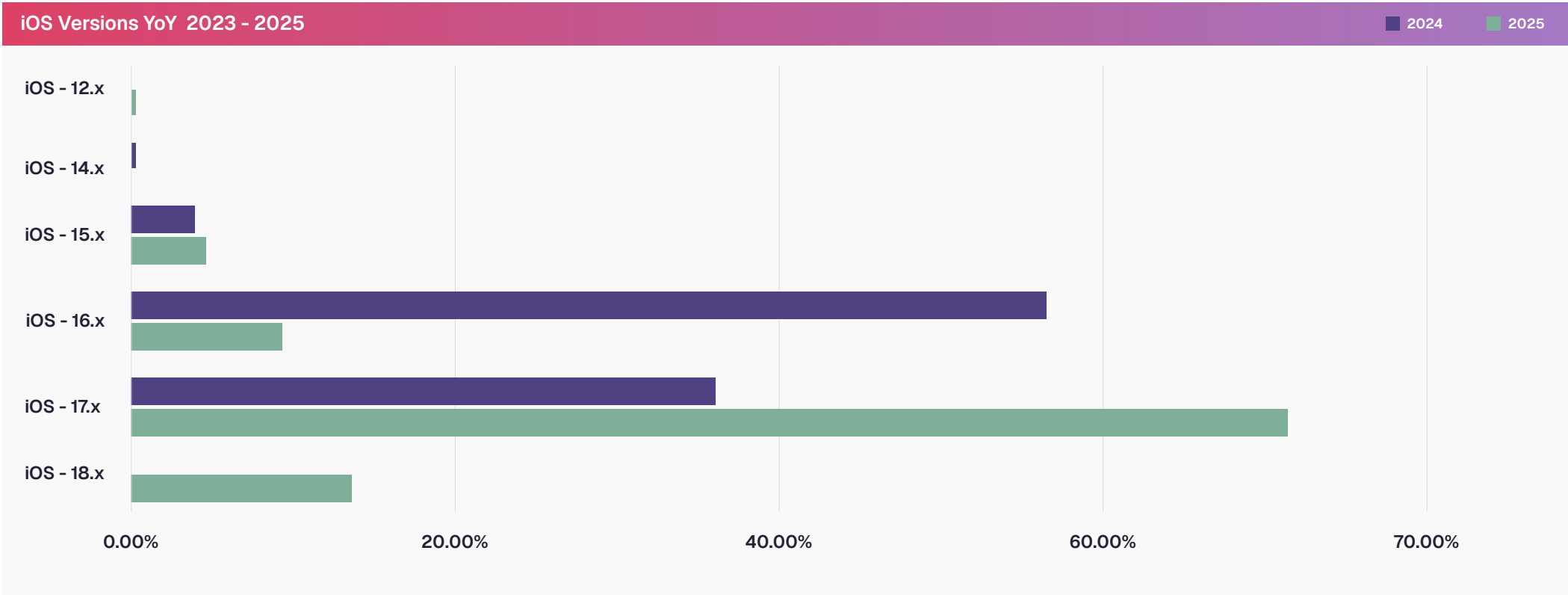| Version	2023	2024	2025
Android - 4.x	0.04%	0.03%	0.00%
Android - 5.x	0.19%	0.14%	0.05%
Android - 6.x	0.62%	0.46%	0.07%
Android - 7.x	3.09%	2.09%	1.17%
Android - 8.x	10.31%	3.10%	0.88%
Android - 9.x	20.89%	20.80%	15.73%
Android - 10.x	29.10%	25.21%	15.31%
Android - 11.x	27.04%	24.68%	18.96%
Android - 12.x	3.38%	8.06%	16.29%
Android - 13.x	5.34%	13.62%	23.68%
Android - 14.x	0.00%	1.68%	7.35%
Android - 15.x	0.00%	0.00%	0.51%
Android - 16.x	0.00%	0.00%	0.00%

Part 2: Hardware & Operating Systems

iOS versions:

Last year, we introduced iOS and iPadOS devices in The State of Device Management for the first time. These devices are much more frequently updated, largely thanks to Apple's closed hardware and OS ecosystem. In 2024, 95% of iOS devices ran one of the two latest versions.

This year, 84% of iOS devices are on the latest two versions. The drop is not ideal, but we're not too worried either. As the least complicated to update,

iOS devices lead the pack on update adoption, and that's probably holding the line for now.

Hardware and OS choices are only part of the management and security picture. It's the configurations and settings that lock in security policies and keep devices up-to-date. In Part 3, we'll investigate how companies manage and scale configurations across diverse fleets without drowning in complexity.
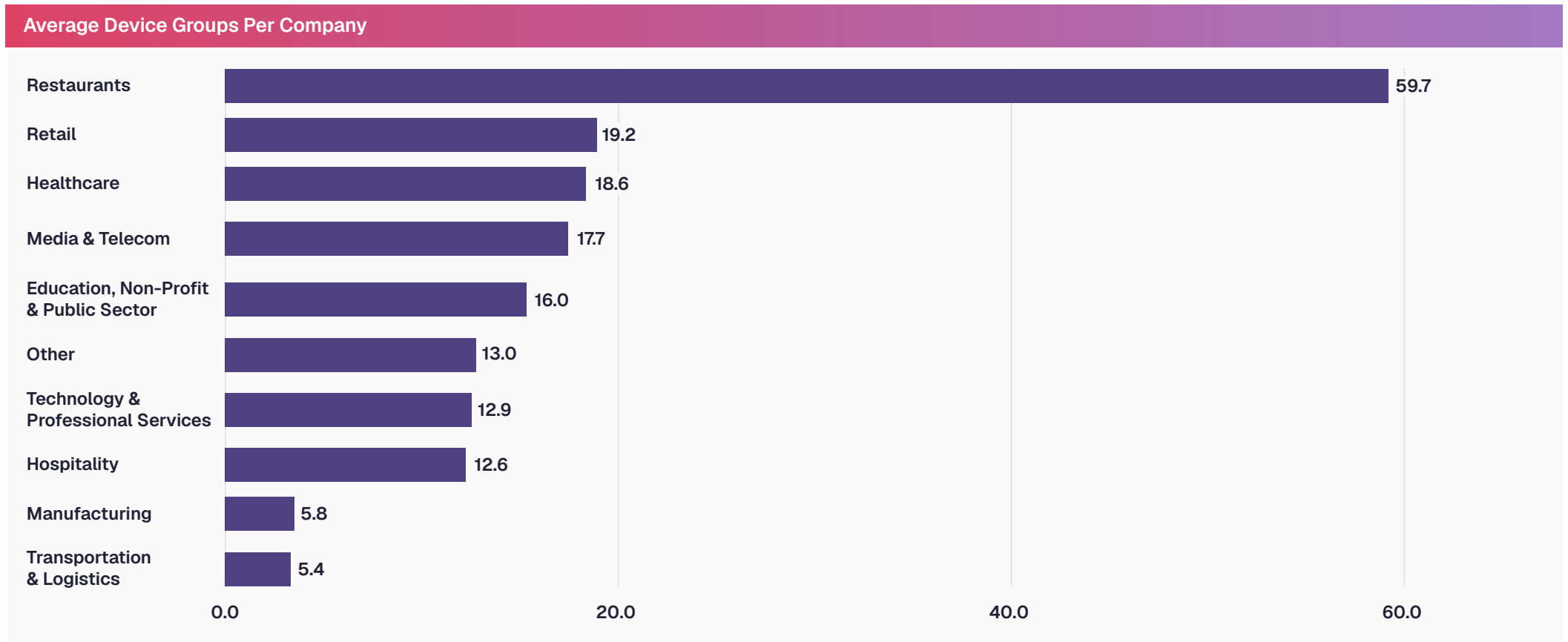
iOS Versions YoY 2023 - 2025

■ 2024   ■ 2025

Version	
iOS - 12.x	
iOS - 14.x	
iOS - 15.x	
iOS - 16.x	
iOS - 17.x	
iOS - 18.x	

0.00%   20.00%   40.00%   60.00%   70.00%

Device Groups & Settings

Efficient, consolidated device groups

Device groups let edge device teams organize massive fleets by OS, hardware type, version, location — whatever custom logic fits the business. When one size doesn't fit all, and one-by-one updates are too cumbersome, batched management through device groups is the most efficient path.

Smart grouping means faster rollouts and a whole lot less manual work. In short, they're the backbone of scalable fleet management. Despite fleet sizes jumping 41% year-over-year, the average number of device groups dropped to 21.7. In order to grow, IT managers are starting to consolidate. It's all about efficiency.

