

Telecom Service Assurance Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global telecom service assurance market size reached US\$ 6.5 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 10.7 Billion by 2027, exhibiting a growth rate (CAGR) of 8.79% during 2022-2027.

Telecom service assurance refers to the systematic process of maintaining and improving the quality of service provided by telecom companies to customers. It ensures that services offered over networks adhere to pre-defined service quality for an optimal subscriber experience. It is usually enforced using network monitoring tools that constantly perform checks and tests against network services and applications. At present, modern telecom service assurance offers key functions, including supporting reactive and proactive processes to provide reliable service delivery to customers; mitigating the risk of disruption during planned modifications to the network; and maintaining visibility of network topologies and other contextual information.

Telecom Service Assurance Market Trends:

Nowadays, telecom operators around the world need to respond quickly to meet modern customer expectations and emerging business opportunities and keep pace with rapid innovation. This represents one of the significant factors impelling the market growth. Moreover, advancements in operations support system (OSS) environments due to the rising acquisition of companies, the introduction of new technologies, and the evolution of organizational structure are resulting in a set of separate silos, which rely on manual processes. This, in turn, is positively influencing the market. In addition, the advent of 5G, virtualization, and the Internet of Things (IoT) technologies are enabling automation of network and service management, which helps optimize silos and manage service assurance efficiently. The increasing interdependency across business lines

and domains, the complexity of technology ecosystems, the growing data volumes, and a shift towards converged networking are encouraging the adoption of new generation platforms. Apart from this, the escalating demand for telecom power systems on account of significant growth of the telecom infrastructure in rural areas, in confluence with the increasing popularity of wireless communication technologies, is creating a positive influence on the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global telecom service assurance market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on operator, solution, deployment and organization size.

Breakup by Operator:

- Fixed
- Mobile

Breakup by Solution:

- Software
- Services

Breakup by Deployment:

- On-premises
- Cloud-based

Breakup by Organization Size:

- Small and Medium-sized Enterprises
- Large Enterprises

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific

China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Accenture plc, Broadcom Inc, Cisco Systems Inc., Comarch S.A., Ericsson Inc., Hewlett Packard Enterprise Development LP, Huawei Technologies Co. Ltd., International Business Machine Corporation, NETSCOUT Systems Inc., Nokia Oyj and TEOCO.

Key Questions Answered in This Report:

How has the global telecom service assurance market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global telecom service assurance market?

What are the key regional markets?

What is the breakup of the market based on the operator?

What is the breakup of the market based on the solution?

What is the breakup of the market based on the deployment?

What is the breakup of the market based on the organization size?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global telecom service assurance market and who are the key players?

What is the degree of competition in the industry?

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