

Global Subscriber Data Management Market Size Study, by Solution (Subscriber Data Repository, Subscriber Policy Management, Subscriber Identity Management, Subscriber Location and Device Information Management), by Network Type (Mobile Networks, Fixed Networks), by Deployment Model (On-Premises, Cloud), by Enterprise Size (Large Enterprises, Small and Medium Enterprises), by Application Type (Mobile, Voice over Internet Protocol (VoIP), Others) and Regional Forecasts 2022-2032

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Abstracts

Global Subscriber Data Management Market is valued approximately at USD 5.1 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 18.6% over the forecast period 2024-2032. Subscriber Data Management (SDM) plays a pivotal role in the evolution of 5G and cloud infrastructure by storing essential data used by diverse services. SDM simplifies the network upgrade path, continuing to support legacy network elements while enabling innovative next-gen services. It offers robust and scalable single-point data storage for both 4G and 5G subscriptions, efficiently managing SIM services and subscriber data crucial for 5G.

The Global Subscriber Data Management Market is driven by rising penetration of smartphones and growing volume of subscriber data across the world. The widespread adoption of smartphones globally has significantly expanded the user base for mobile services. With more people using smartphones for communication, internet access, and various applications, telecom operators and service providers are facing a surge in the number of subscribers. This proliferation of smartphones has created a pressing need

for efficient management of subscriber data to ensure seamless service delivery, personalized offerings, and effective customer engagement. In addition, Subscriber Data Management (SDM) solutions have emerged as critical tools for telecom operators and service providers. SDM platforms centralize and streamline the management of subscriber data across different networks and services, offering functionalities such as authentication, authorization, identity management, and policy enforcement. However, data privacy concerns and the high cost of implementation is going to impede the overall demand for the market during the forecast period 2024-2032.

The key regions considered for the Global Subscriber Data Management Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America was the dominating among regional market in terms of revenue owing to factors such as significant investments in advanced technologies such as AI, ML, IoT, big data, 5G, and cloud computing across the region. These investments are aimed at enhancing business operations and improving customer experience. Furthermore, the market in Asia Pacific is anticipated to develop at the fastest rate over the forecast period 2024-2032.

Major market players included in this report are:

ZTE Corporation
Telefonaktiebolaget LM Ericsson
Cisco System, Inc.
Huawei Technologies Co., Ltd.
Oracle Corporation
Hewlett Packard Enterprise Company
Nokia Corporation
Computaris International
Optiva, Inc
Amdocs Inc

The detailed segments and sub-segment of the market are explained below:

By Solution:

- Subscriber Data Repository
- Subscriber Policy Management
- Subscriber Identity Management
- Subscriber Location and Device Information Management

By Network Type:

- Mobile Networks
- Fixed Networks

By Deployment Model:

- On-Premises
- Cloud

By Enterprise Size:

- Large Enterprises
- Small and Medium Enterprises

By Application Type:

- Mobile
- Voice over Internet Protocol (VoIP)
- Others

By Region:

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Spain
- Italy
- ROE
- Asia Pacific
- China
- India
- Japan
- Australia
- South Korea
- RoAPAC
- Latin America
- Brazil
- Mexico
- Middle East & Africa
- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market

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