Average Device Groups Per Company

Category	Value
Restaurants	59.7
Retail	19.2
Healthcare	18.6
Media & Telecom	17.7
Education, Non-Profit & Public Sector	16.0
Other	13.0
Technology & Professional Services	12.9
Hospitality	12.6
Manufacturing	5.8
Transportation & Logistics	5.4

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Devices per group

Compare the number of devices per group with fleet size, and for the most part, larger fleets have bigger groups and more of them. No surprises, nothing to see here…
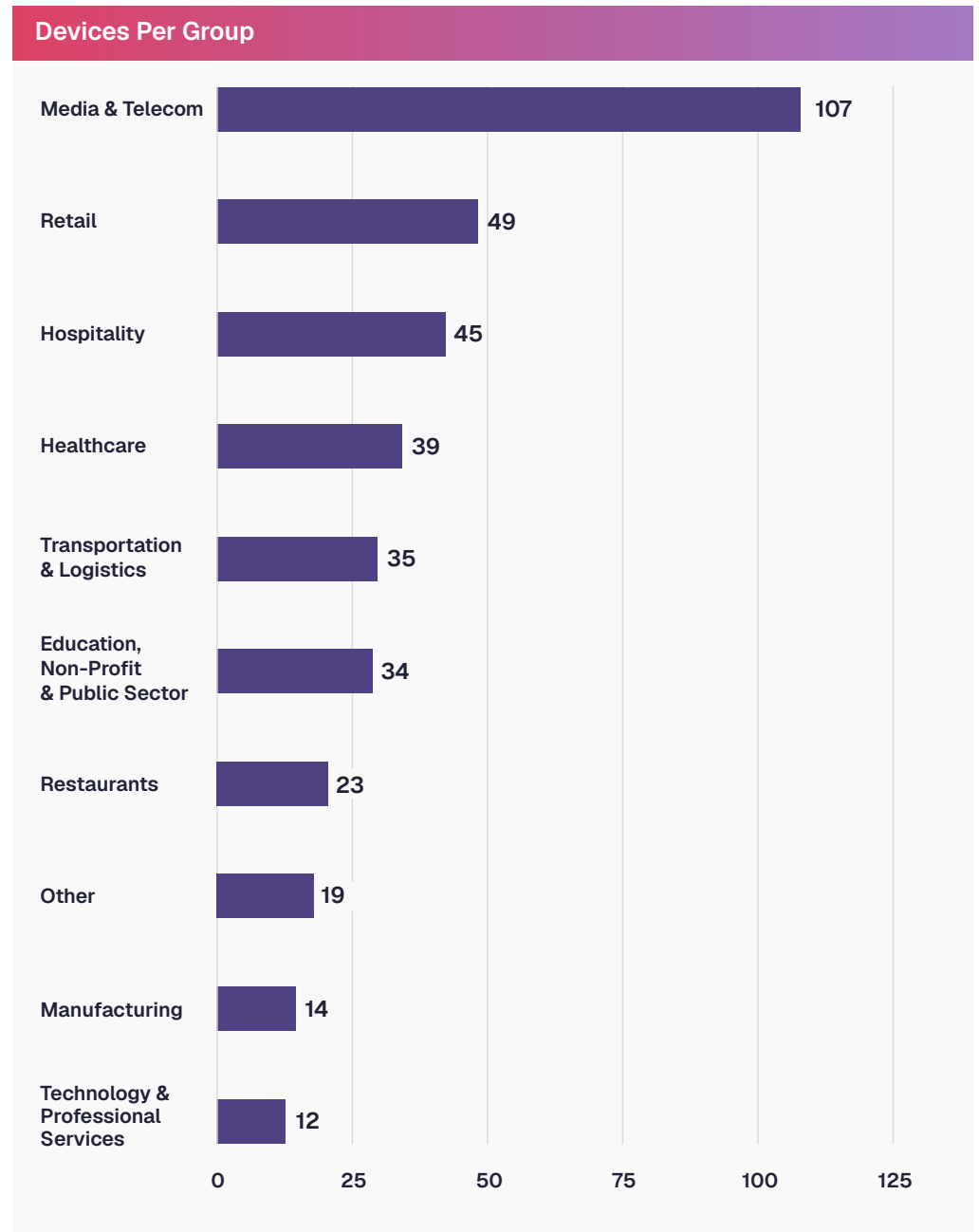
…Except for a few outliers.

Restaurants skew the average total groups, managing a whopping 59.7 device groups on average (nearly 3x the norm). But their groups are *smaller* and more *granular* in comparison with a snack-sized 23 devices per group.

For restaurants, it's not about efficiency; it's an indicator of complex device needs, especially in quick-service and fast-casual establishments. Think: different locations, roles, or deployment types. Front and back-of-house functions, all requiring more fine-tuned device management strategies.

On the flip side, media & telecommunications are making an opposite play. These organizations run the biggest fleets but manage them with just 17.7 groups on average. That's a masterclass in consolidation — but one that's probably made easier by more uniform hardware and workflows across the board.

These outliers show that it's not always the size of the group that matters; it's how granular your device orchestration needs are.

Devices Per Group

Category	Devices
Media & Telecom	107
Retail	49
Hospitality	45
Healthcare	39
Transportation & Logistics	35
Education, Non-Profit & Public Sector	34
Restaurants	23
Other	19
Manufacturing	14
Technology & Professional Services	12

Configurations & policy management

By understanding how companies manage device configurations, we get a glimpse into how security and policy management are balanced with fleet performance and efficiency — especially given how fast device fleets are expanding.

To streamline configuration management, more of today's teams stay on top of device configurations with blueprints and flexible drift management techniques. They enable fleet managers to set device configurations once and easily pull them back if they fall out of compliance. This way, organizations can automatically keep devices tied to their specific configurations.

And we're finding that these configurations aren't as static as they once were. For starters, they're increasingly mapped to locations, roles, or functions: kitchen vs. cashier, front desk vs. back office, fulfillment vs. delivery. These configurations are tuned to the realities of the work being done.

Like device groups, configurations have dropped slightly for the second year in a row. But the drop is more than just simplification — it's also a sign of maturity.

How so? We see evidence that teams aren't reactively churning out new configurations in response to business shifts. Instead, they're building smarter, more dynamic templates and updating them as needed. It's about having less to manage and more flexibility.

Average Device Configurations Per Company

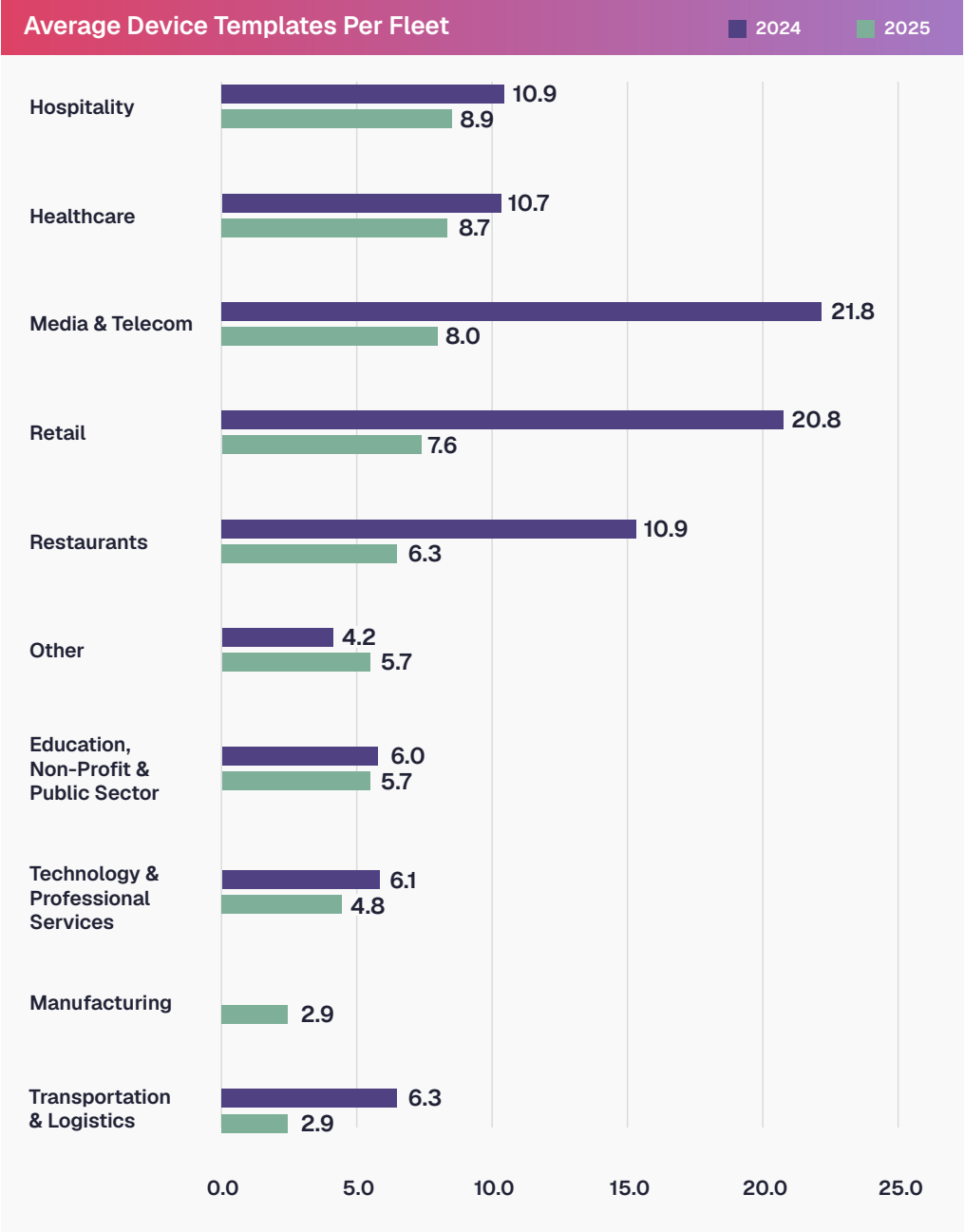| Industry	Value
Hospitality	8.9
Healthcare	8.7
Media & Telecom	8.0
Retail	7.6
Restaurants	6.3
Other	5.7
Education, Non-Profit & Public Sector	5.7
Technology & Professional Services	4.8
Manufacturing	2.9
Transportation & Logistics	2.9

