

Global Cloud-based Value-added Services Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

VAS provided by telecom industry can be defined as the beneficial mobile services that are apart from the voice communication services. Traditionally, mobile service providers have been offering only voice communication services. The rapid advancements in technology have led to the evolution of other mobile services beyond the voice communication services to include non-core services. In other words, VAS adds more value to the core mobile services, thereby enabling mobile subscribers to use cell phones and tablets for several non-voice purposes such as sending SMS, MMS, and pictures; accessing the internet for reading news headlines and astrology, retrieving flight information, listening to music, and playing online games; and for m-commerce and mobile banking.

SCOPE OF THE REPORT:

This report studies the Cloud-based Value-added Services market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Cloud-based Value-added Services market by product type and applications/end industries. According to the report, one of the key drivers for market growth will be use of MVAS for day-to-day activities. The adoption of MVAS is increasing at a rapid pace and is being used by subscribers for their daily requirements. Some MVAS offer huge benefits and are convenient to use. For instance, the location-enabled VAS are being used to search locations, find directions to a particular destination, and offer location-based advertising. In addition, m-commerce VAS applications are enhancing the income of users. For instance, in Kenya, users save up to \$3 on every mobile transaction performed using m-pesa. Similarly, m-krishi, developed by TCS, provides agricultural information to Indian

customers, thereby helping farmers sell their products at market prices fixed by the government.

The global Cloud-based Value-added Services market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Cloud-based Value-added Services.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Cisco Systems

Huawei

IBM

Infosys

Ericsson

CALLUP

Ethrix

Gintel

OCSBOX

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Hybrid Cloud

Multi-Cloud

Managed Cloud

Market Segment by Applications, can be divided into

Manufacturing

ICT

Healthcare

BFSI

Others

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