

# **Telecom Service Assurance Market Size, Share & Trends Analysis Report By Component, By Operator, By Deployment, By Enterprise Size, By Region, And Segment Forecasts, 2024 - 2030**

<https://marketpublishers.com/r/T33D3363F55CEN.html>

Date: July 2024

Pages: 130

Price: US\$ 4,950.00 (Single User License)

ID: T33D3363F55CEN

## **Abstracts**

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### **Telecom Service Assurance Market Trends**

The global telecom service assurance market size was estimated at USD 9.67 billion in 2023 and is expected to expand at a CAGR of 9.5% from 2024 to 2030. The increasing number of mobile phone users worldwide is creating a demand for improved network performance and service quality. This, in turn, is driving the growth of the telecom service assurance market. The deployment of 5G technology is another major driver. 5G networks are more complex than previous generations and require more sophisticated service assurance solutions to deliver a wider range of services with enhanced mobile broadband, ultra-reliable low latency communication, and massive machine-type communication.

The growing complexity of telecom networks is pushing the need for automation in service assurance. Automation helps operators improve efficiency, reduce costs, and improve service quality. Service assurance solutions with automation capabilities can automatically detect and troubleshoot problems without manual intervention. Data analytics is also playing an increasingly important role. Service assurance solutions are collecting more and more data about network performance and user experience. This data can be used to identify trends, predict problems, and improve service quality.

Telecom operators are increasingly prioritizing a customer-centric approach to differentiate themselves in a competitive market. Service assurance solutions are crucial in this effort, enabling operators to monitor, manage, and enhance service quality. These solutions provide real-time monitoring of network performance and service quality, offering immediate insights into the health of the network and allowing for quick detection and resolution of service issues. With end-to-end visibility across the entire network infrastructure, operators can understand the impact of different network segments on overall customer experience and pinpoint specific issues affecting service quality.

An open architecture in service assurance is becoming increasingly important as it facilitates seamless integration with other tools and platforms. This open system approach fosters collaboration and interoperability, allowing different systems to work together harmoniously. By adopting open architectures, operators can more easily adapt to changing industry standards and incorporate new technologies into their existing infrastructure. This flexibility is crucial for future-proofing investments in a rapidly evolving technological landscape. Ultimately, open architectures enable operators to stay agile and responsive to market demands, ensuring they remain competitive.

Artificial Intelligence (AI) and Machine Learning (ML) are revolutionizing service assurance processes by driving predictive analytics and enabling proactive issue resolution. These technologies empower operators to anticipate and address network anomalies before they impact the user experience, ensuring seamless and reliable service delivery. AI and ML can optimize network performance by analyzing vast amounts of data and identifying patterns that human operators might miss. This leads to more efficient resource allocation and enhanced service quality. By leveraging AI and ML, operators can respond swiftly to emerging issues, maintaining high standards of customer satisfaction and network reliability.

## Global Telecom Service Assurance Market Report Segmentation

The report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For the purpose of this study, Grand View Research has segmented the telecom service assurance market based on component, operator, deployment, and enterprise size.

### Component Outlook (Revenue, USD Million, 2018 - 2030)

Solution

Probe System

Network Management

Workforce Management

Fault Management

Quality Monitoring

Others

Services

Professional Services

Managed Services

Operator Outlook (Revenue, USD Million, 2018 - 2030)

Mobile Operator

Fixed Operator

Deployment Outlook (Revenue, USD Million, 2018 - 2030)

On-premise

Cloud

Enterprise Size Outlook (Revenue, USD Million, 2018 - 2030)

Large Enterprises

Small & Medium Enterprises

## Regional Outlook (Revenue, USD Million, 2018 - 2030)

### North America

#### U.S.

#### Canada

#### Mexico

### Europe

#### Germany

#### UK

#### France

### Asia Pacific

#### China

#### India

#### Japan

#### South Korea

#### Australia

### Latin America

#### Brazil

### Middle East & Africa (MEA)

#### UAE

#### Kingdom of Saudi Arabia (KSA)

South Africa

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