Part 3: Device Groups & Settings

Hospitality has the most configurations on average (8.9), followed by healthcare (8.7), and media & telecommunications (8) — and it's worth noting that, while media & telecommunications saw a sizable jump in configurations last year, the industry has fallen back in line by streamlining the number of configuration settings.

On the other end of the spectrum, manufacturing and transportation & logistics average just 2.9 configurations each — a leaner approach that's likely tied to more uniform device roles and environments.

Bottom line: In 2025, teams are treating configurations less like static documents and more like living, evolving toolsets.

Average Device Templates Per Fleet   ■ 2024   ■ 2025

Industry	2024	2025
Hospitality	10.9	8.9
Healthcare	10.7	8.7
Media & Telecom	21.8	8.0
Retail	20.8	7.6
Restaurants	10.9	6.3
Other	4.2	5.7
Education, Non-Profit & Public Sector	6.0	5.7
Technology & Professional Services	6.1	4.8
Manufacturing		2.9
Transportation & Logistics	6.3	2.9

Geofencing

Geofencing has become a tactical tool for security, compliance, and productivity, especially in environments where devices are always on the move.
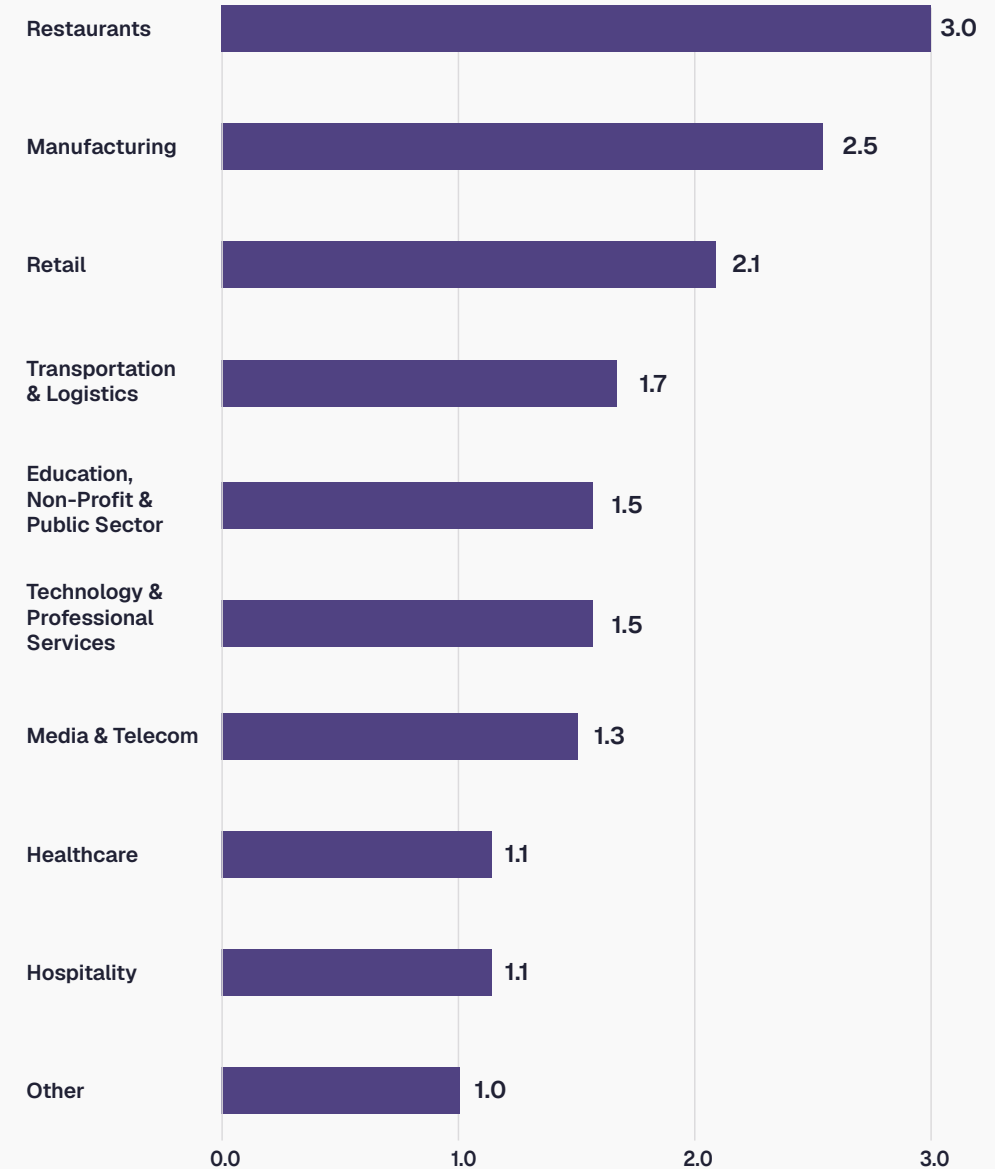
Whether this means locking down sensitive features the moment a device leaves the premises, limiting app access on company grounds, or applying policies that shift based on location, geofencing gives teams a flexible, low-friction way to enforce control without handholding every device directly.

Restaurants (3), manufacturing (2.5), and retail (2.1) use the most geofences. These teams are moving fast, managing frontline devices across distributed sites, and they need rules that shift with geography.

Meanwhile, when users and devices reliably stay in one place, location-based triggers matter less. More static organizations like hospitality and healthcare use 1.1 geofences each, opting for more role-based policies to manage permissions instead.

Configurations and device groupings show us how fleets are managed. Part 4 takes it a step further by exploring how organizations handle their applications and files. This helps us get a better idea of how today's growing device fleets fit into everyday operations.

Average Geofences Per Company

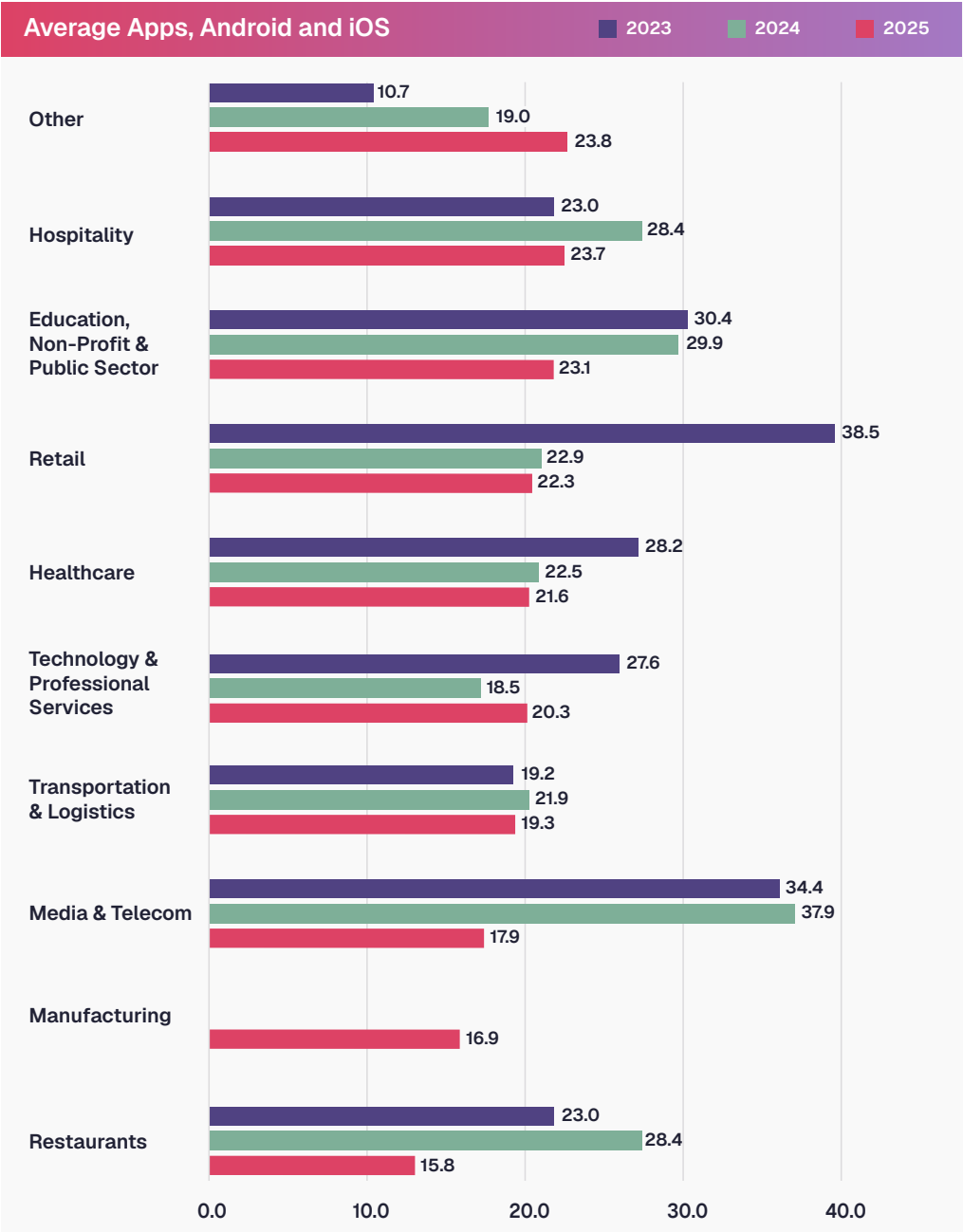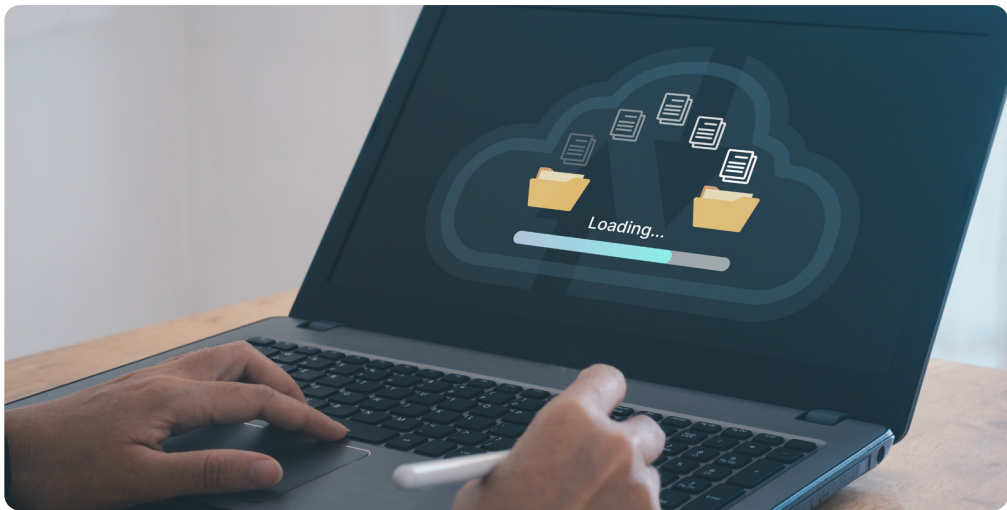| Industry	Average Geofences
Restaurants	3.0
Manufacturing	2.5
Retail	2.1
Transportation & Logistics	1.7
Education, Non-Profit & Public Sector	1.5
Technology & Professional Services	1.5
Media & Telecom	1.3
Healthcare	1.1
Hospitality	1.1
Other	1.0

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Artifacts: Applications, AI Models & Files

The new artifact mix: Apps, files, and AI models

In past reports, we focused mostly on apps — how many orgs were deploying, how they were updating them, and what that meant for device management workflows.

But now, more than ever, app use is only part of the picture.

Dedicated devices handle more files, including videos and images, for things like digital signage or training content. They're also using more AI models. So while we'll still break down app counts, it's more useful to think in terms of artifacts — everything a device needs to do its job in the field, encompassing apps, files, and edge AI models.

In 2025, the average organization now runs 20.1 applications, a slight dip for the second year in a row. But if we factor in the fact that they're running 11.2 content files, we see an average of 31.3 total artifacts.

Average Apps, Android and iOS — ■ 2023 ■ 2024 ■ 2025

Sector	2023	2024	2025
Other	10.7	19.0	23.8
Hospitality	23.0	28.4	23.7
Education, Non-Profit & Public Sector	30.4	29.9	23.1
Retail	38.5	22.9	22.3
Healthcare	28.2	22.5	21.6
Technology & Professional Services	27.6	18.5	20.3
Transportation & Logistics	19.2	21.9	19.3
Media & Telecom	34.4	37.9	17.9
Manufacturing			16.9
Restaurants	23.0	28.4	15.8

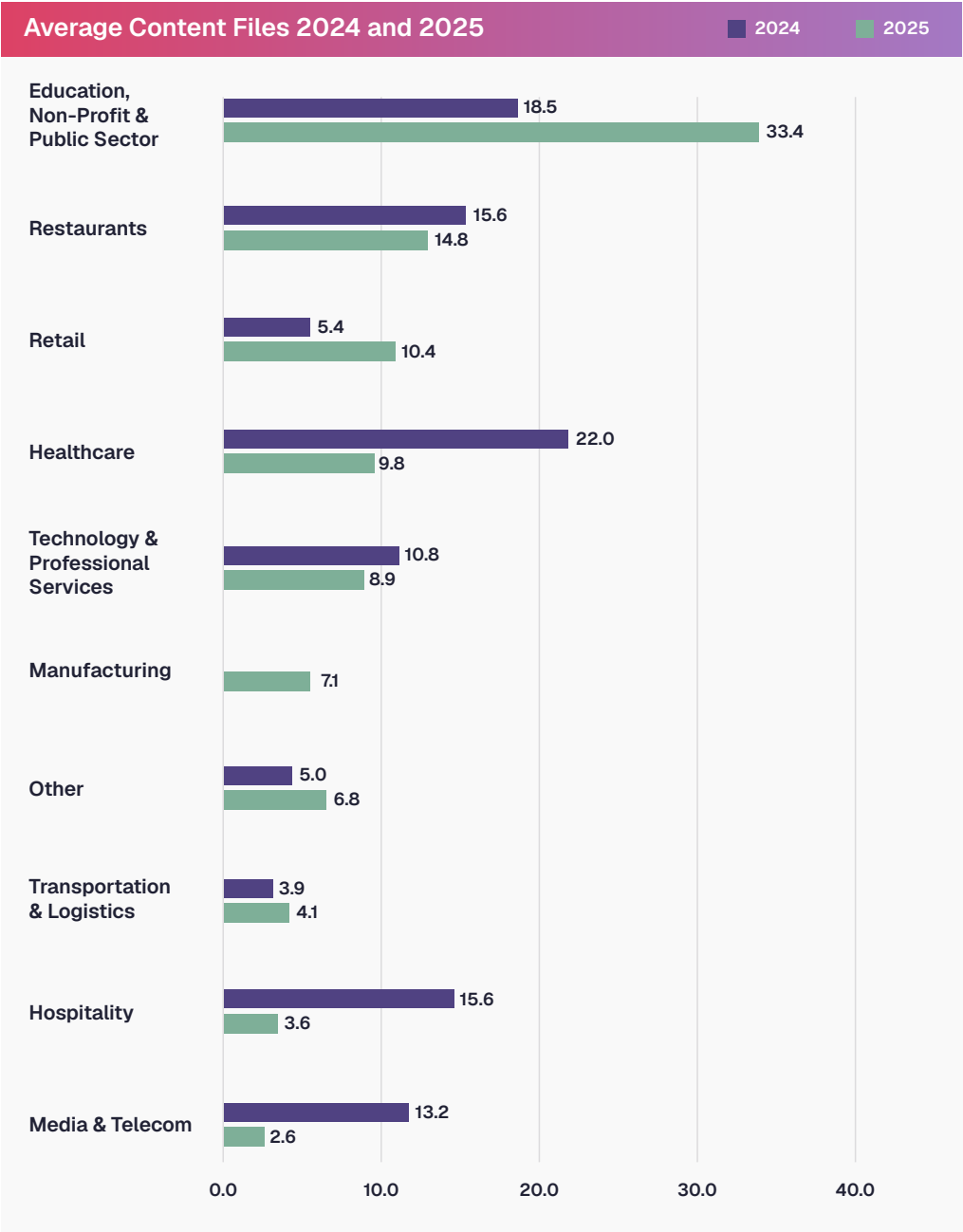## Part 4: Artifacts: Applications, AI Models & Files

In some industries, we see big shifts downward. Media & telecommunications (17.9 apps and 2.6 content files) and restaurants (15.8 apps and 14.8 content files) for example, have the least combined artifacts. This is despite being two of the most app-heavy sectors in last year's report.

But the reasons for the shift downward look a bit different: Media and telecommunications are scaling at rapid speed and have the most devices per user by far. The tradeoff: They're streamlining hard, and likely moving toward standardization and stability as they expand their reach.

Restaurants are a different story entirely — they're running smaller, smarter fleets, and one application is likely shouldering more weight than ever before, and as a result, we're seeing that restaurant applications are some of the most actively managed.

Industries like education are on an entirely different path: They've expanded to 56.5 total artifacts, leaning less on apps, more on files like PDFs and eBooks as courseware to enable learning & workflows without the fuss of updates.

In 2025, we're seeing that fewer apps don't necessarily mean lighter loads. It means teams are using a wider range of tools — tailored to specific workflows, media, and AI-driven tasks — and optimizing what really needs to run on the edge.

Average Content Files 2024 and 2025 ■ 2024 ■ 2025

Industry	2024	2025
Education, Non-Profit & Public Sector	18.5	33.4
Restaurants	15.6	14.8
Retail	5.4	10.4
Healthcare	22.0	9.8
Technology & Professional Services	10.8	8.9
Manufacturing		7.1
Other	5.0	6.8
Transportation & Logistics	3.9	4.1
Hospitality	15.6	3.6
Media & Telecom	13.2	2.6

Pipelines

A concept that was once reserved for cloud apps is now hitting the edge in a big way: Edge device teams are using pipelines in full force.
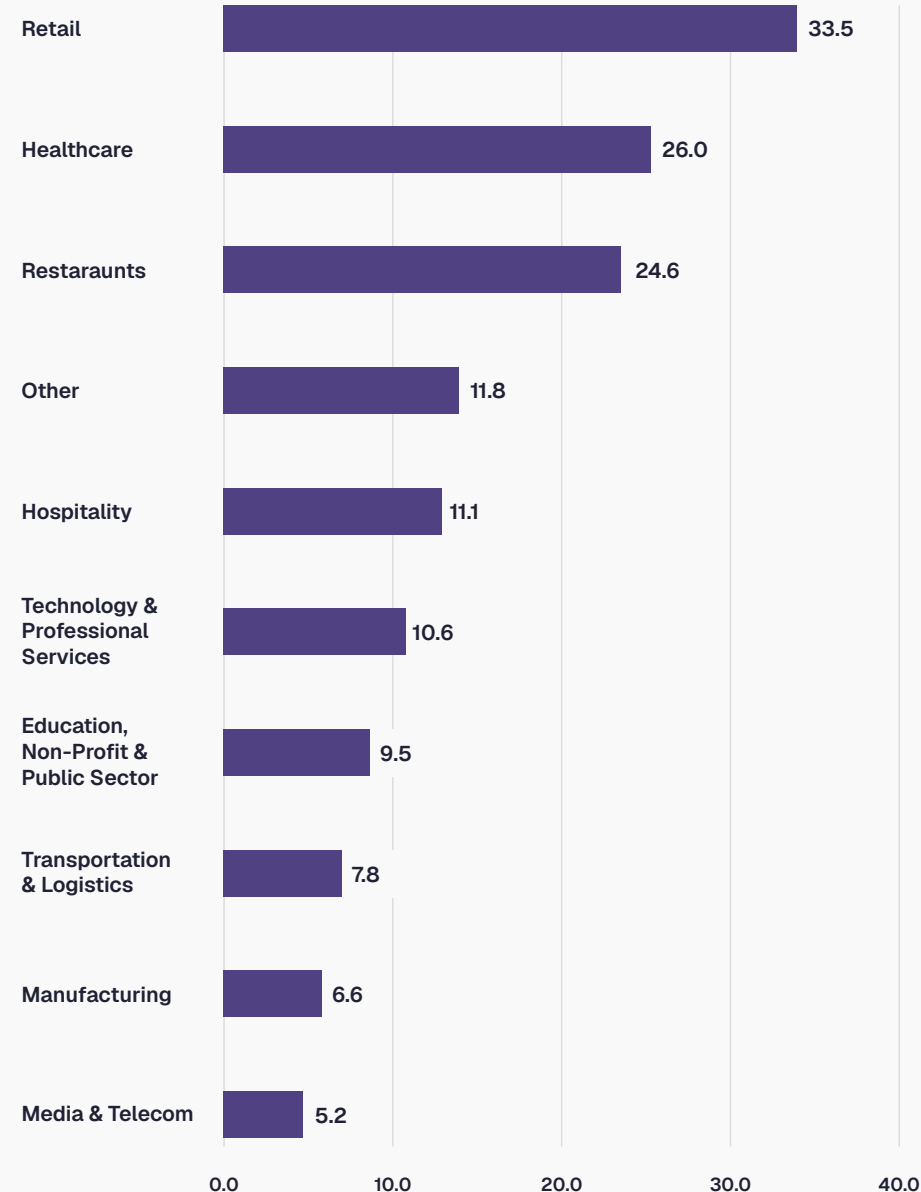
As edge fleets get more complex, more connected, and more critical, IT teams are adopting cloud-native thinking to manage them. That means building, testing, validating, and rolling out updates concurrently, and today's fleet managers are increasingly adopting DevOps workflows to make it all happen.

Why? Because the edge is no longer static. Devices now run AI models, sync files, power customer experiences, and operate across wildly different conditions. That makes well-tested, phased deployments non-negotiable. And while edge updates have historically been hard to manage, the numbers show a clear shift toward maturity.

For one, the average number of pipelines per org jumped from 10 in 2024 to 18 in 2025. We find that this is especially true for high-velocity, service-based industries. These teams rely on reliable, consistent customer-facing device experiences that bridge the gap between in-person and online. Retail leads at 33.5 pipelines, followed by healthcare (26) and restaurants (24.6). We also note that these three industries rapidly increased their pipeline use in the past year.

Meanwhile, media & telecommunications had the fewest pipelines (5.2), followed by manufacturing (6.6), and transportation & logistics (7.8).

Average Pipelines Per Company

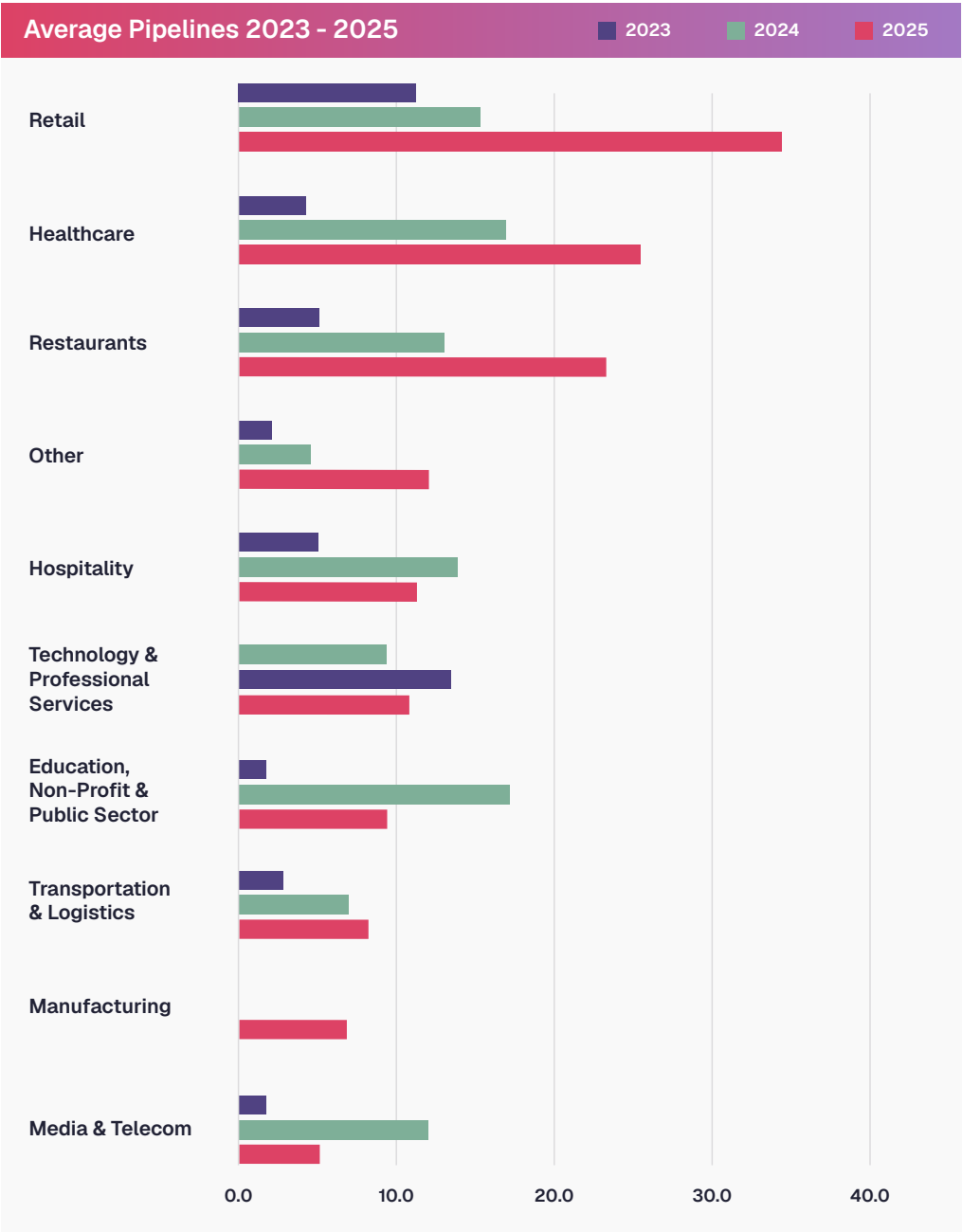| Industry	Average Pipelines
Retail	33.5
Healthcare	26.0
Restaraunts	24.6
Other	11.8
Hospitality	11.1
Technology & Professional Services	10.6
Education, Non-Profit & Public Sector	9.5
Transportation & Logistics	7.8
Manufacturing	6.6
Media & Telecom	5.2

Part 4: Artifacts: Applications, AI Models & Files

The most compelling sign of pipeline proliferation is the fact that the middle of the pack is slowly, steadily gaining ground with the front runners. Last year, we noted that the top 50 orgs ran 7x more pipelines than the average. This year? They're still ahead — but only by 5.8x, with a peak of 105 pipelines. The gap is narrowing. And that's a good thing..

As the count and complexity of artifacts grows and pipeline use catches on, real-time monitoring will become mission-critical.

That brings us to Part 5: Fleet Monitoring & Remote Management, where the focus shifts from deployment to day-to-day performance, uptime, and responsiveness — all tools that prevent updates from going sideways.

Average Pipelines 2023 - 2025

Legend: ■ 2023 ■ 2024 ■ 2025

Categories (top to bottom): Retail, Healthcare, Restaurants, Other, Hospitality, Technology & Professional Services, Education, Non-Profit & Public Sector, Transportation & Logistics, Manufacturing, Media & Telecom

X-axis: 0.0, 10.0, 20.0, 30.0, 40.0

Fleet Monitoring & Remote Management

Device alerts & proactive monitoring

Alerting is becoming the front line of device operations, and mature teams are pairing it with automation to proactively detect and resolve issues before a device goes off the rails. At a minimum, proactive alerts help teams catch problems early, reduce downtime, and keep devices alive longer — all of which translate directly into better ROI.
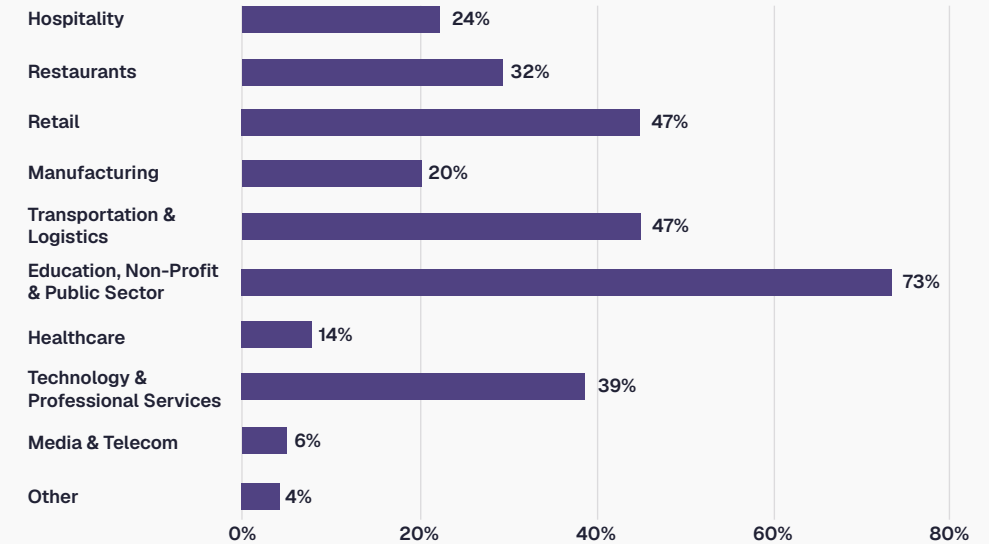
The top-performing organizations aren't just watching for online/offline status. They're tracking things like policy violations (like unauthorized app uninstalls or OS version drift), performance red flags (CPU spikes, battery drain), and connectivity or location anomalies that could signal physical risk or misuse.

We also note that, while fleets have grown, alert volume has remained flat compared to last year, which points to more proactive monitoring. And the most advanced fleets are now linking alerts directly with remediation workflows — automating the fix before IT ever gets a notification. That means less hands-on time, even as device counts keep climbing.
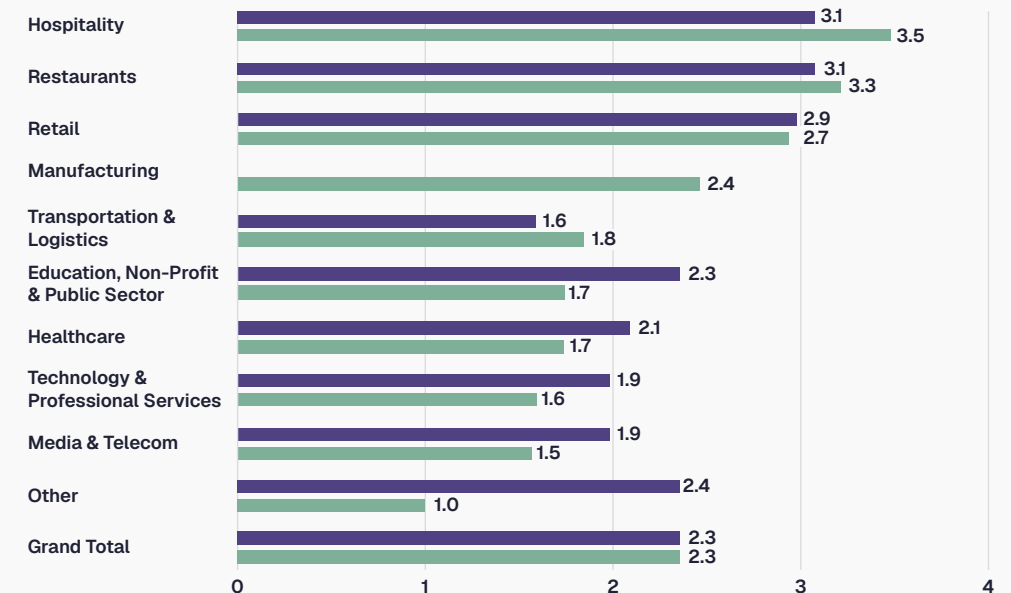
Hospitality (3.5), restaurants (3.3), and retail (2.7) had the most alerts on average, while other (1), media & telecommunications (1.5), and technology & professional services (1.6) had the fewest. Hospitality and retail saw the most growth in the total number of alerts.

Overall, alerting is evolving from reactive maintenance to real-time operations intelligence. The winning organizations are connecting the dots between monitoring and automation. In doing so, they maximize efficiency and uptime and see greater returns on their hardware investments.

Percent of Companies that Uses Device Alerts

Industry	Percent
Hospitality	24%
Restaurants	32%
Retail	47%
Manufacturing	20%
Transportation & Logistics	47%
Education, Non-Profit & Public Sector	73%
Healthcare	14%
Technology & Professional Services	39%
Media & Telecom	6%
Other	4%

Average Alerts, YoY Comparison ■ 2024 ■ 2025

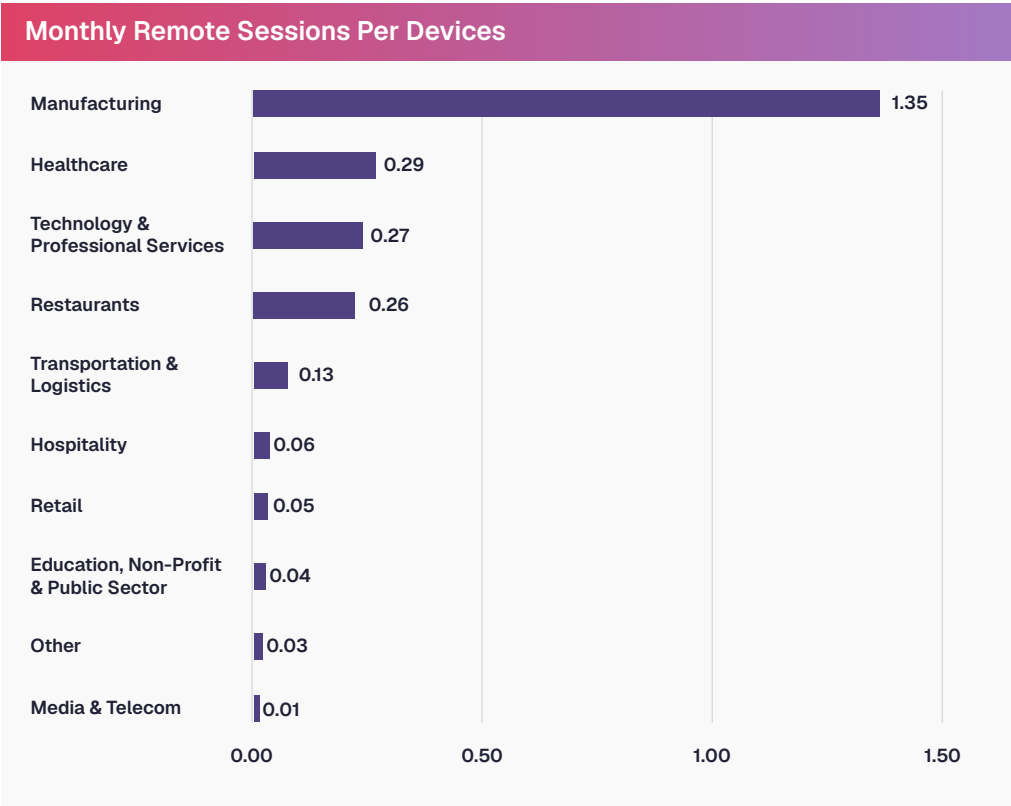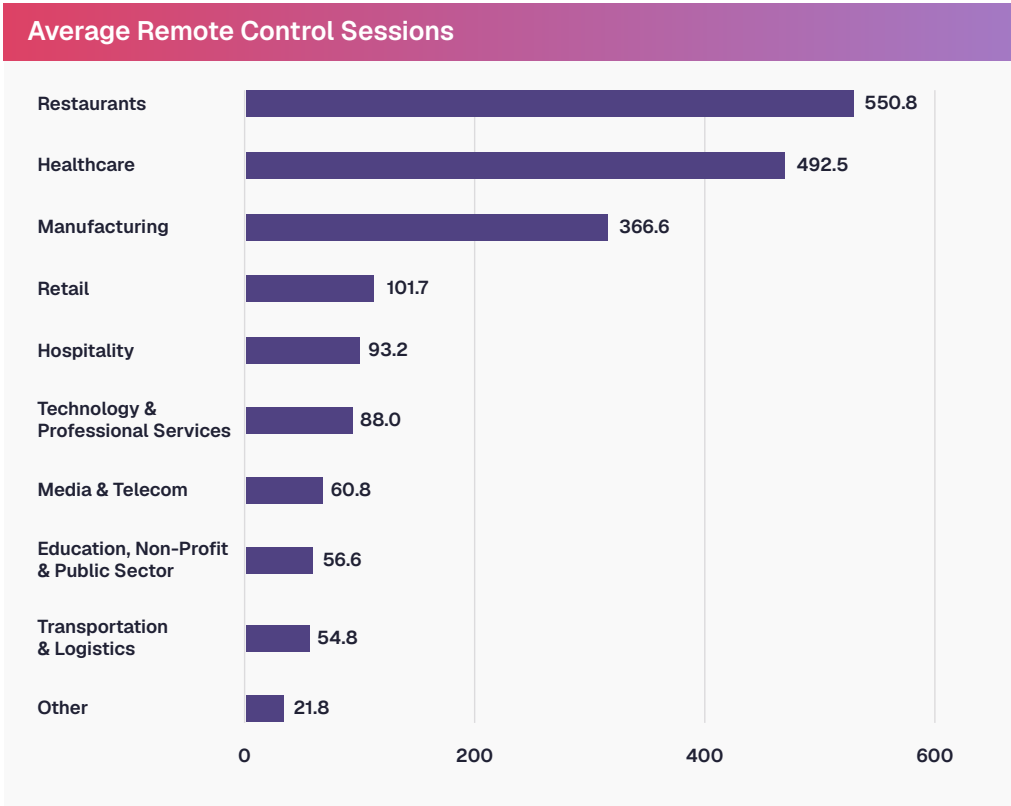| Industry	2024	2025
Hospitality	3.1	3.5
Restaurants	3.1	3.3
Retail	2.9	2.7
Manufacturing		2.4
Transportation & Logistics	1.6	1.8
Education, Non-Profit & Public Sector	2.3	1.7
Healthcare	2.1	1.7
Technology & Professional Services	1.9	1.6
Media & Telecom	1.9	1.5
Other	2.4	1.0
Grand Total	2.3	2.3

Remote Control Sessions

When an issue arises, IT operations haven't had the luxury of clicking their way to a solution — fixes often involve travel and on-the-floor disruptions. But that's changing as remote sessions are becoming the new go-to solution for support and proactive fleet tuning. Mature organizations treat remote access as routine, not a last resort. But remote sessions are most valuable when devices are highly decentralized, yet mission-critical.

And we see this in action with restaurants (550.8), healthcare (492.5), and manufacturing (366.6) industries: They're all-in on remote sessions to

maintain essential devices. Meanwhile, other (22), transportation & logistics (54.9), and education, non-profit & public sector (56.6) (all orgs with more centralized fleets) tend to use fewer remote sessions.

The way organizations approach alerts and monitoring reveals a lot about their operational priorities, and those priorities look very different across industries. From high-alert hospitality to streamlined logistics, the data tells a deeper story about how each sector is evolving. In Industry Deep Dives, we'll look into how device management strategies play out on the front lines.

Average Remote Control Sessions

Industry	Value
Restaurants	550.8
Healthcare	492.5
Manufacturing	366.6
Retail	101.7
Hospitality	93.2
Technology & Professional Services	88.0
Media & Telecom	60.8
Education, Non-Profit & Public Sector	56.6
Transportation & Logistics	54.8
Other	21.8

Monthly Remote Sessions Per Devices

Industry	Value
Manufacturing	1.35
Healthcare	0.29
Technology & Professional Services	0.27
Restaurants	0.26
Transportation & Logistics	0.13
Hospitality	0.06
Retail	0.05
Education, Non-Profit & Public Sector	0.04
Other	0.03
Media & Telecom	0.01

Industry Deep Dives

A look at the device management strategies of today's dynamic consumer-facing industries

Across industries, device fleets are scaling fast — but the *how and why* behind that growth varies wildly. Diverse sectors have different needs. Some prioritize resilience and control to protect the end customer, while others are looking for speed and cost to maximize operational value. So while the tools may be shared, the playbooks are not.

This is especially true for three of today's consumer-oriented industries. The next section offers a deep dive into three of these consumer segments — restaurants, retail, and healthcare — to help benchmark their approach to device management in 2025.
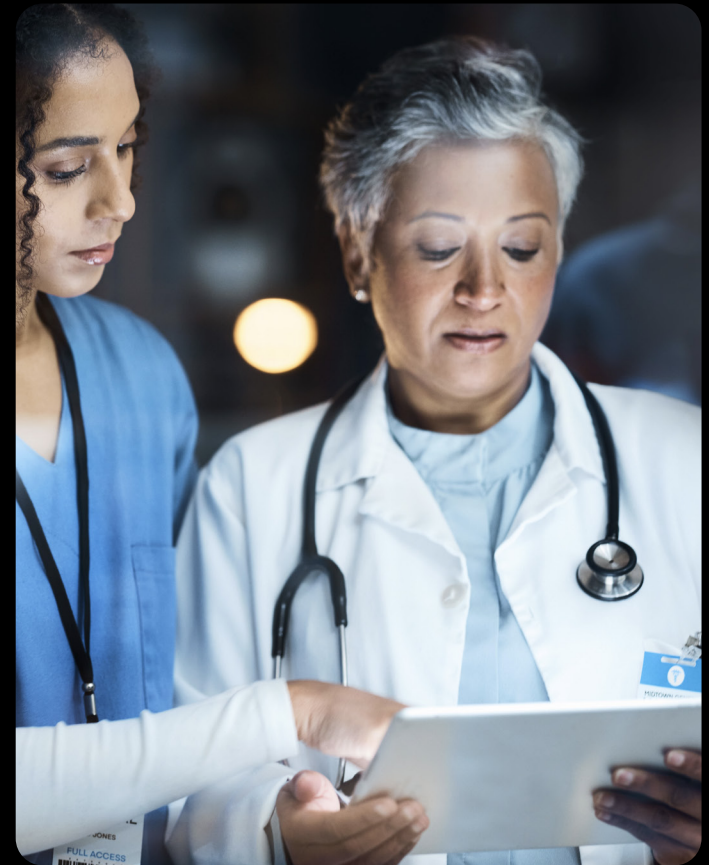
Part 6: Industry Deep Dives

Here's how some of the most dynamic industries are adapting their approach to device management in 2025:

Restaurants

From POS terminals to kitchen displays and self-service kiosks, dedicated devices are now mission-critical in restaurants. They don't just support operations. In many ways they are operations.

Restaurant fleets are complex by design. They span locations, teams, regions, and roles. And that complexity demands control.

Operators — especially in quick-service environments — need consistent, predictable device experiences for both staff and customers. That means tight group management, dynamic configurations, and the confidence to push updates without breaking anything during the lunch rush.

- Restaurants average 59.7 device groups, a clear sign of just how granular these setups have become.

- While app counts are low, restaurants are adding flexibility by moving away from kiosk mode to multi-app setups for more flexibility on the same device — a smart shift from hardcoded, single-use deployments.

- Alerts are frequent (3.3 per tenant), but that's by design: Restaurants use real-time monitoring to keep systems online during peak service.

- This is also why restaurants lead all industries in remote session usage, using it to fix issues fast and get hardware back online without waiting around for on-site support. Devices are revenue drivers: If one goes down, it's not just a tech issue — it's lost revenue.

Bottom line: Restaurants are building device strategies that scale with complexity without sacrificing uptime, speed, or consistency.

Restaurants – 2025 Device Management Stats	
Devices	1,408.2
Groups	59.7
Users	28.2
Devices Per User	50.01
Kiosk Mode Devices	268.1
% of Devices in Kiosk Mode	16.4%
Multi-App Mode Devices	518.3
% Multi-App Mode Devices	83.6%
Alerts	3.3
Geofences	3.0
Content Files	14.8
Device Configurations	6.3
Pipelines	18.0
Remote Viewer Sessions Per Month	550.8
Remote Viewer Sessions Per Month Per Device	0.39

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Retail

From self-checkout kiosks to inventory scanners and digital signage, dedicated devices are central to retail's customer experience and backend efficiency.

Retail fleets tend to be diverse, distributed, and high-volume. They're operating the most types of devices per company: POS terminals, customer self-checkout tablets, digital signage, inventory scanners, back-of-house operations, and more.

But unlike restaurants, retailers aren't leaning into granular control. They're leaning into sleek consolidated fleets with continuous updates — it's exceptional experiences to generate revenue above all else.

Retail teams need speed, consistency, and uptime across thousands of locations — without burying IT in complexity. That's why they keep things simple with larger device groups, fewer configurations, and tightly locked-down deployments.

- 85% of devices are locked into kiosk mode, favoring single-purpose setups for speed and stability.

- They average 18 pipelines, reflecting both the breadth of devices and focus on seamless experiences.

- Meanwhile, they operate 117 devices per user, balancing efficiency with scale.

- Despite the high device-to-user ratio, retail teams are turning to proactive alerts (averaging 2.7 per tenant) to catch issues before they impact the customer experience.

Bottom line: Retail is scaling simplicity. In an industry where every second counts, the best teams are stripping out noise, locking in reliability, and automating the rest.

Retail – 2025 Device Management Stats	
Devices	933.1
Groups	19.2
Users	8.0
Devices Per User	117.25
Kiosk Mode Devices	449.2
% of Devices in Kiosk Mode	22.4%
Multi-App Mode Devices	76.7
% Multi-App Mode Devices	77.6%
Alerts	2.7
Geofences	2.1
Content Files	10.4
Device Configurations	7.6
Pipelines	25.3
Remote Viewer Sessions Per Month	101.7
Remote Viewer Sessions Per Month Per Device	0.11

Healthcare

From patient check-ins to clinician workflows and diagnostic tools, dedicated devices in healthcare are critical clinical infrastructure. And they're treated accordingly.

Healthcare fleets aren't huge, but they're highly specialized. Devices are deployed across nurse stations, patient rooms, telehealth setups, and diagnostic environments — each with its own set of compliance, access, and uptime requirements.

Which also means there's no one-size-fits-all. Deployments are tailored to unique care settings, whether they're a rural outpatient clinic or a high-volume hospital system, or even specialized in-home care. And device management strategies reflect that complexity.

- Fleet sizes land near the midpoint across industries (745 devices). They're big enough to scale, but still manageable.

- Healthcare orgs lean on role-based access over location-specific policies, making configurations more flexible and more secure.

- Because stakes are high, new tech is rolled out cautiously, often through pilots before wider adoption.

- Remote sessions are used frequently (492 per month) — not just for support, but to ensure compliance and uptime. Even short outages can delay care, which makes monitoring essential.

Bottom line: Healthcare fleets are built for precision. They're rigidly managed, deeply contextual, and grounded in the realities of delivering care in a compliance-heavy, high-stakes environment.

Healthcare – 2025 Device Management Stats	
Devices	745.0
Groups	18.7
Users	9.3
Devices Per User	79.71
Kiosk Mode Devices	259.3
% of Devices in Kiosk Mode	25.8%
Multi-App Mode Devices	288.1
% Multi-App Mode Devices	74.2%
Alerts	1.7
Geofences	1.1
Content Files	9.8
Device Configurations	8.7
Pipelines	19.6
Remote Viewer Sessions Per Month	492.5
Remote Viewer Sessions Per Month Per Device	0.66

Conclusion: Device Management is an Operational Pillar

Device management isn't a background task anymore — it's a core operational pillar. Whether you're rolling out a thousand Android tablets, managing a wall of digital signage, or juggling iOS, Windows, and Linux endpoints, the old playbook's out.

This puts fresh pressure on IT strategists, administrators, operations, and developers to plan, deploy, manage, and update devices efficiently and effectively. Efficiency already enables scalability through simple provisioning, automated workflows, and consolidated device groups. But as the push toward more use cases, fine-tuned experiences, and more advanced models and capabilities gains ground, we expect efficiency to be met with custom operating systems and more fluid updates.

The frontrunners are already there, blending DevOps, real-time insights, and flexible tools to launch faster, support smarter, and build bulletproof infrastructure. What feels optional today will be expected tomorrow. The teams that lean in now? They're not just running smoother — they're rethinking what's possible, and entirely changing the game.

Methodology

This report uses anonymized and aggregated first-party data and references third-party research through May 2025.

Industries included in this research:

- **Retail:** Device solutions used by retailers, including department stores, convenience stores, grocery stores, etc.

- **Restaurants:** Device solutions used by restaurants, from quick-service to full-service.

- **Hospitality:** Device solutions used by hotels and entertainment venues.

- **Healthcare:** Device solutions used by healthcare networks, healthcare facilities, pharmaceuticals, and other organizations that provide remote care or clinical trials.

- **Transportation & Logistics:** Device solutions used in transportation, supply chain, or fulfillment.

- **Education, Nonprofit & Public Sector:** Device solutions used by educational organizations, NGOs, or governmental entities.

- **Technology & Professional Services:** Device solutions operated by software or other IT service providers.

- **Media & Telecommunications:** Device solutions operated by media, digital signage, or telecommunications providers.

- **Manufacturing & Industrial:** Device solutions used in manufacturing, construction, and engineering.

- **Other:** All other industries, not represented in the categories above.